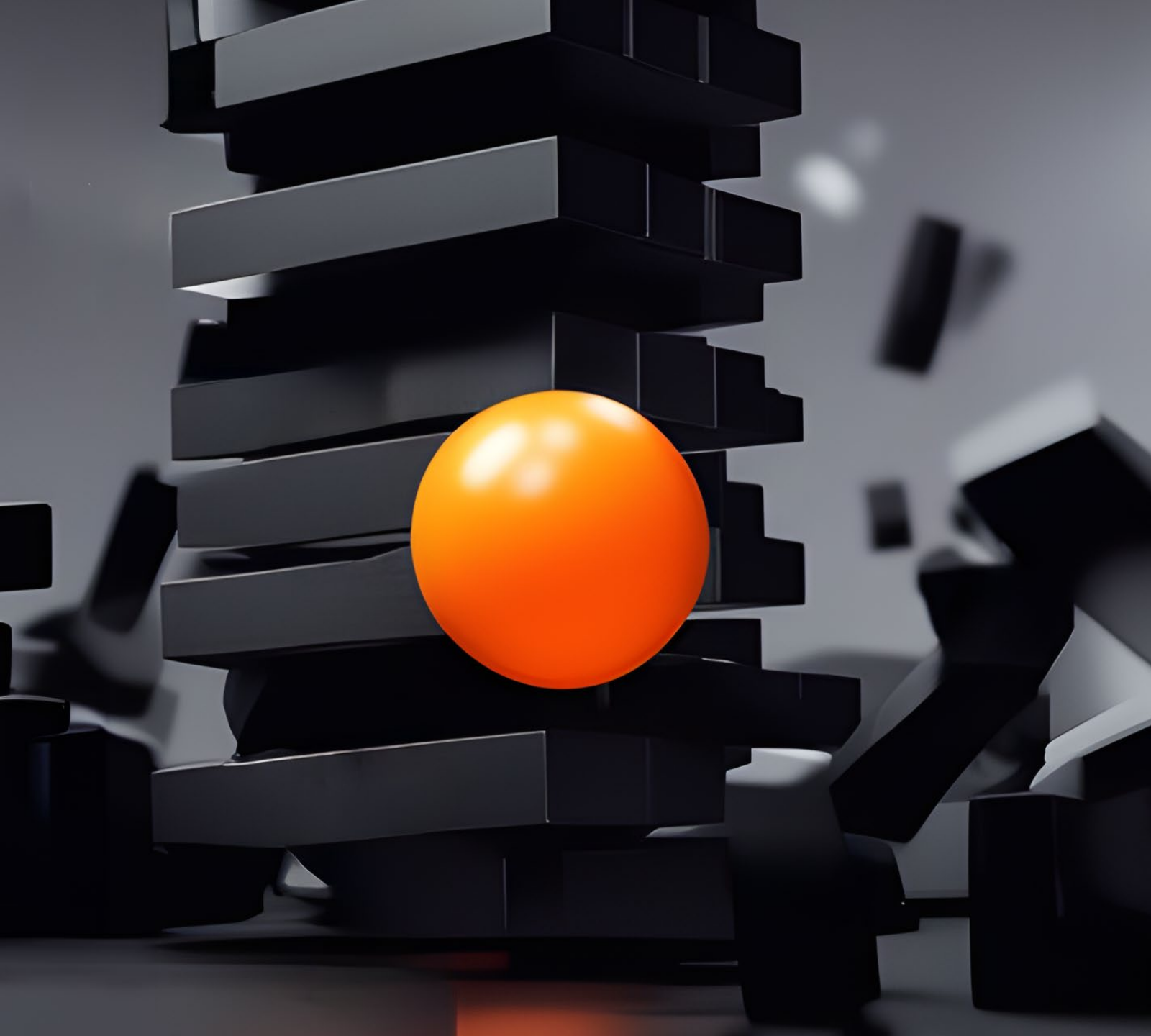




**Wavemaker**

**A CHANGING IDENTITY LANDSCAPE**

**Cookieless  
Future-Brands 2024**



*Session Objective*

**You will know:**

**What the big identity changes are, why they are happening, how that impacts advertising, and what the future holds**

# MEET THE TEAM



**Corissa Henry**  
*VP, MIS*



**Jeffrey Roach**  
*Director, MIS Audience*



**Alana Langlois**  
*AD, Acceleration*



**Sudhir Gupta**  
*Director, MIS*



**Kalin Kotzev**  
*VP, Acceleration*




**Keshav Kumar**  
*Manager, MIS*

# What will be covered?



- What is 'identity' and how has it been changing?
- What is driving these changes, and why?
- How this impacts how we advertise
- Solutions help manage these impacts
- What we recommend

A glowing orange sphere, resembling a sun or a light source, is positioned on a stack of several books. The sphere is the central focus, emitting a warm, golden light that illuminates the books and the surrounding area. The books are stacked in a slightly irregular manner, with their pages visible. The background is dark, making the bright sphere and the light on the books stand out prominently. The overall composition is artistic and symbolic, suggesting a connection between knowledge (books) and enlightenment or identity (the glowing sphere).

**What is 'Identity'  
and how has it  
been changing?**

# The Cookie:

Cookies are small pieces of data that are used to identify your computer as you use a computer network.

## There Are 3 Types of Cookies/Data



### First Party

1st Party Cookies – Cookie Based Data Owned by brands & Collected via Digital Ad Campaigns & On-Site Activity



### Second Party

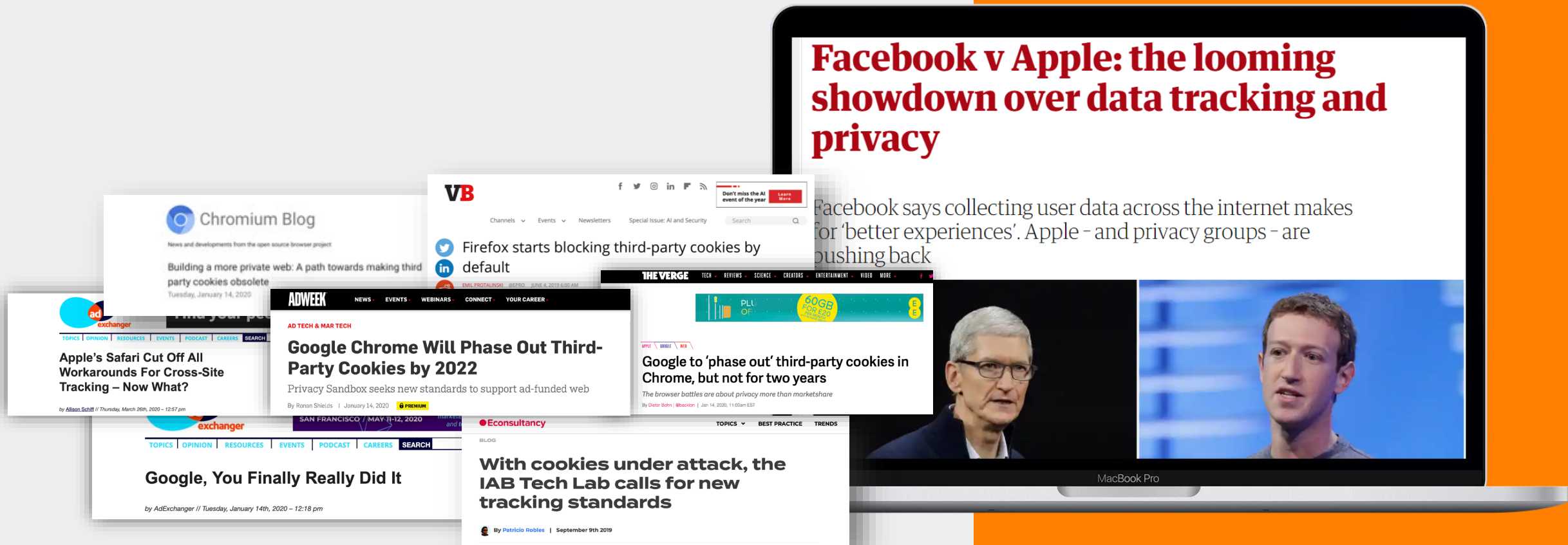
2nd Party Data – Data owned and collected by another business entity via the business's website/marketing activity, then shared directly with and used by brands in some capacity.



