LiveRamp®

Addressability in a Cookieless World

Reestablishing trust in the ecosystem

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Ushering in the era of a trusted ecosystem

The future of online advertising

We're at a pivotal moment in digital advertising history. As the advertising ecosystem has continuously and rapidly evolved, some things were left in its wake. The biggest, perhaps, is trust. Never has this been more apparent than with the introduction of the GDPR, CCPA, and the end of third-party cookies. The perceived lack of transparency and control for individuals led to these regulatory and platform changes in order to restore trust with the consumer.

Now, everyone is searching for an answer to "what's next?" While there is undoubtedly an abundance of concern and uncertainty, there is also a clear path forward. We now have a vast opportunity and responsibility—to reframe the conversation and upgrade how the online value exchange works. Building a trusted ecosystem with individuals' rights at the core is necessary, and the time is now.
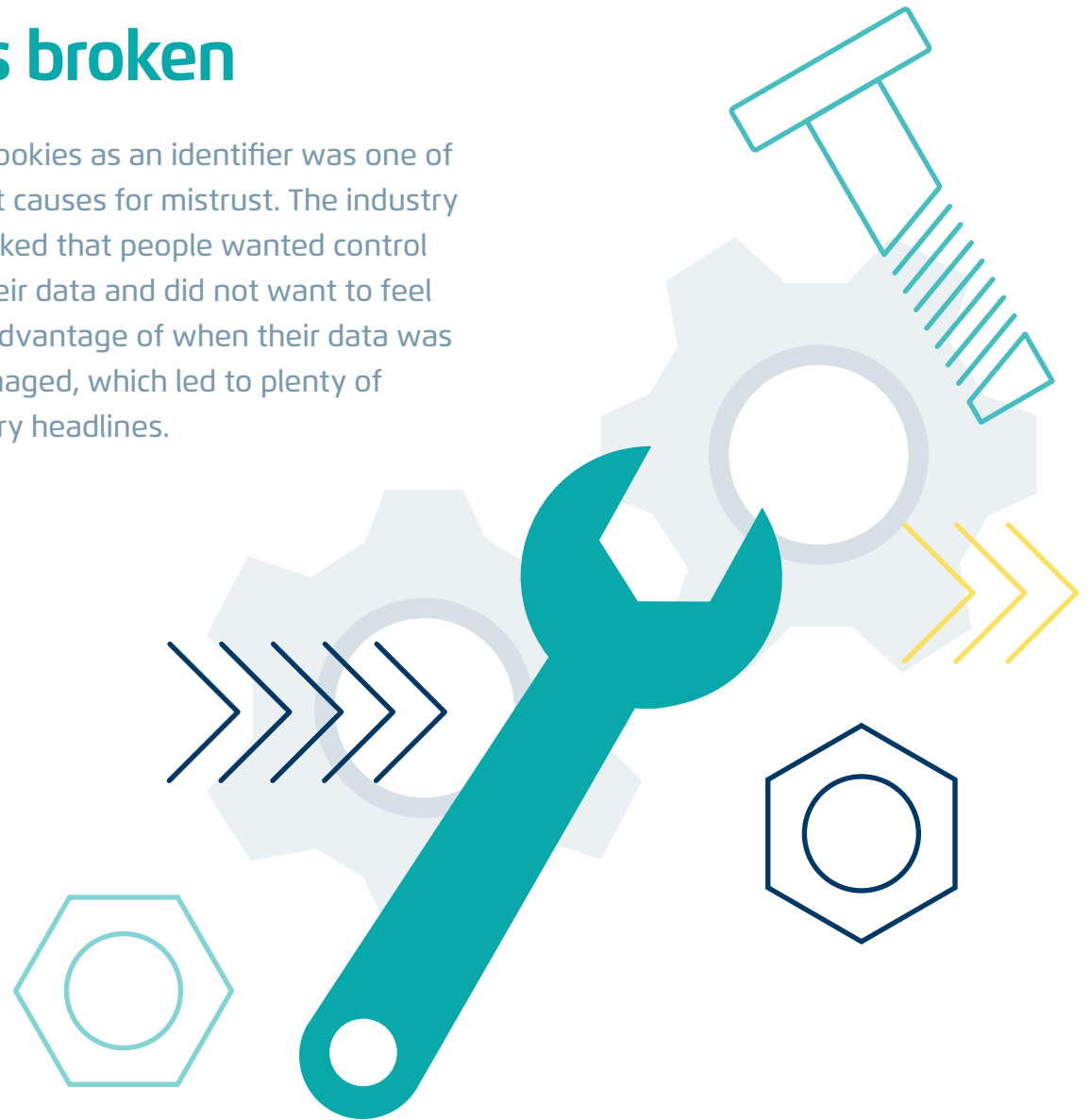
Fixing what was always broken

