CASE STUDY

VIRTUAL MINDS | STRÖER | OS data solutions | ID5 | MEDIASCALE HOUSE OF COMMUNICATION

Virtual Minds, Ströer and OS DS leverage the ID5 ID and see the reach of advertiser campaigns increase by **up to 78%** across all browsers whilst achieving an approximately **10% lower eCPM**

OVERVIEW

Due to the restriction of third-party cookies in browsers such as Firefox, Safari & Edge, Virtual Minds, Ströer and OS DS wanted to find an alternative solution that would enable advertisers to continue to reach users in cookieless environments. Working alongside agency Mediascale and a German advertiser, they decided to test the ID5 ID, and documented the impact it had on campaign performance.

THE ISSUE

Currently, **40%* of all online traffic in Germany is unaddressable** due to restrictions on third-party cookies in Safari, Firefox & Edge browsers. This percentage will rise when Chrome deprecates third-party cookies in 2023. Without third-party cookies, publishers struggle to monetise their inventory, whilst **advertisers are unable to reach their audience efficiently at scale, nor can they optimise, nor measure campaign performance holistically.** Taking action on identity and assessing third-party cookie alternatives is therefore key for all industry players.

Virtual Minds, Ströer and OS DS have already been working on building alternatives that will enable advertisers to continue to identify users, as well as target anonymously. As part of their work to evaluate possible solutions, they chose to test the ID5 ID to increase addressability in cookieless browsers such as Firefox and Safari.

SOLUTION & TESTING

Working with the German advertiser and agency Mediascale, Virtual Minds, Ströer and OS DS set up a campaign to test the effectiveness of the ID5 solution. Having integrated the ID5 ID into the Ströer SSP, Virtual Minds © Active Agent DSP (by Adition Technologies), and OS DS audiences, an A/B test was conducted across Safari, Firefox, Edge and Chrome using two different data segments: one built using the ID5 ID, and the other using third-party cookies.

The test was first conducted using the Active Agent DSP and OS DS' audiences in all major SSPs from February 16th to 27th 2022. It was subsequently run again under a different set-up, using the Ströer SSP only.

THE RESULTS

The results of the test proved the viability of the ID5 ID in increasing addressability and reach at lower eCPMs:

A HUGE INCREASE IN REACH

Integrating the ID5 ID increased campaign reach across all browser types by 78% in the test run on the Ströer SSP, compared to the campaign leveraging third-party cookies.
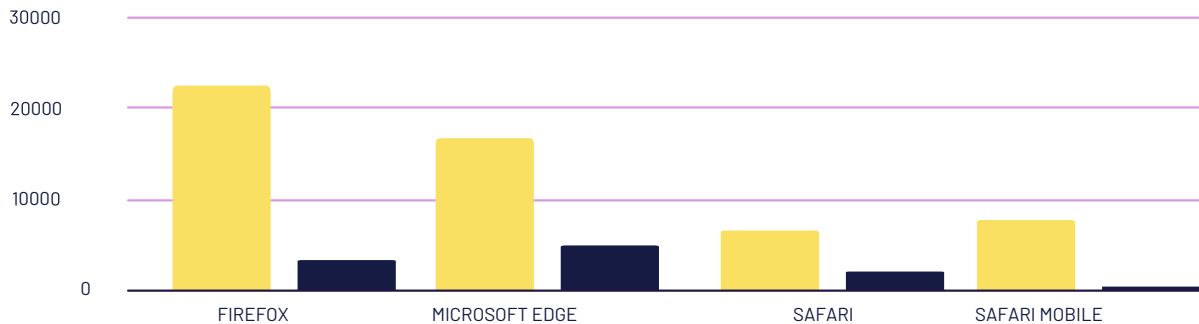
IMPRESSIONS DELIVERED IN COOKIELESS BROWSERS IN ALL MAJOR SSPS
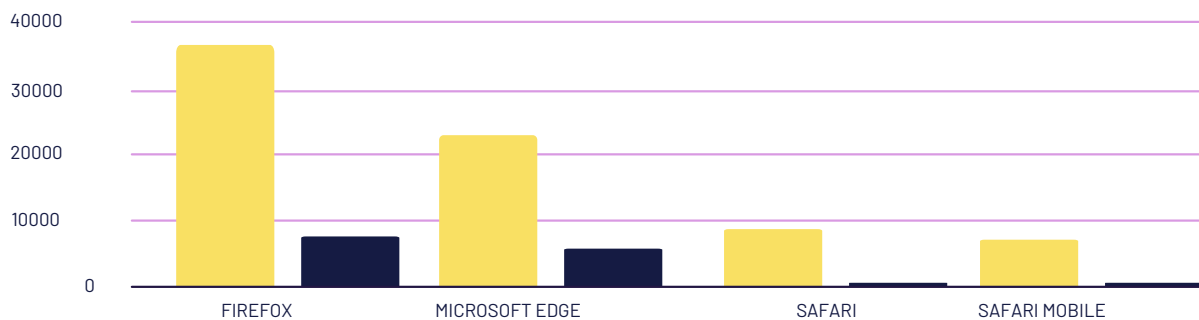
IMPRESSIONS DELIVERED IN COOKIELESS BROWSERS ON THE STRÖER SSP ONLY

● **ID5**   ● **3RD PARTY COOKIES**

HIGHER WIN RATES

5%

The campaign resulted in a 5% higher win rate through the use of ID5 compared to the third-party cookie campaign. The improved win rate led to an increase in the number of impressions delivered across the campaign, enabling the German advertiser to reach users more efficiently.

BETTER RETURN ON INVESTMENT

10% lower eCPM

As a result of the reduced competition for cookieless impressions, the campaign produced an approximately 10% lower eCPM compared to that seen in the third-party cookie campaign. This reduced eCPM resulted in a better return on investment for the German advertiser.