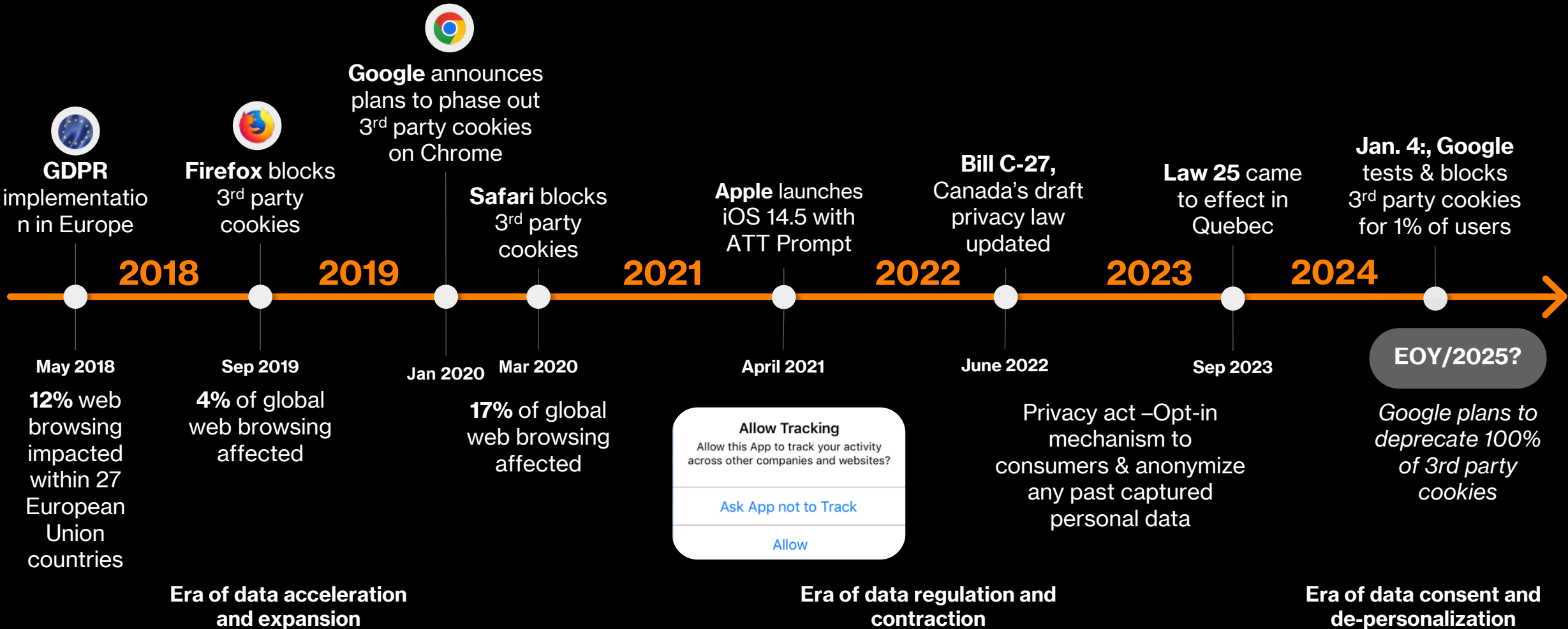
### Third Party

3rd Party Cookies – Cookie based data collected by, but not originating from properties owned by the collector

# You may have seen this topic in the **news**



# The end of 3<sup>rd</sup> party cookies marks a transformative shift in the digital landscape: **guaranteeing the user's right to privacy**







# Browsers and mobile OS are moving away from 3<sup>rd</sup> party cookies and ad identifiers.

As a result, most Canadians will be affected:



**49.4%**  
Chrome



**33.4%**  
Safari



**4.9%**  
Firefox



**7.3%**  
Edge



**3.0%**  
Samsung Internet



**1.0%**  
Opera



**Consumer behavior and distrust are key concerns**

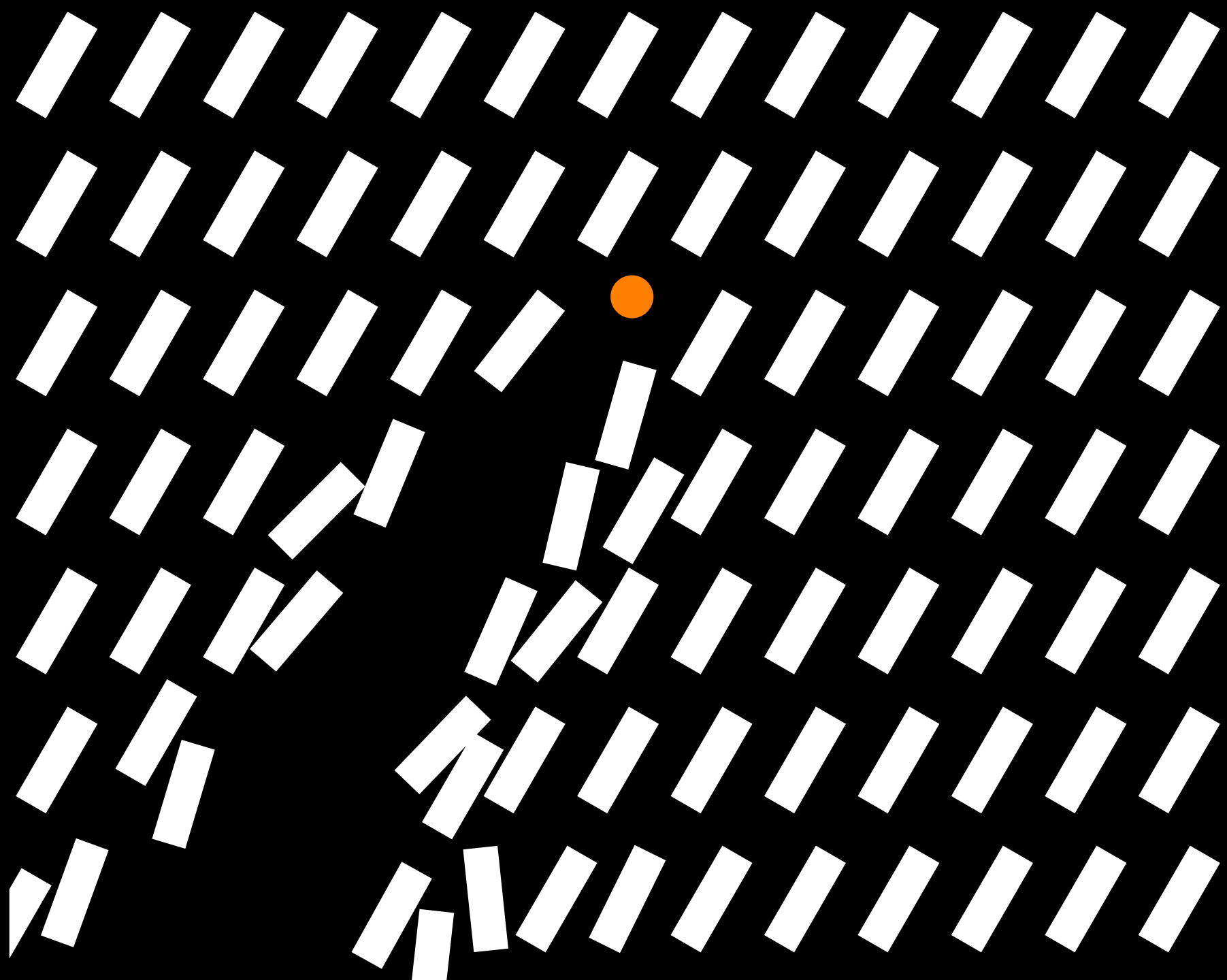
**91%** of Canadians worry about the protection of their online privacy

Average consent rate dropped from **46%** to **35%** from 2022 to 2023

Source : [Office of Privacy Commissioner Canada](#), etracker Consent Study

# What is driving these changes, and why?

*Implications to end consumers, publishers, and marketers*



# There four forces of change are within the industry



## More Data

Exponential growth in data and the data ecosystems, driven in part by smart phone adoption



## Consumer Expectations

Awareness of how personal data can be used, and the rights citizens have, is increasing globally through Right to Privacy



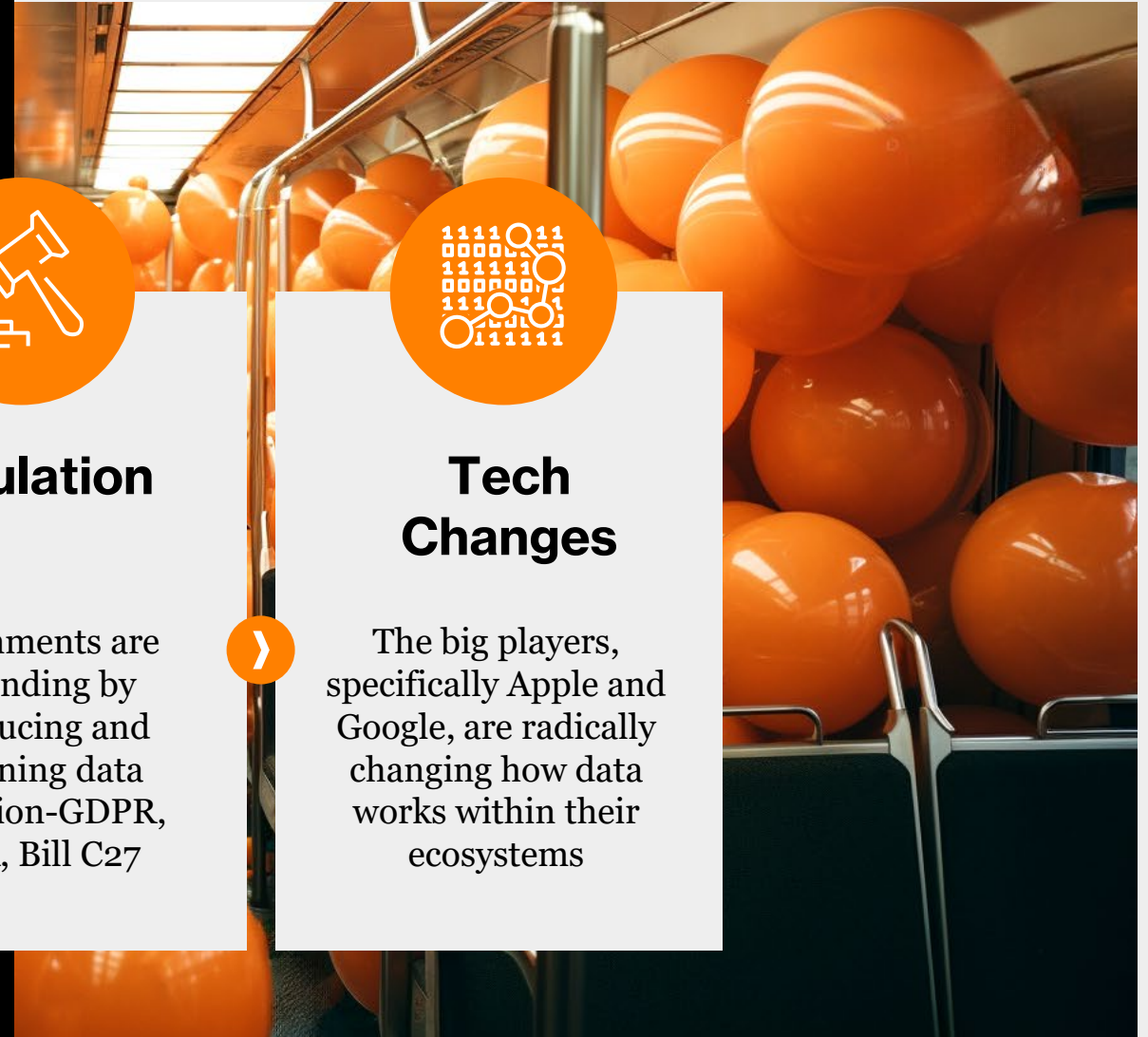
## Regulation

Governments are responding by introducing and tightening data legislation-GDPR, CCPA, Bill C27