In order to move forward, it's essential to look back and understand how we got here in the first place.

After advertising went digital, advertisers decided that they needed a way to track, target, and measure performance, while publishers needed to monetise their audiences. Makes sense, right? Third-party cookies were an answer to their side of the equation. However, cookies were always fundamentally flawed.

Using cookies as an identifier was one of the root causes for mistrust. The industry overlooked that people wanted control over their data and did not want to feel taken advantage of when their data was mismanaged, which led to plenty of unsavory headlines.

Data-driven tactics won't work without cookies

Now, with initiatives from Safari, Firefox, and Chrome, cookies are on their last leg, and core marketing capabilities will break, resulting in less effective consumer engagements and reduced return on investment.

Audience activation and retargeting

Frequency capping and suppression

Media attribution

Audience insights and segmentation
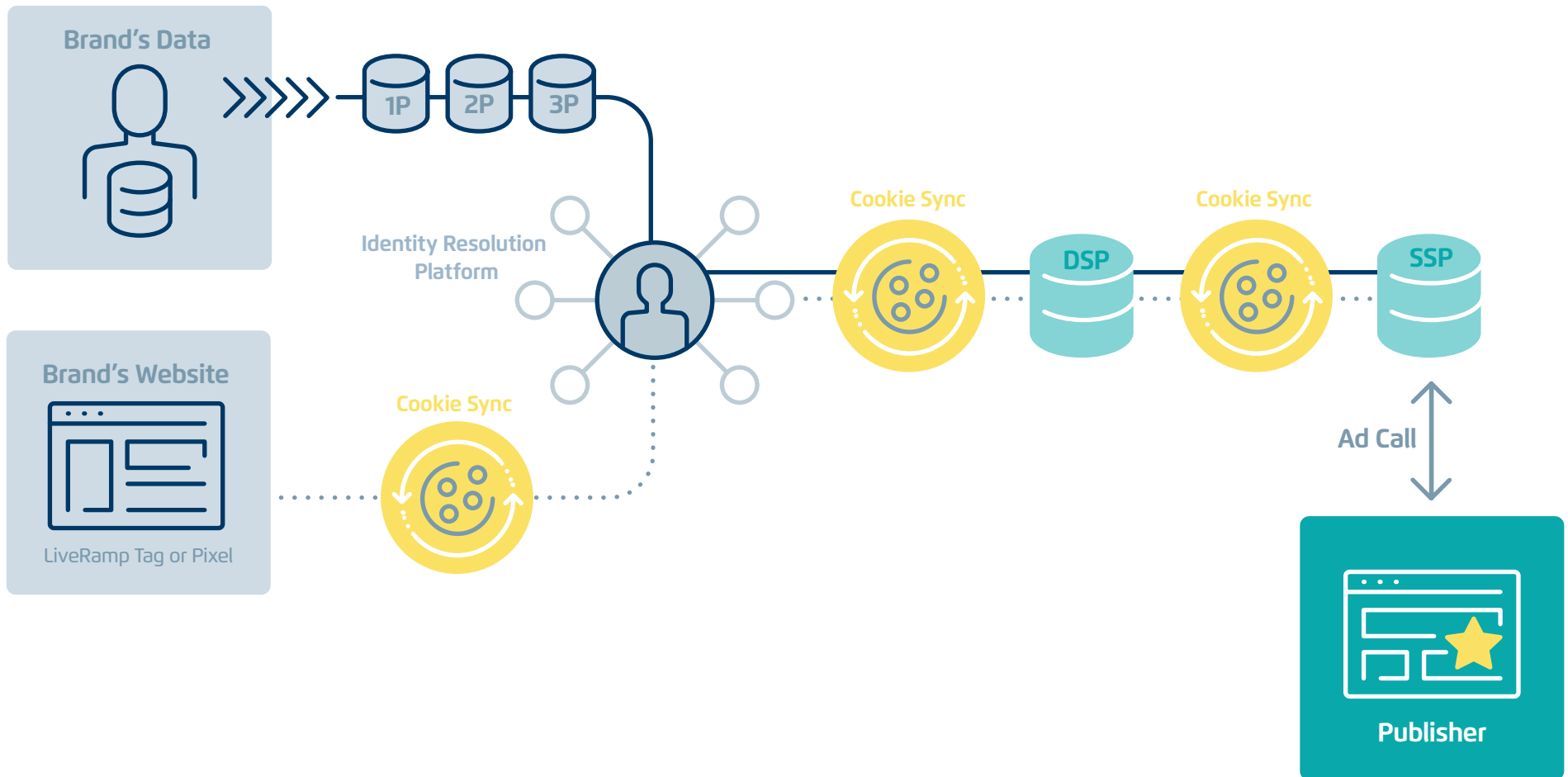
Site personalisation

