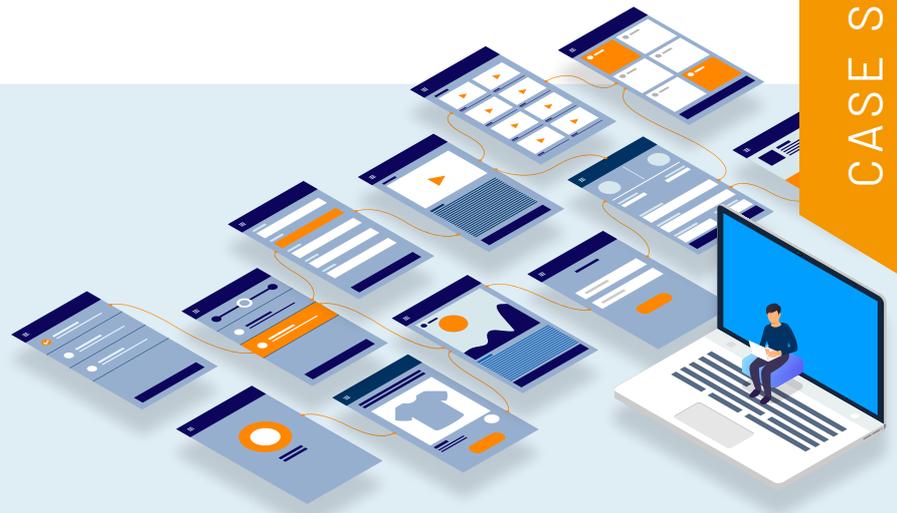


OS Data Solutions integrates with ID5 to address more users and **increase reach by 28% across all browsers**



OVERVIEW

Data Provider, OS Data Solution (OSDS) recognised that the restrictions of third-party cookies prevented them from activating data especially in Safari and Firefox. OSDS wanted to reclaim unaddressable audiences to better monetise their assets and future-proof their business in preparation for the post-cookie world.

To determine the best course of action in achieving these goals, OSDS worked with European DMP, The ADEX, their demand-side partner, Active Agent, and one Major German Publisher to integrate with ID5 and test and record the results of this integration.

ABOUT OS DATA SOLUTIONS

The OS Data Solutions GmbH & Co.KG is the Premium Data Provider for Digital Marketing in Germany. The joint venture of the Otto Group and Ströer Group based in Hamburg was founded in June 2019, as one of the largest German data pools, combining Ströer's Digital reach with the high-quality intent Data from Otto Group.



THE ISSUE

Third-party cookies are set to be removed by all major browsers and have already been blocked by default from Safari, Firefox and Edge, which account for more than 45% of internet traffic in Germany.

OSDS knew that they were missing out on valuable revenue opportunities through the loss of cookieless audiences and wanted to ensure that the business was prepared for the deprecation of the third-party cookie. OSDS started looking for solutions that would enable them to increase reach and activate more data.

THE GOAL

Address more users and maximise the number of users that can be targeted.

SOLUTION & TESTING

The ADEX (the DMP that powers OSDS' data), Active Agent and the Major German Publisher integrated with ID5 to measure the efficacy of its service. The ID5 solution improves user identification in all digital advertising environments, enabling publishers to better monetise their inventory, data platforms to activate more data and buyers to increase their reach.

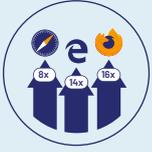
To test the effectiveness of the solution, two identical campaigns were run simultaneously from May 17 until May 31 2021, with the only differing factor being the involved data segments, one was built using ID5 IDs, and the other on third-party cookie IDs.

THE RESULTS



Increased reach

By activating OSDS data across all browsers, The Major German Publisher reported an overall **reach increase of 28%**.



More impressions delivered to cookieless browsers

The ADEX reported that the ID5 ID Campaign delivered **16x more impressions on Firefox, 14x more on Edge and 8x more on Safari** compared to the Third-party Cookie ID Campaign.



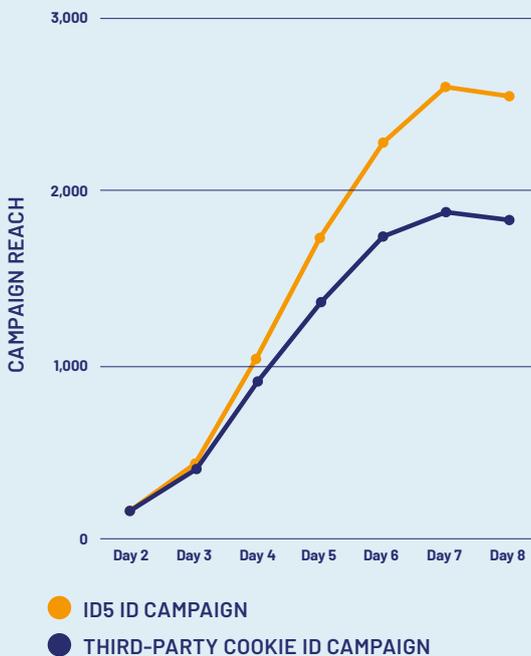
Better return on data investment

OSDS was able to activate their data to target cookieless traffic at a more competitive price, **resulting in a 29% increase in win rate with the ID5 ID Campaign** compared to the campaign leveraging third-party cookies. The paid CPM of the **ID5 ID Campaign was also 7% lower** as a result of the reduced competition for cookieless impressions, generating better ROI for OSDS clients.

REACH ACROSS ALL BROWSERS

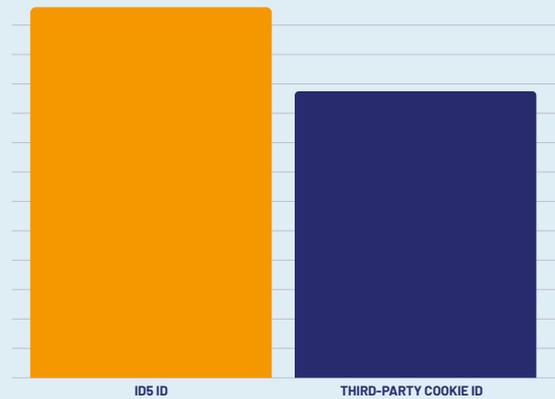
28%

HIGHER OVERALL REACH FOR THE ID5 ID CAMPAIGN COMPARED WITH THE THIRD-PARTY COOKIE ID CAMPAIGN



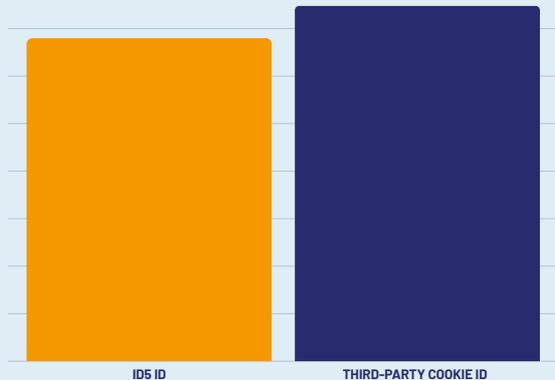
+29%

WIN RATE FOR THE ID5 ID CAMPAIGN



7%

LOWER ECPM FOR THE ID5 ID CAMPAIGN



"The results of the test indicate that the usage of ID5 bears considerable reach and revenue potential already today given its usability on third-party cookieless inventories. We strongly believe that alternative IDs based on deterministic & probabilistic methods like the ID5 ID will play an essential role in the cookieless future of Online Marketing."

Dr. Ralf Kiene

Co-CEO of OS Data Solutions