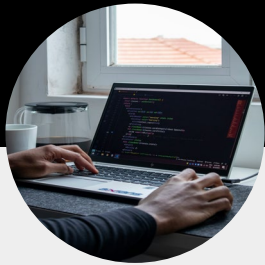


## Tech Changes

The big players, specifically Apple and Google, are radically changing how data works within their ecosystems

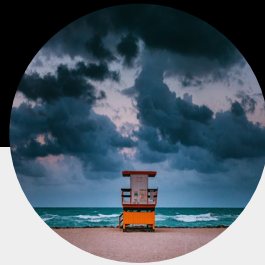


# What can consumers anticipate?



## Enhanced Privacy:

Online activities are less extensively tracked



## Reduced intrusiveness:

Shift away from aggressive targeting, fostering more meaningful & less intrusive interactions



## Better website experience:

Faster website load time expected without multiple cookie tracking scripts



## More trusted relationships:

Transparent, user-centric data practices for consented and greater control on PII

# Impact on Publishers

## Enhanced data ownership & consent:

Increased control over user data building trustful relationships with users

**Revisit monetization strategies:** As third-party cookies lose reliability in targeted advertising, site owners may need to explore alternative revenue streams and innovate advertising methods



# Impact on marketers

## Audience targeting limitations:

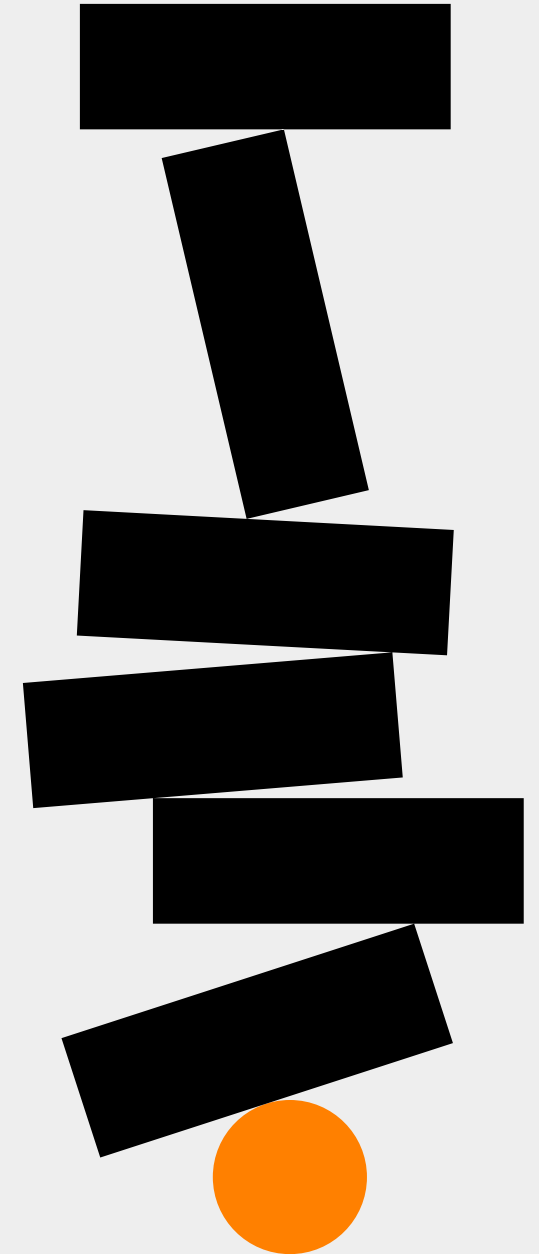
- Limited **audience** signals to capture user behaviour
- Lesser control on **Reach & Frequency**
- Less publisher **inventory** available to target
- Focus on building long-term relationships rather than being aggressive
- Build 1<sup>st</sup> party consented data, community, newsletter, surveys

## Limited measurement of the connection between brand and user

- Limited visibility on consumer journey affecting retargeting and sequential targeting
- Will impact **ROI**

## Brands need to take a more thoughtful approach on interactions with users

- Use modeling to understand what drives behaviour





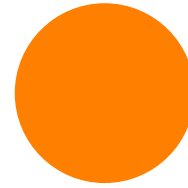
# The impact on audience **targeting**



# Varying levels of impact on audience targeting affect overall marketing funnel

|        | Awareness  | Consideration  | Conversion  |
|--------|--|--|---|
| Heavy  | <ul style="list-style-type: none"><li>Affinity &amp; Interest</li><li>Behavioral</li></ul> | <ul style="list-style-type: none"><li>Lookalikes</li><li>In-Market</li></ul>             | <ul style="list-style-type: none"><li>Retargeting</li></ul>   |
| Medium | <ul style="list-style-type: none"><li>Demo</li><li>Location</li></ul>                      | <ul style="list-style-type: none"><li>Custom Intent</li><li>Business Owners</li></ul>    |   |
| Low    | <ul style="list-style-type: none"><li>Contextual</li></ul>                                 | <ul style="list-style-type: none"><li>Contextual</li><li>Social Brand Engagers</li></ul> | <ul style="list-style-type: none"><li>Keyword Targeting</li><li>1<sup>st</sup> Party Audience</li></ul> |

# The channels we buy in are set for a significant reassessment



## Heavy

### Display (Programmatic)

Heavily impacted across audience reporting, development & targeting

---

## Medium

### Social

Heavier impact when using 3<sup>rd</sup> party cookies for retargeting.

Lesser impact within walled gardens

### Search

Heavier impact when using 3<sup>rd</sup> party cookies for retargeting.

Keyword-based targeting is unaffected

---

## Low

**Display (Contextual)** – no impact as it relies on the surrounding content

**Email** – no impact

**DOOH** – low impact as it uses privacy-safe solutions e.g. time, location, weather

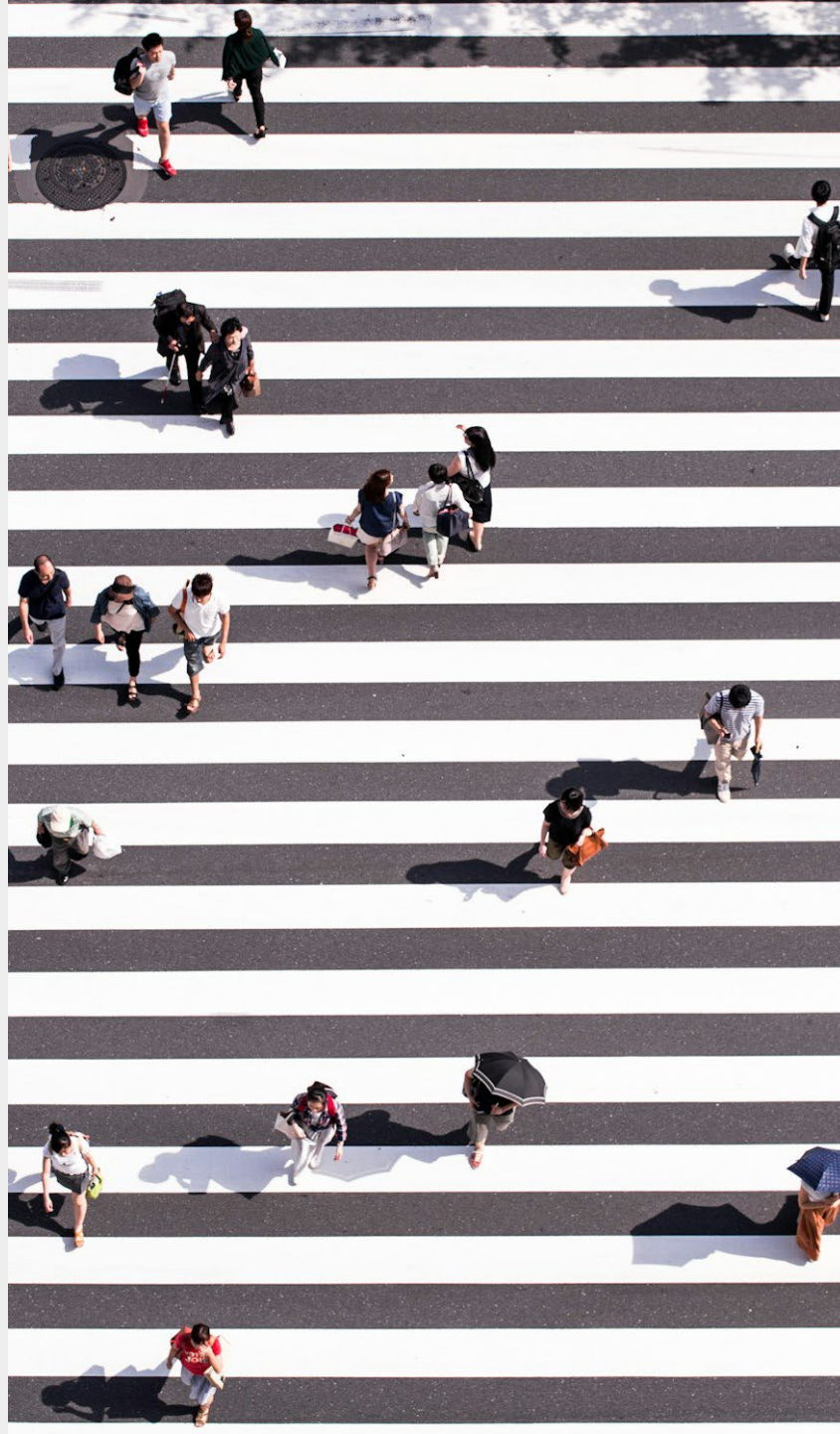
**Connected TV** – low impact as it uses different methods of 1<sup>st</sup> party data such as device IDs, IP addresses, anonymized IFAs (identifiers for advertisers)