A broken ecosystem

Today's ecosystem requires cookie syncs every time data is moved among platforms. For example, in the simplest view, activating a brand's data requires syncing with an identity resolution platform, a demand-side platform, and supply-side platform.

Each cookie sync results in a data loss, for a combined total that could exceed 75%.
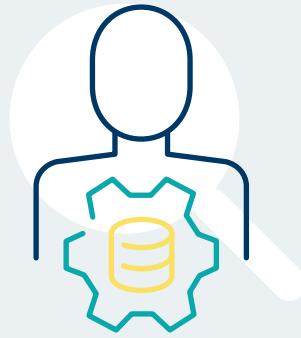
In a world without third-party cookies, activating brand data becomes virtually impossible on the open Internet.

Brand's Data

1P 2P 3P

Identity Resolution Platform

Cookie Sync

DSP

Cookie Sync

SSP

Brand's Website

LiveRamp Tag or Pixel

Cookie Sync

Ad Call

Publisher

Change is inevitable, and third-party cookies will soon be relics of the past. The advertising ecosystem is getting a much-needed reboot. We're in the midst of a golden opportunity to rebuild it—an ecosystem that's rooted in transparency and trust. Brands, publishers (and technology platforms) must take action now before so it's too late. Embracing this new vision of an ecosystem built on trust will be a win-win-win scenario for individuals, brands, and publishers.

What can an ecosystem built on trust do?

For individuals,
it offers transparency, control, and dynamic preferences for their data

For publishers,
it offers enhanced data assets and superior monetisation

For brands,
it powers seamless experiences across channels for customers, better understanding of investment effectiveness, and provides an alternative to finding and engaging their audiences outside of the walled gardens

Advertising should be built on trust, not cookies

A **trusted ecosystem** sounds great, but what does it look like? How will this strengthen the brand and publisher relationship, the publisher and individual relationship, and the individual and brand relationship? The key that unlocks the answers to these questions is a well-understood value exchange represented by authentications.

As one example, individuals can confirm their identity by providing their email address or phone number at the point of a registration wall on a brand's or publisher's website. The act of so-called direct or "first-party authentication" happens via a sign-up, and requires participation and consent from the individual—a clear signal that an active exchange is occurring.