**Mobile (In-App)** – limited impact as it uses other identifiers like mobile/device IDs, user login



**The solutions for audience **targeting****

# Approaches to audience **targeting** in a cookieless world



**01** Addressable Content Solution

**02** Google Privacy Sandbox

**03** Data Clean Rooms







# We use cookies

| User Preference                        | Consent: user accepts cookies   | Non-consented: user rejects cookies   |
|--|---|---|
| Captured 1st Party Data                | Personal information (e.g. name, email ad)<br>Anonymous information (e.g. device, location, content read) | Personal information (e.g. name, email ad)<br>Anonymous information (e.g. device, location, content read) |
| Industry solutions/cookie alternatives | Data clean rooms<br>Across both: Universal IDs, AI based solutions, privacy sandbox                       | Contextual Targeting  |

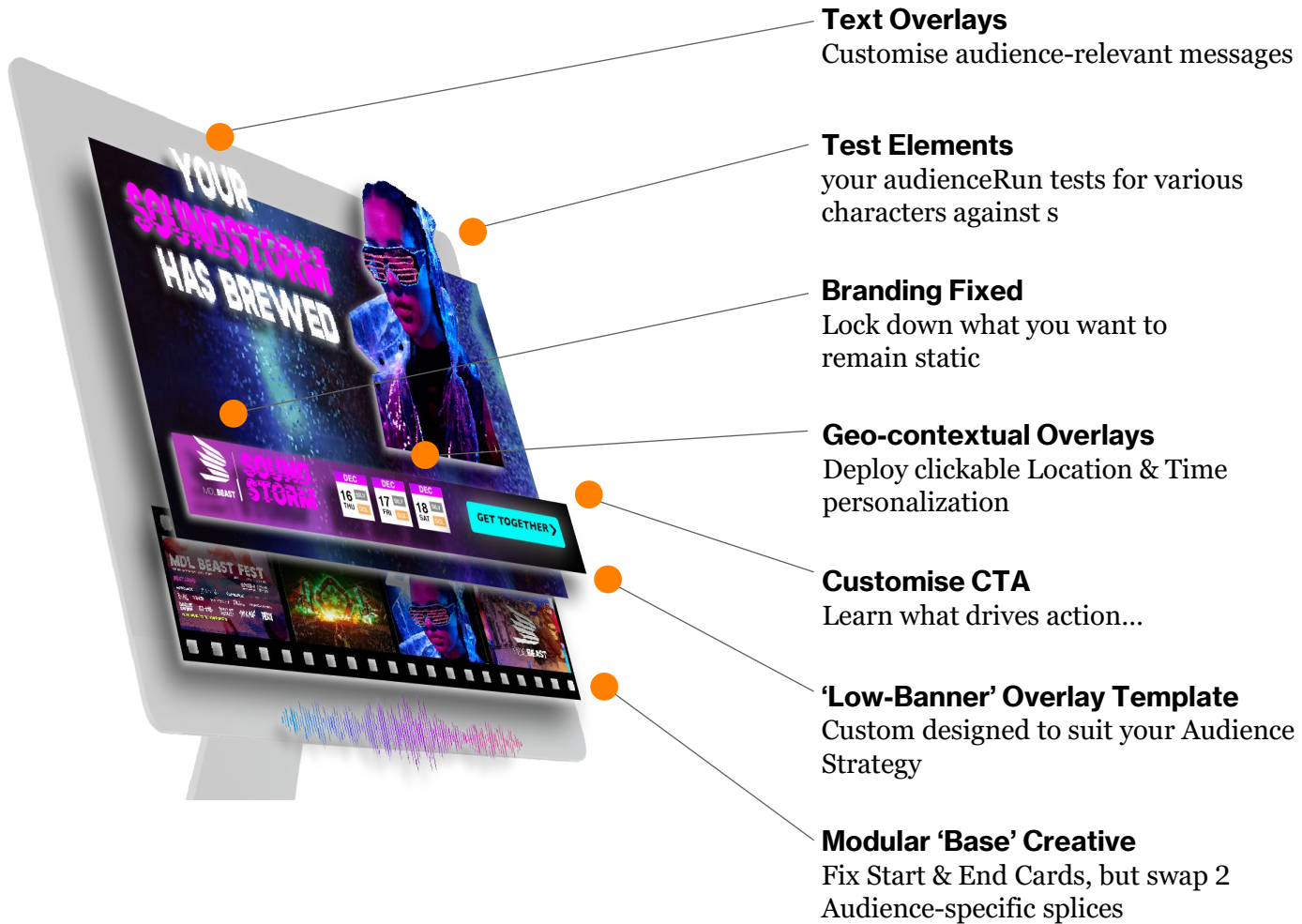
*Our website uses cookies and similar technologies to help personalize content, tailor and measure ads, and provide a better experience. You can adjust this cookie settings or learn more by reading our cookie policy.*

Accept all cookies    Reject all cookies

# A recap of key audiences and alternatives to 3<sup>rd</sup> party cookies

|   | Demo & Geo   | Affinity / In Market       | 3 <sup>rd</sup> Party Retargeting, Sequential | Contextual | Predictive & AI  | 1 <sup>st</sup> Party Data | Keyword |
|---|--|----------------------------|---|------------|------------------|----------------------------|---------|
| <br>  | Clean rooms, Universal IDs, Privacy Sandbox          |                            |   |            |                  |                            |         |
|    | Based on user's privacy / IDFA choice on app sign-in | Clean rooms, Universal IDs |   |            | Targeting intact |                            |         |
| <br><br> | Clean rooms, Universal IDs, Privacy Sandbox          |                            |   |            |                  |                            |         |

# Audience Addressability & DCO



**Addressability** is using data to Personalize messaging, Learn what consumers liked, and Apply that going forward.

## Benefits

- Addressable content can uplift performance KPI's by providing more relevant content to audiences
- The templated approach offers us agility to make quick and efficient changes to creative without the need to re-traffic
- The ability to scale enables the option to test. This allows us to set up split tests to learn what engages users for creative insights
- The templated approach enables significant production efficiency through scale

## Complementary Solutions

- **UX Optimization:** utilize the learnings from the analysis to inform testing hypotheses and build an optimization roadmap
- **Advanced Analytics:** use advanced segmentation solutions to further the high-level audiences identified

# Privacy Sandbox:

Google concept comprising private-first initiatives for websites to access secure user information

## Latest 4 components:

- Topics API
- Protected Audience API (aka FLEDGE)
- Attribution Reporting API
- CHIPS API

## Jan 2024:


Google currently testing via control (3<sup>rd</sup> party cookies) vs. exposed (Chrome-enabled Privacy Sandbox APIs) methodology

Helps with: Interest & behavioral, remarketing, custom audiences, measurement, R&F









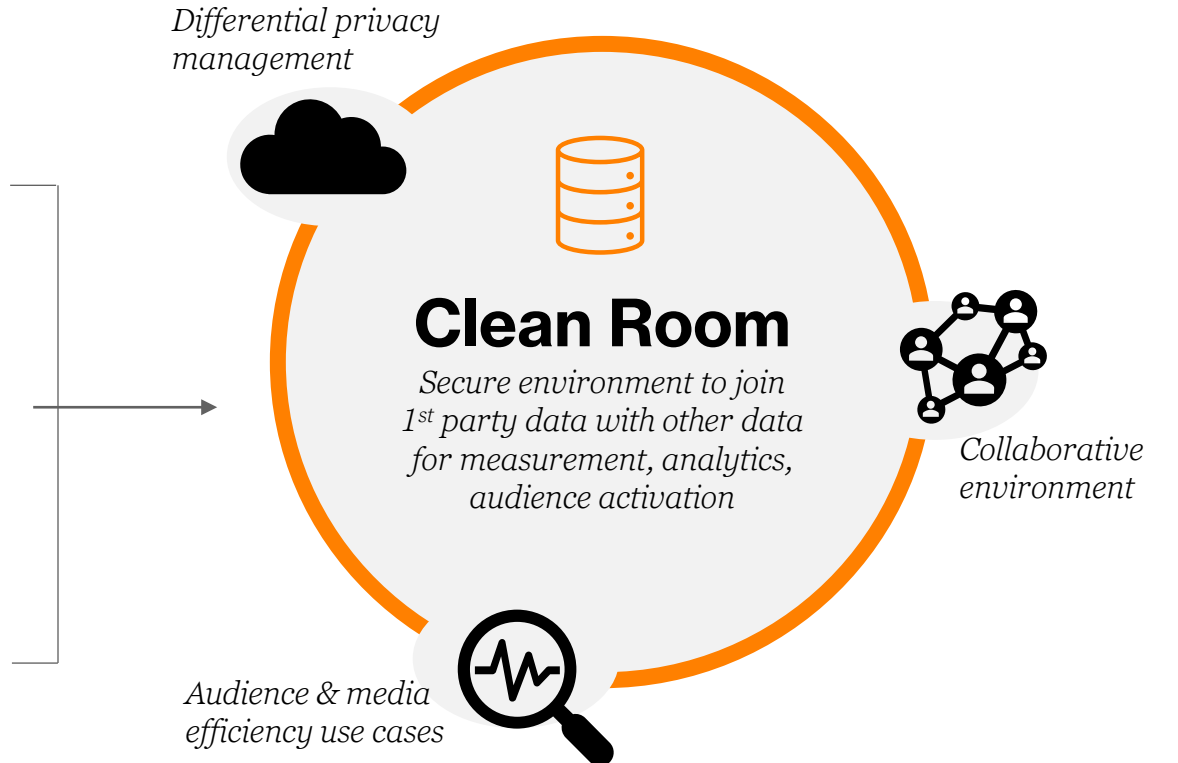
# A new technology underpinning the future of the Data Economy



## Data Clean Rooms

Leverage data from walled gardens like Google, Facebook and Amazon to use aggregated rather than customer-level data.

- Clients** 
- Supply Partners**  
*(Media Owners)* 
- Adjacent Partners**  
*(Measurement/Data Partners)* 
- Others** 



# There are two types of clean rooms

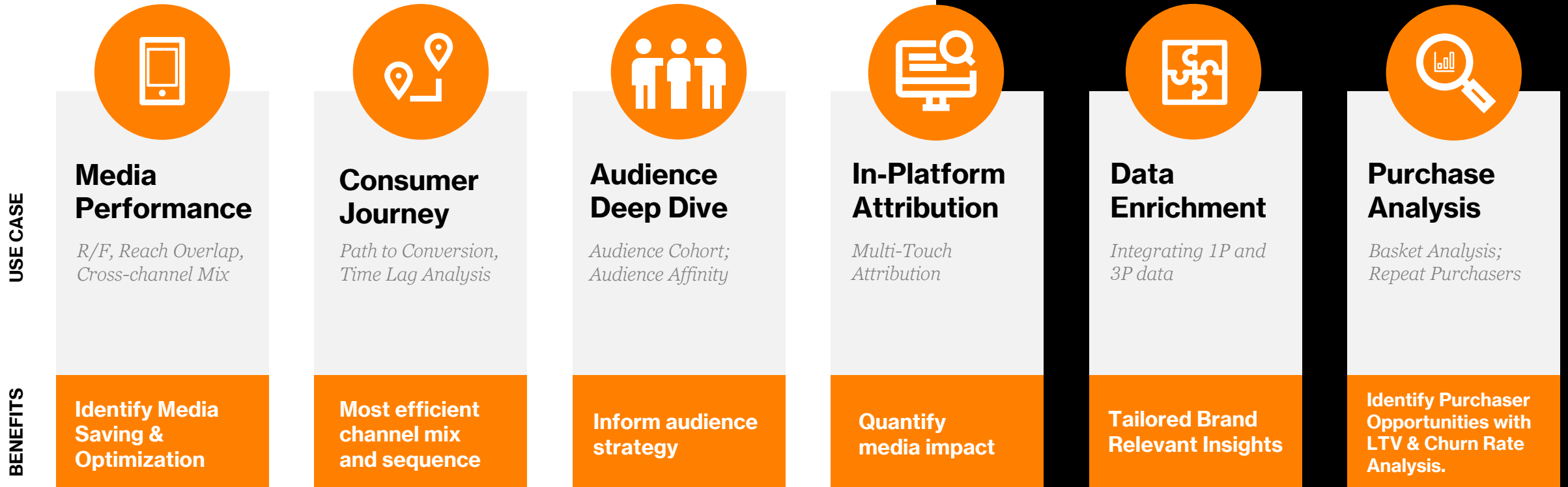
## Platform Clean Rooms



## Neutral Clean Rooms



# Use cases & benefits for marketers





**The impact on measurement**

# Sample User Journey

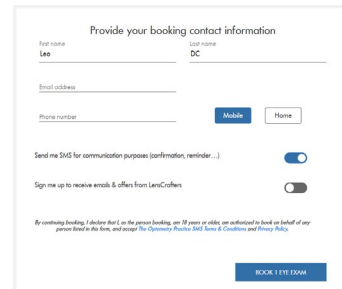
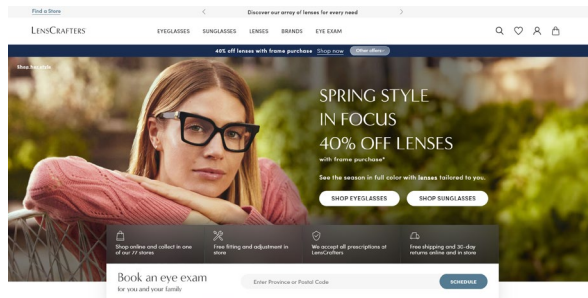
01

User browses the web, sees a relevant ad, and clicks through to site



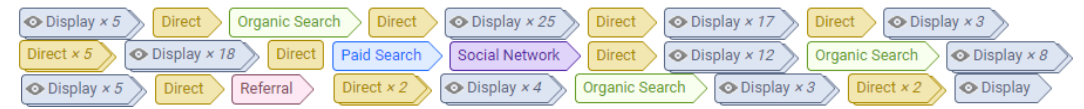
02

User visits the brand site, clicks on CTA, and “converts” e.g. books an eye exam

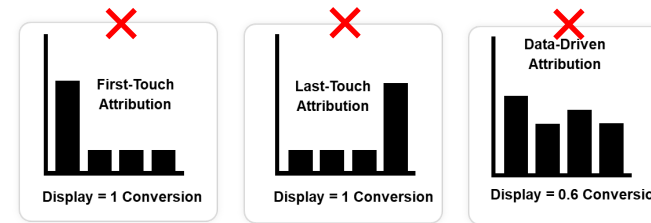


# Conversion attribution impacted

A more realistic journey looks like:



Attribution models based on the above:



The loss of 3<sup>rd</sup> party cookies **discontinues data-driven attribution** due to limitations on tracking touchpoints, and lends to a bigger share of **unobserved conversions vs. observed conversions** (1<sup>st</sup> party cookies)

# All about consent

To comply with privacy laws, advertisers are required to implement a **consent management platform (CMP)**

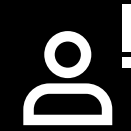
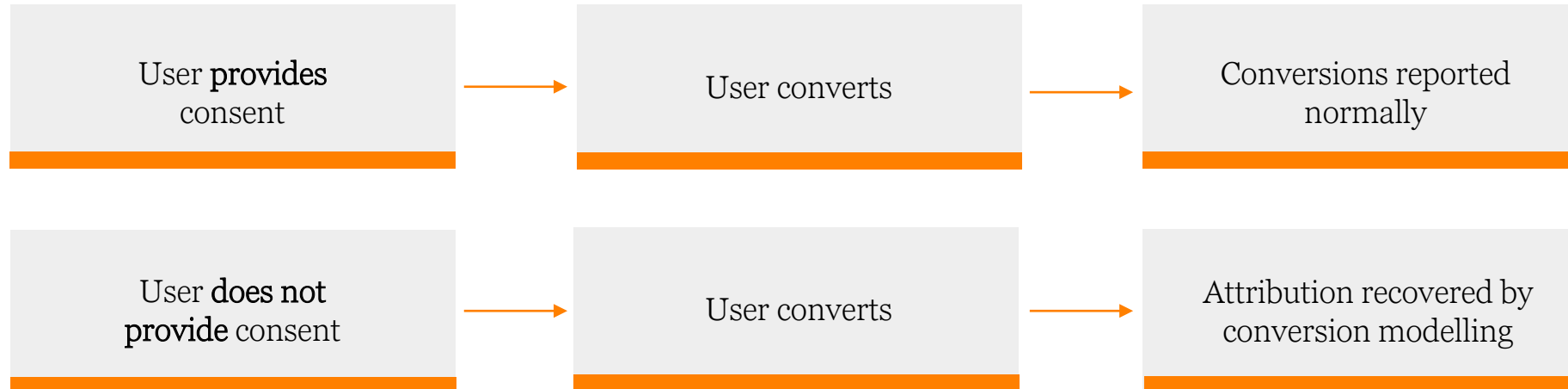
Our site uses cookies, which enable us to serve you better and improve our services. By clicking "Accept all", you accept all non-essential cookies. By clicking "Reject all", you refuse the use of all non-essential cookies. For personalized activation, click on [Manage my preferences](#). To find out more about our use of cookies, please consult our [Privacy Policy](#).

[MANAGE MY PREFERENCES](#)

REJECT ALL

ACCEPT ALL

Google introduces **consent mode** to link the CMP with its marketing platform and inform Google tags on users' preferences



**Today, 60% of users reject cookies**

**No CMP:**  
audience sharing is blocked across Google Marketing Platforms

# Critical impact caused by 3<sup>rd</sup> party cookie loss

## Journey Loss

- Reduced visibility on user journey
- Fewer insights on how consumers interact with the brand/ad across the web
- Under/over estimation of ad exposure

## Missed Conversions

- Harder to attribute media KPIs
- Cross-device tracking impacted

## Reduced ROI

- Underestimation of campaign value
- Lesser signals for systems to learn and optimize

Impacted Media KPIs

Reach & frequency

Decreased matched users

Conversion rate

Decreased conversion share

CPA, ROAS

Increased CPAs

A large pyramid of orange spheres is stacked on a sidewalk next to a building entrance. The spheres are arranged in a triangular pattern, with the base being the widest and the top being the narrowest. The building has a dark door and a small sign above it. The scene is dimly lit, suggesting an overcast day or early morning/late evening.