When an individual offers data in exchange for something they care about, such as content or services from a publisher or brand, that trusted first-party relationship builds. From there, data can be used appropriately, ethically, and with the right permissions to deliver better services, experiences, and ongoing engagement. Knowing how data is used, and having the ability to control it (or revoke it), puts individuals in the driver's seat and maintains a trusted relationship for all players in this new ecosystem.

Now that we understand the role authentication plays in re-architecting the data supply chain, we can look at benefits for advertisers and publishers, and how it enhances and builds a robust pathway for their commercial relationship.

Relying on first-party identifiers offers brands greater accountability for data activation and measurement of their investments. Rather than using proxies like cookies, first-party authentication improves the quality and accuracy of audiences, so advertisers have more confidence in who they are reaching with their campaigns.

Through this new foundation based on authenticated traffic, publishers offering better experiences that build consumer trust and more relevant advertising will help the open internet compete with walled gardens. It will become a more competitive marketplace, increasing scale regardless of where people are actually spending their time.

The value of a trusted ecosystem

Individuals

Challenge
— Seek meaningful experiences
— Care about choice, transparency, and control

Ecosystem Value Proposition
— Establish trusted relationship
— Receive quality content in exchange for authentications

Brands

Challenge
— Reliant on third-party cookies to connect first- and second-party data to inventory and measure impressions

Ecosystem Value Proposition
— Enable continuation of targeting and measurement
— Create better customer experiences
— Gain alternative to the walled gardens

Publishers

Challenge
— Reliant on third-party cookies to sell inventory and create first-party audiences
— Median revenue **declines 64%** without cookies

Ecosystem Value Proposition
— Protect revenue
— Facilitate value exchange
— Enable ability to compete with walled gardens

Identify Consumers at the Inventory Source

Cookieless Browsers

Cookieable Browsers

In-App & Connected TV

Pass Audience Data and Transact Via People-based IDs

People-based IDs

DSPs and SSPs

People-based IDs

Measure Campaign Effectiveness on People-based ID

Data Lake

Partner

Agency Platform

Measurement

The new era of advertising is based on building stronger relationships between brand and publisher, publisher and individual, and the individual and brand. In addition to authentication, it requires unique identifiers that are interoperable in order to maintain continuity of programmatic targeting, measurement, and other cookie-related capabilities.