The **solutions** for measurement



# Approaches to measuring performance in a cookieless world

**01**

Server-Side  
Tagging

**02**

Conversion  
API

**03**

Value-  
based  
Bidding

**04**

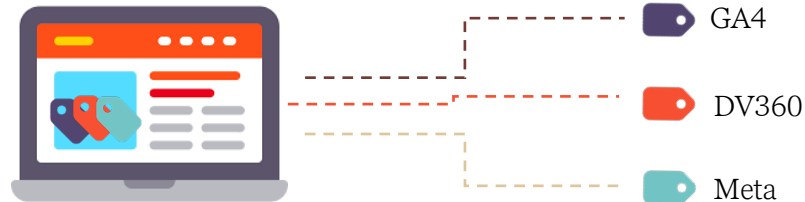
GA4



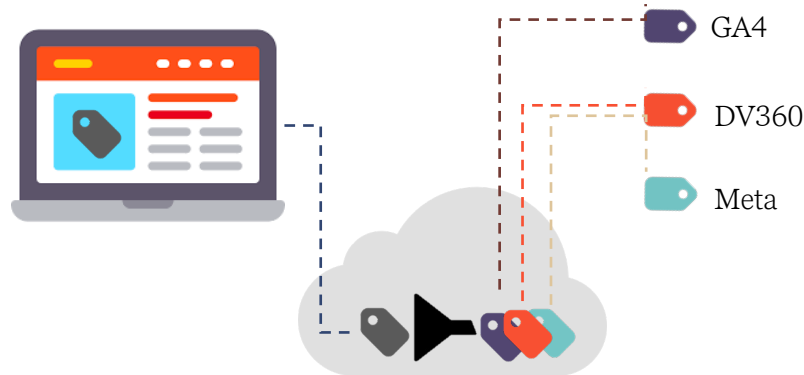
# Server-Side Tagging

Eliminating the dependency on 3<sup>rd</sup> Party Cookies & Internet Browsers entirely.

## Browser-based tagging



## Vs. Server-side tagging



## Server-Side Tagging

Convert 3<sup>rd</sup> Party Cookies into 1<sup>st</sup> Party Cookies and securely share the data with DSPs.

## Outcomes

### 01

A single data stream from your website to your own secure server provides insight into data collected and transmitted.

### 02

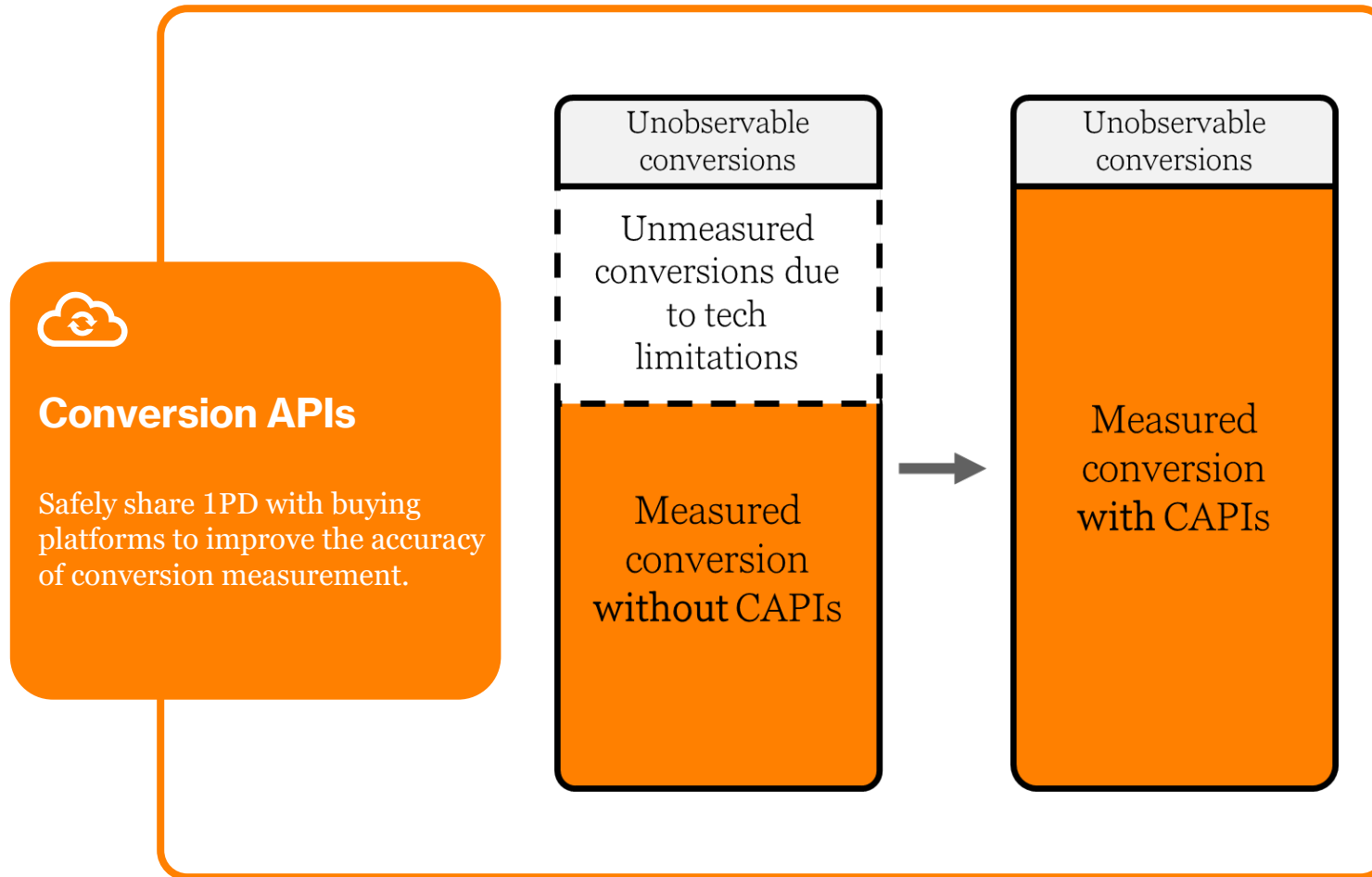
Support for Enhanced Conversions, Consent Mode, and server set cookies builds a foundation for conversion modeling

### 03

Highly extensible with native integrations across cloud platforms, Google and 3P measurement solutions

# Conversion APIs

Cookie-less conversion tracking powered by advertiser 1PD.



## Outcomes

**01**

Increased conversion observability & recover lost conversions due to cookie loss.

**02**

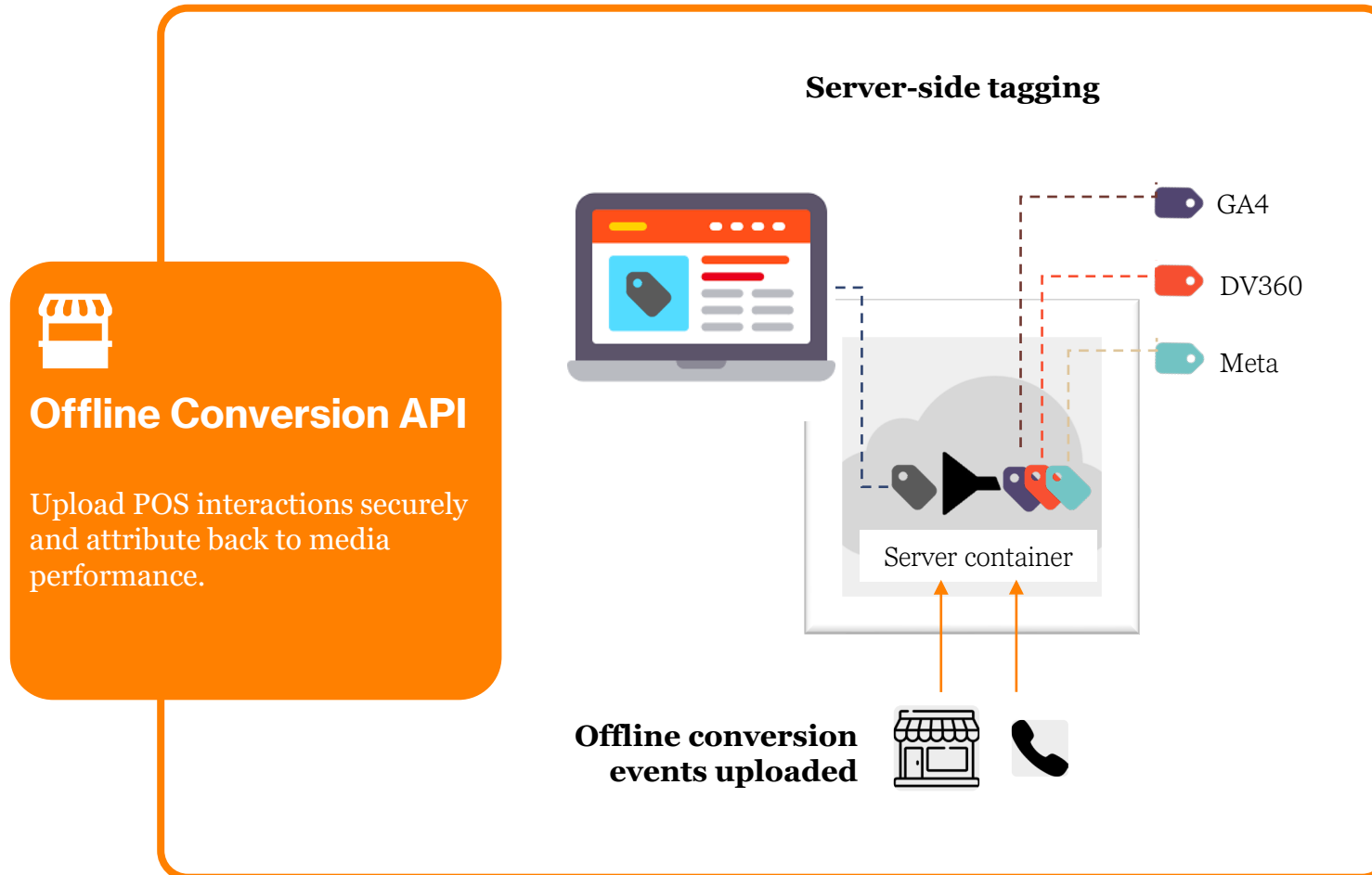
Better modeling & conversion reporting due to more accurate data.

**03**

Improved bidding & attribution algorithms which ultimately leads to improved media performance.

# Offline Conversion API

Connect media performance with offline actions and provide valuable insights into the effectiveness of marketing efforts beyond just online metrics



## Outcomes

### 01

Connect offline systems such as CRM, POS and Call Centre with DSPs.

### 02

Provide buying signals and enhance audience targeting

### 03

Support Conversion Lift Studies using actual revenue

# Value-Based Bidding (tROAS)

Identify the significant actions that yield high value and calculate the average impact of each action based on revenue or profit outcomes when utilizing ROAS targeting across digital channels.



## Outcomes

**01**

Bidding Strategy Algorithm that can be connected across SA360 & DV360.

**02**

Connected to Bid to Profit outcomes

**03**

Ability to create ROAS bidding strategies and measure incremental ROAS

# GA4: Enhances the existing tracking and supplements audience sharing capabilities

## Unsamped Reports & Interactive Dashboard

BigQuery integration for advanced analytics without data sampling

## Centralized Audience Management

Across all Google media buying platforms (Google Ads, DV360, SA360) and personalized across app & web

## Offline Conversions

Stitching offline conversions including sale and external data sources for enrichment purposes

## Predictive Audiences

Utilise Google's Machine learning to find high quality or propensity users

## Cross-media analysis

Detailed performance analysis across channels with like-for-like settings

## Advanced Audience Configuration

Use dimensions, metric on top of events to include practically any subset of users

## Consent Mode Integration

Advanced integration with cookie consent for behaviour modelling and maintain reporting

## Cross-device Audiences

Target users across devices and platforms via Google Signals and User ID



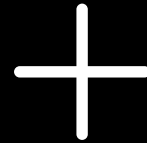
# Privacy First

Privacy-first approach is the fundamental requirement across all industries & clients

*WM Acceleration team offers consultation and implementation services*

## Conversion API

Conversion of 3rd party cookies to 1st party cookies, to eliminate browser dependency



## Consent Mode

Ability to utilize user consent preferences without breaching legislations



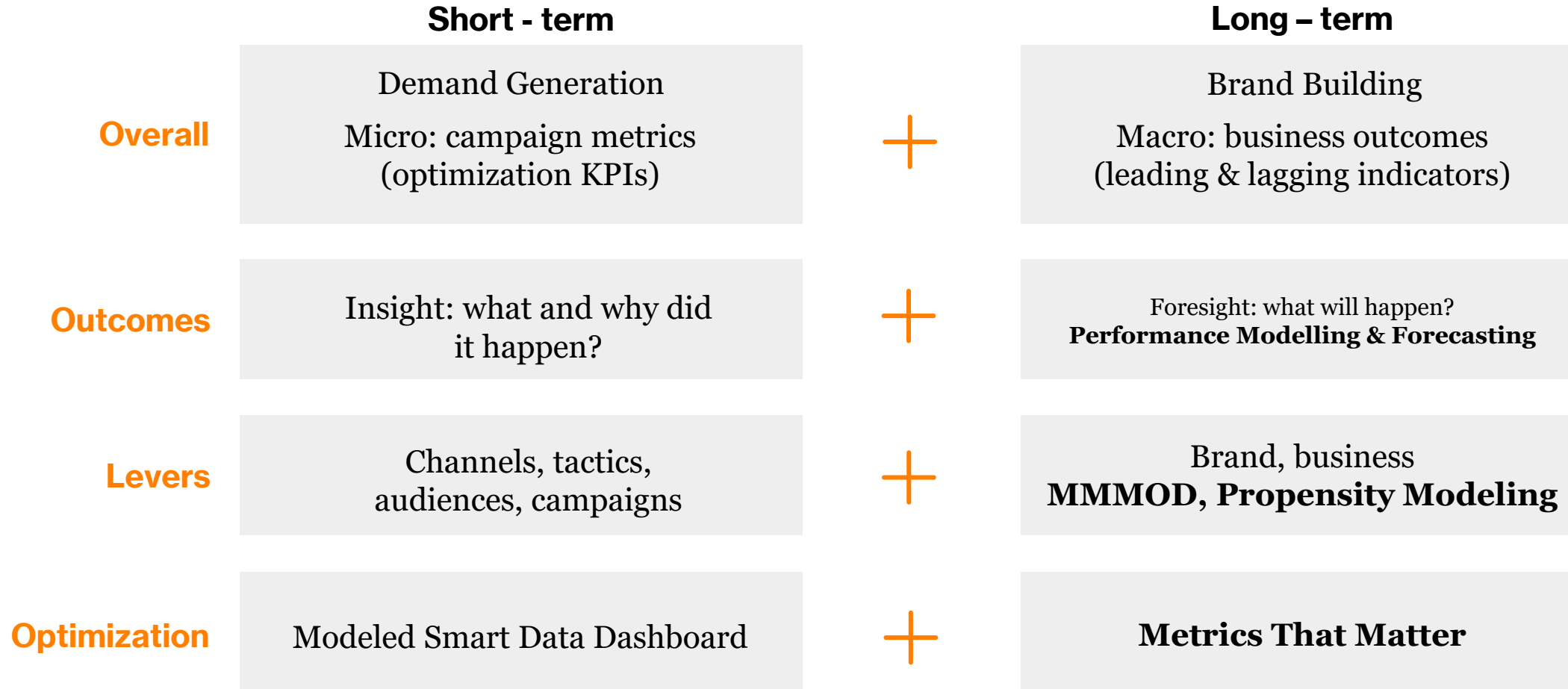
A 3D rendering of a large orange sphere and several light-colored rectangular blocks on a dark blue background. The sphere is positioned in the upper right quadrant, and the blocks are scattered around it, some in the foreground and some in the background, creating a sense of depth. The lighting is soft, highlighting the smooth surfaces of the objects.

# WM Modelling Solutions

it is not going to be disrupted  
by the loss of Third-Party  
Cookies



# Transforming our measurement approach into a framework that links media to business results.



# Approaches to measuring performance in a cookieless world

Key purpose of conversion modelling is to forecast the **future performance** based on a specific **planning mix criteria**

## WM's Modelling Solutions

- Metrics that matter
- MMM
- Performance modelling
- Propensity modelling

- ✓ Fills in unknowns in the user journey
- ✓ Uses machine learning on observed conversions to predict unobserved conversions
- ✓ Delivers marketing simulations



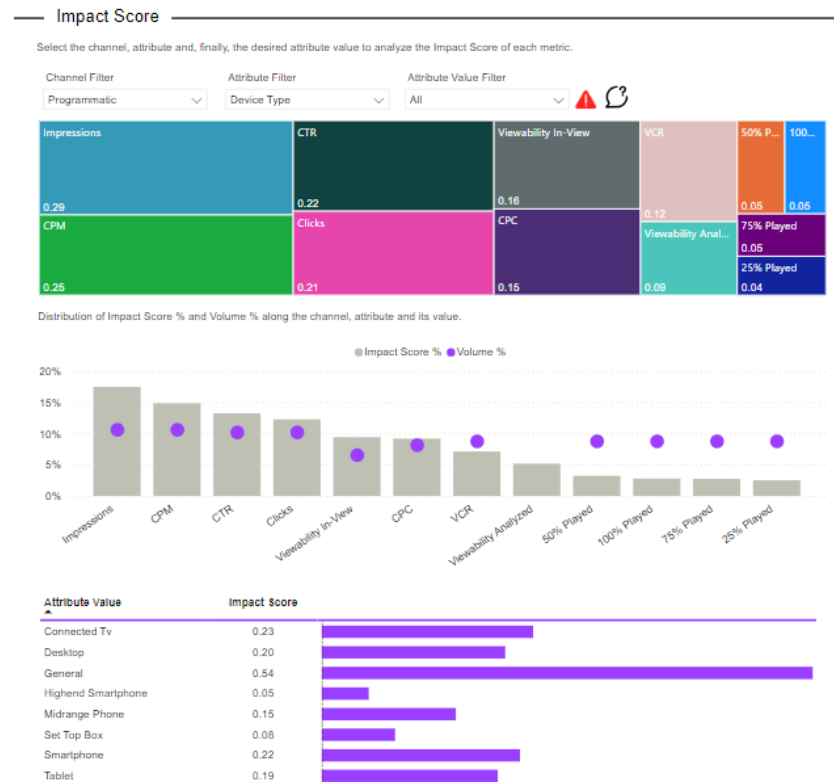
# Metrics That Matter

Objectively identify and rank the media metrics that have the greatest impact on advertiser KPIs, empowering more impactful optimizations with fewer resources.



## Metrics That Matter (MTM)

Estimate market demand and budget sufficiency leveraging a variety of top-down or bottoms-up techniques



## Outcomes

### 01

Identify leading indicators of performance across tactics and products.