Platforms will benefit too

DSPs and SSPs rely on third-party cookies to buy and sell inventory, respectively. When cookies go away, there's a significant threat to revenue. In a trusted ecosystem, these platforms can protect their revenue, ensuring that advertisers and publishers continue to work with them.
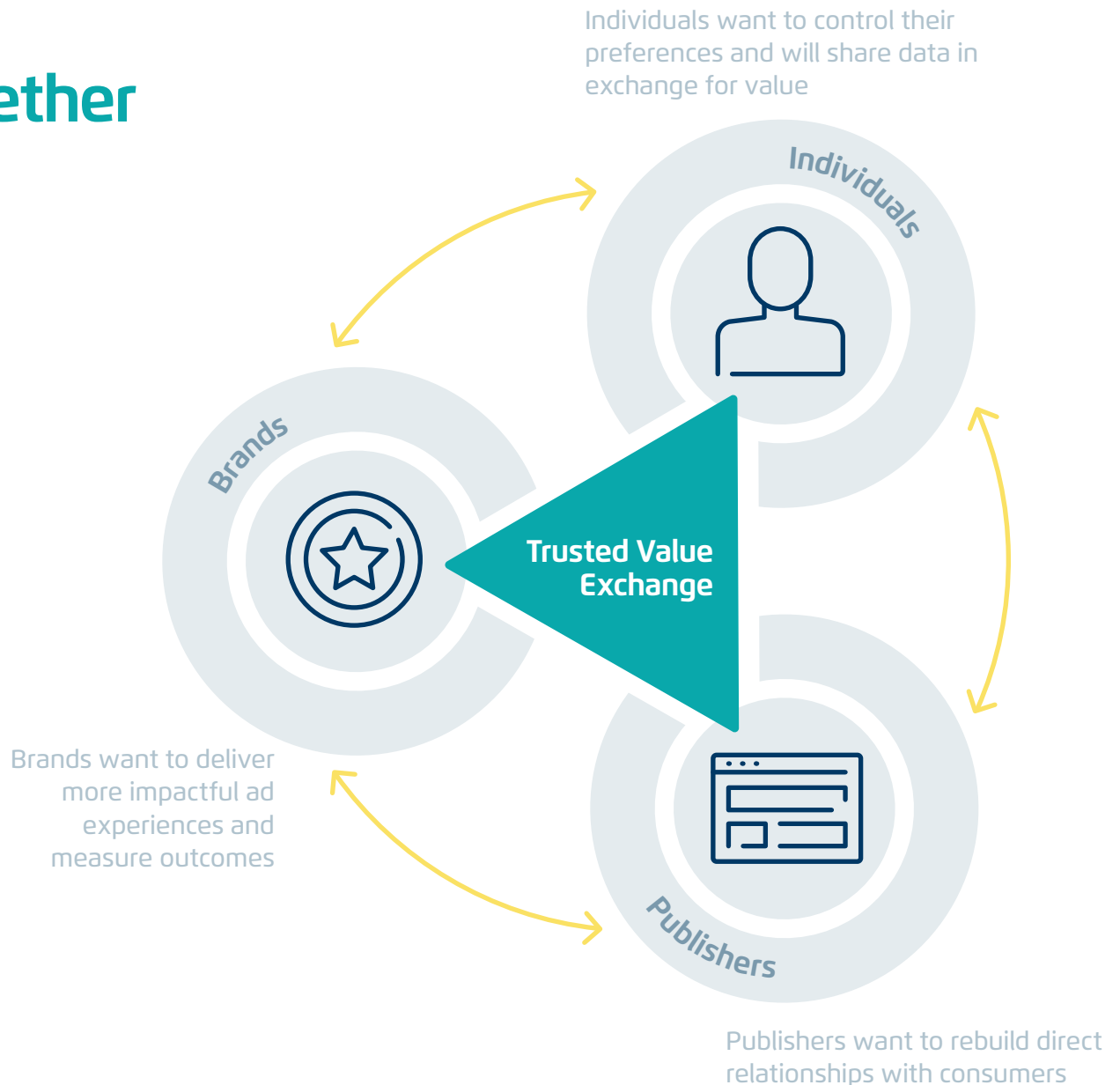
"The future on the open web is grounded in consumer identity and permission. Our industry must innovate now to eliminate the reliance on antiquated technology."

Todd Parsons, *Chief Product Officer*, OpenX

We're all in this together

We are more interdependent than ever. The transformation of the advertising industry cannot happen without the cooperation of everyone. LiveRamp is committed to working with everyone to make this new vision a reality.

Platforms will need to integrate people-based identifiers and identity solutions rooted in individuals' consent and transparency in order to maintain continuity of programmatic targeting, measurement, and other cookie-related capabilities.

Individuals want to control their preferences and will share data in exchange for value

Individuals

Brands

Trusted Value Exchange

Brands want to deliver more impactful ad experiences and measure outcomes

Publishers

Publishers want to rebuild direct relationships with consumers

Rewriting the rules of engagement

As the advertising industry puts cookies in the rearview mirror, we need to establish what is required for us to succeed and the principles we want this new system to be based on.

A foundation built on trust

Individuals expect brands and publishers to exceed expectations for transparency and control when participating in a trusted value exchange via authentication.

Deep expertise in managing personal data

The ecosystem relies on trusted partnerships and collaboration among all participants, so providers must have the flexibility to address the complex and changing definition of personal data.

Data asset owned by brands and publishers

Brands and publishers must protect their first-party data assets, and need mechanisms to ensure they have control over how, what, and with whom they share their data.

Protection against fraud and misuse

With trust at the center of the ecosystem, all participants demand the safe and effective handling of data plus protection against bad actors.

Open, neutral, interoperable

Participants require an ecosystem with limited barriers to entry, interoperability among partners, and the ability to work with all privacy-compliant identifiers and identity solutions.