### 02

Aid investment strategy and uncover hidden consumer behavioral patterns.

### 03

Support investment combination testing and assessment across channels, tactics, audience groups, and product categories.

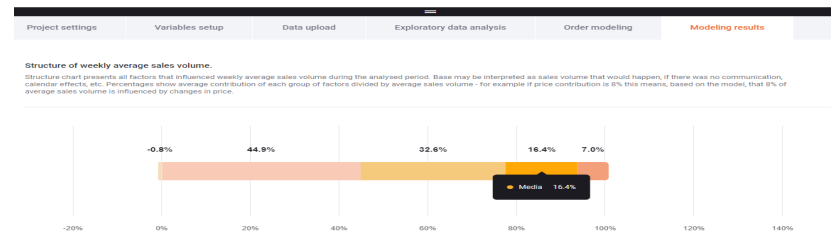
# WM Marketing Mix Modelling (MMM) On Demand

Quantify growth contributions from media and non-media factors and tie them to desirable outcomes. The Econometrics module serves to infuse objective data science into media decisions.



Econometric models quantifying contribution from media and non-media factors to a specific outcome

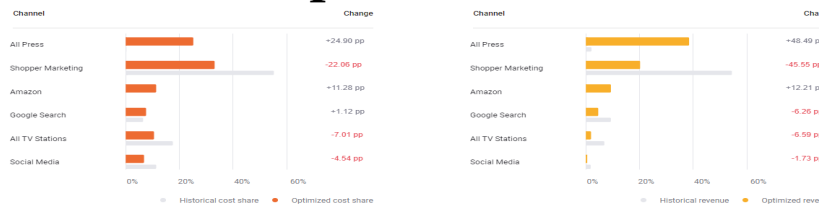
## Contributions



## Media ROI



## Optimization



## Outcomes

01

Holistic view of advertiser's business: Media and Non-Media.

02

Connected to true business KPIs (Sales, Profit).

03

Consultative and managed to support client leadership.

04

Able to generate KPI impact attribution estimates based on modelling process.

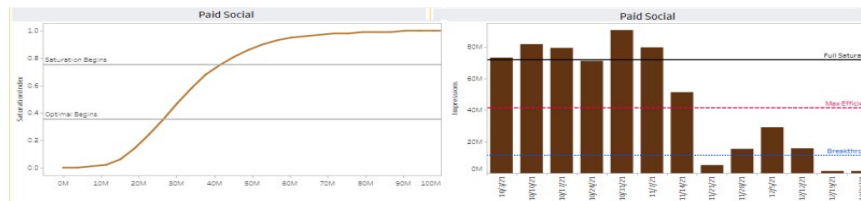
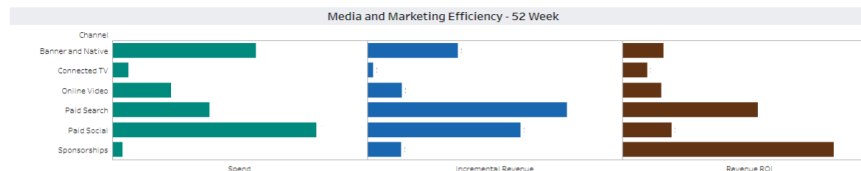
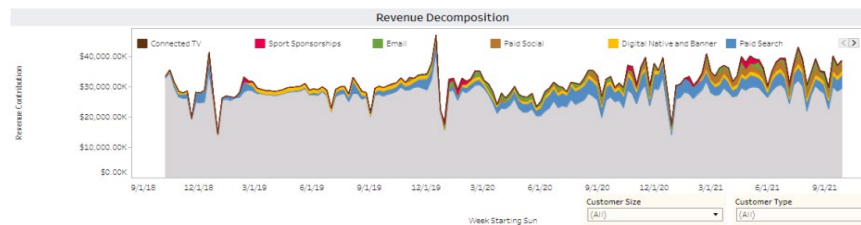
# Performance Modelling

Quantify the impact of changes in media spend and channel mix on targeted KPIs, using an array of prediction algorithms to forecast impacts on business outputs and leading indicators.



## Performance Modeling

Quantify media effectiveness across investments to drive optimization and forecasting



## Outcomes

01

Optimize media investment to achieve given business targets.

02

Predict business outcomes given media budgets.

03

Assess risk to business outcomes and power scenario planning.

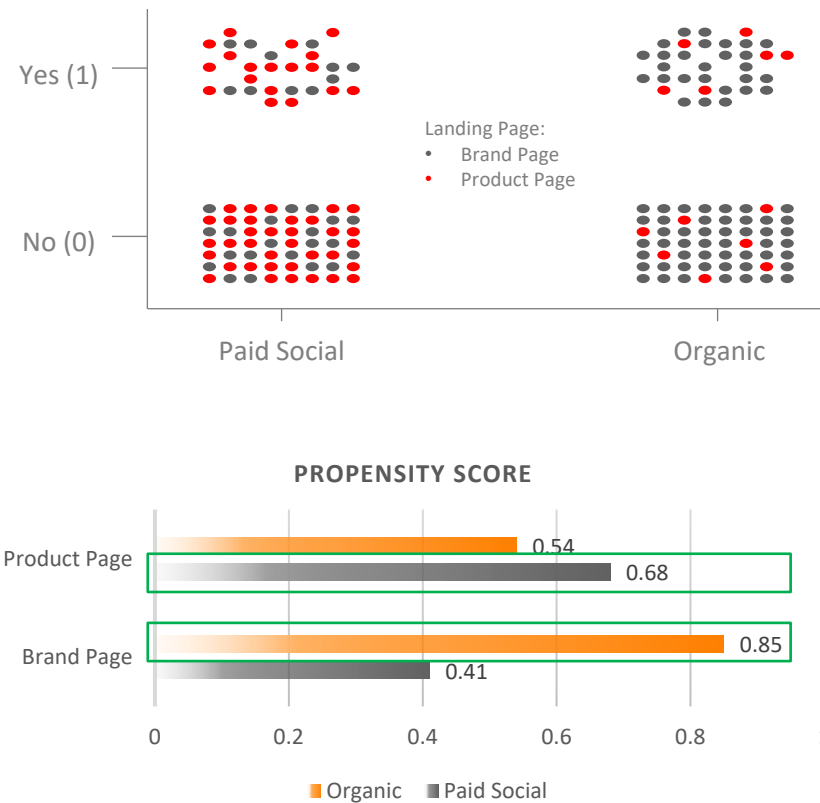
# Propensity Modelling

Predict the likelihood of a specific event or behaviour occurring. For example, forecast which audiences are likely to react positively to a message, sign up, or make a purchase.



## Propensity Modeling

Leverage historical data along with ML algorithms to identify patterns and factors influencing user behaviour.



## Outcomes

01

Enhance customer segmentation to more effective targeting.

02

Tailor marketing campaigns to address specific user concerns.

03

Improve retention strategies using a data-driven methodology.

04

Inform content, UX, product strategy to improve user engagement and experience.

# What we recommend to address the cookieless future

## 01

### Dialogue with / educate client

- Bring to light industry changes and the loss of 3<sup>rd</sup> party cookies, discuss implications
- Build a plan for audience & measurement alternatives
- GroupM Data Ethics Compass – evaluates ethical risks of data assets (data type, source, use case)
- IDx 2.0, Identifier Dependency Audit Tool – evaluates cookie dependency, data maturity through Data Strategy

## 02

### Test & Learn

- >30% of spend on deploying cookie-free audience targeting: contextual/keyword, predictive/AI, 1<sup>st</sup> party data
- Guide through and build out GA4 use cases
- Apply 1 modelling use case per client
- Apply 1 Campaign Addressable Solution test to Personalize in Non-Personalized era



# Investigate, Audit & Act: Relevant tools that will help us

## Data Strategy

Wavemaker > Danone > DE - Volvic > Unlock - Data Strategy

News Community Search portal

Go back to Sections overview | Data priority ✓ | Gap analysis ✓ | Opportunities and accelerators > BETA

### Opportunities and accelerators

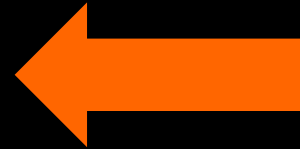
Now that you know the importance of each data type and know where the biggest gaps are, think about the biggest opportunities and accelerators which may boost your brand.

| Size of the gap                  | Insight | Audiences | Activation | Measurement |
|----------------------------------|---------|-----------|------------|-------------|
| 2nd Party Data (First priority)  | 1       | 2         | 1          | 1           |
| 2nd Party Data (Second priority) | 1       | 1         | 0          | 0           |
| 2nd Party Data (Third priority)  | 1       | 2         | 1          | 2           |

2nd Party Data This is your first priority

Help

Previous section | Continue



## IDx

Global Innovation Group | IDx

### Welcome!

Our Identifier Dependency Transformation Platform helps teams work together to determine an advertiser's identifier dependency, overall data maturity, and how best to navigate the changing digital marketing ecosystem.

By completing the 3 simple modules herein, we can help you build a comprehensive and holistic understanding of your reliance on transient identifiers (e.g., cookies, device IDs) and develop a customized action plan for the future.


For more information, see our [IDx Briefing](#)

[Start Assessment](#)

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GroupM will anonymously use IDx data for benchmarking studies. If you have any questions, please contact [idx@groupm.com](mailto:idx@groupm.com)



The background features a teal-to-cyan gradient. Numerous glossy, orange spheres of various sizes are scattered across the scene, with a dense cluster on the left side and more sparse ones on the right. The spheres have highlights and shadows, giving them a 3D appearance.

**Are you  
ready?**

**Q&A**

*Thank you*



**Grow Fearless**  
**Wavemaker**