Not just a pitch deck, it already works

It's an exciting time, and publishers are already innovating to build deeper relationships with their users and driving more authentications in creative, frictionless ways. Many publishers in the U.S. and internationally have embraced LiveRamp's **Authenticated Traffic Solution (ATS)** to provide higher-quality inventory, since authenticated views of ads on a page are exponentially more valuable than current cookie-based inventory. In fact, we've seen an increase in CPMs for publishers of up to 20% when bids are on a people-based identifier, like **RampID** instead of a cookie.

Furthermore, brands already transacting on IDL in the bidstream are leveraging a scalable, measurable solution to reach target audiences outside of the walled gardens and are gaining a more omnichannel view of their consumers. This has led brands to see up to a 10x higher win rate.

For example, take a look at these case studies over the next couple of pages, which show the value of an authenticated and pseudonymous identifier.

What is the Authenticated Traffic Solution (ATS)?

ATS is LiveRamp's solution to activating the two-way value exchange between publishers and individuals. When individuals authenticate themselves on a given site, their email or phone number is tied to an pseudonymous identifier—individuals are in full control over the use of their data, and publishers may effectively monetise their audiences for advertisers to run data-driven campaigns across the open internet.

Matching High-Value Audiences with Premium Content to Deliver Improved Performance

Challenge

Goodway Group and their client, a large national retailer, were looking for ways to increase scale on first-party data initiatives and reduce the significant audience loss they experienced due to cookie syncs.

Solution

LiveRamp and Index Exchange partnered together to provide Goodway Group a solution that matches contextually-rich inventory with their client's qualified leads to deliver greater reach against their high-value audiences tied to a persistent cross-channel identity.

Results

3x

3x higher unique reach on matched audiences versus legacy ID sync models by eliminating cookie sync drop off

10x

10x higher win rate on matched audiences, enabling better retargeting of leads to drive them down the funnel towards a purchase

185%

185% increased reach on desktop, enabling more engagements with high-value audiences where they are most likely to convert

INDEX EXCHANGE®

goodway group
HONESTLY SMART DIGITAL

Improve Outcomes for Both Publishers & Advertisers When Transacting on RampID

Challenge

For a national retailer, driving digital media efficiency is critical. They are always looking to optimise their media investments to deliver the best performance.

Solution

The retailer leveraged dataxu's native integration with RampID enabling them to decision and bid on RampID instead of cookie.

Results

+20%

20% higher CPM vs cookie-based buying

+24%

24% higher CTR vs cookie-based buying

-2.26%

2.26% lower CPC vs cookie-based buying

dataxu

LiveRamp's pledge to the ecosystem

LiveRamp has made an ongoing commitment to building and maintaining trust in the ecosystem. We've been developing and implementing products to support a **trusted ecosystem** with our partners for over three years— and it works.

Here's our pledge:

Secure
We build solutions that protect against data loss, yet enable permissible data collaboration

Neutral and Open
Our infrastructure and solutions, built on a foundation of trust, are open to all

Interoperable
We welcome the opportunity to work with privacy-conscious identifiers

Privacy-Centric
We are dedicated to ensuring individuals have choice and control over their data
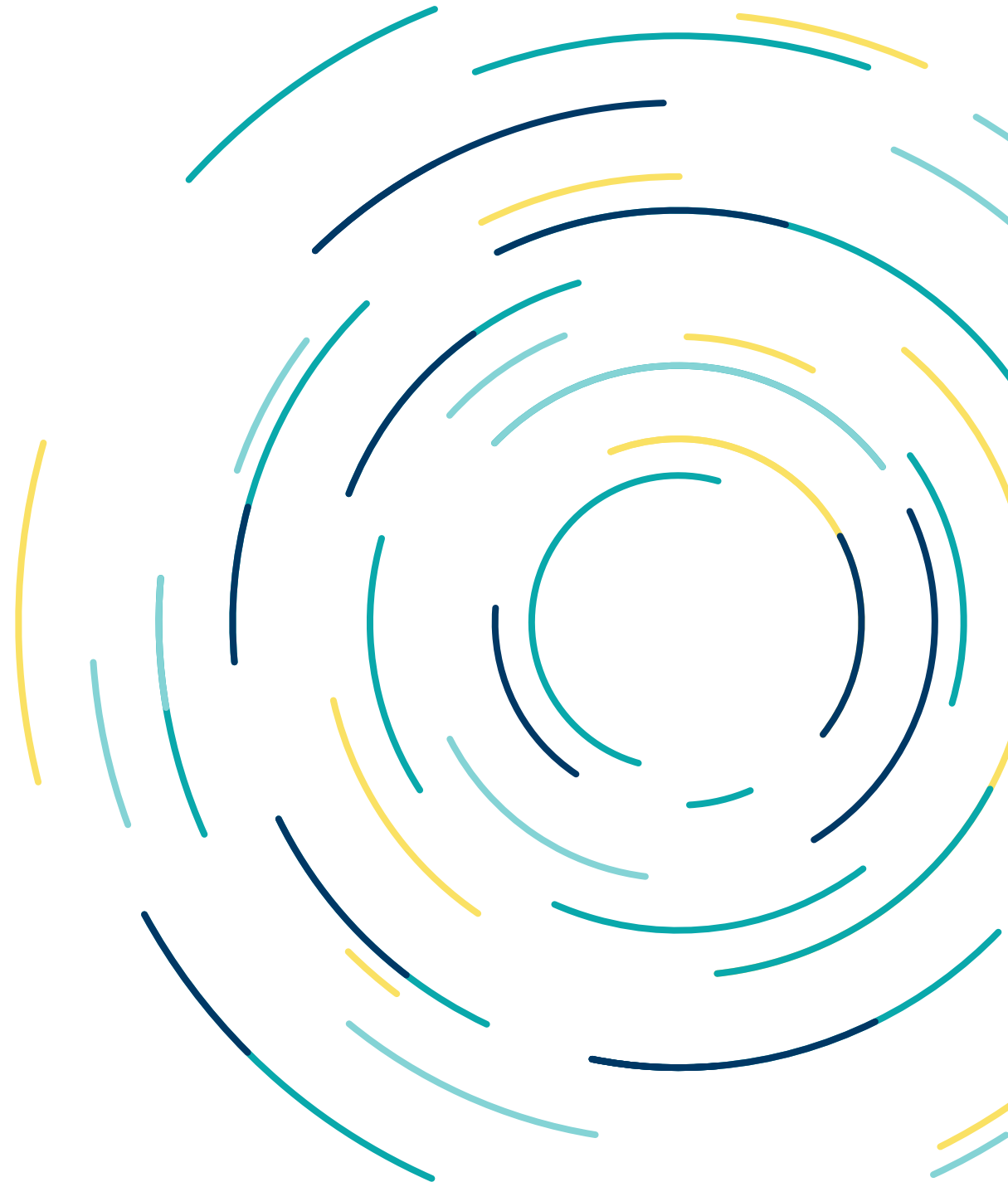
Global and Scalable
Our solutions are global because people are; one solution, implemented everywhere

Conclusion

We end as we began, with a call to action. Third-party cookies are no longer a viable identifier, so we have the opportunity to re-architect the way our industry operates and respects individuals. The clock is ticking when it comes to building this new infrastructure and safeguarding existing advertising capabilities that advertisers rely on to power seamless customer experiences. A trusted ecosystem is needed, and it is pivotal for all players in advertising to come together to unleash the innovation for all.

Click to learn more about:

— **Building a trusted ecosystem**

— **LiveRamp's Authenticated Traffic Solution**

About LiveRamp

LiveRamp is the leading data connectivity platform for the safe and effective use of data. Powered by core identity capabilities and an unparalleled network, LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. LiveRamp's fully interoperable and neutral infrastructure delivers end-to-end addressability for the world's top brands, agencies, and publishers.

For more information, visit
www.LiveRamp.uk