Italian digital sales house **Adasta** sees their **average Bid CPM increase by 25% in cookieless environments after integrating the ID5 ID**

OVERVIEW

The era of the third-party cookie is coming to an end. Safari, Edge and Firefox have already stopped supporting third-party cookies and Chrome will be sunsetting them from 2023.

Continuing to rely on third-party cookie infrastructure is no longer an option for smart publishers who want to maximize monetization opportunities today and flourish in the cookieless world.

In preparation for this shift and to increase addressability on Safari and Firefox, Italian digital sales house, Adasta, chose to integrate the ID5 ID. By leveraging ID5's Predbid Analytics Module, they were able to measure the real impact of the ID5 ID on their inventory.

ABOUT ADASTA

Adasta is a digital sales house for publishers, with years of experience, whose primary purpose is to efficiently monetise the ad formats that the publisher manages on the page. Working with tier-1 European entities on the advertising supply-side they are primarily focused on the Italian market where their headquarters are located.

adasta

THE ISSUE

Little time remains for the digital advertising industry to prepare for a cookieless world. Chrome is due to deprecate third-party cookies in 2023. Safari, Edge and Firefox have already stopped supporting them. Given that a significant proportion of their inventory is already unaddressable, **this absence of third-party cookies is leading to a reduction in the value of publishers' inventory.**

Adasta chose to integrate the ID5 ID to respond to this challenge. ID5's privacy-first identifier enables publishers to **recognize authenticated and unauthenticated users in all digital advertising environments** and **maximize addressability and monetization.**

SOLUTION & TESTING

Having chosen to integrate with ID5, **Adasta found that implementation was easy**, thanks to the Prebid.js User ID module. The Adasta team also appreciated the clear dashboard and user experience provided by ID5.

To better understand the value that the ID5 ID was bringing to their inventory, Adasta deployed ID5's Prebid Analytics Module (a closed Alpha product) which collects Prebid event data, such as bids, Bid CPM by browser, SSP and country for a sample of auction, therefore providing proxy indicators to evaluate the impact of the ID5 ID.

ID5 carried out an A/B test: 90% of consented users were assigned an ID5 ID and 10% were placed in a control group, allowing for a direct comparison of auctions when an ID5 was present or not.

THE RESULTS

The value of the ID5 ID was clear to Adasta from the Prebid Analytics results which showed that Adasta's Bid CPM was higher when the ID5 ID was present, compared to when it was absent. Usage of the ID5 ID appeared to be even greater in Safari and Firefox. Furthermore, the presence of the ID5 ID increased the bid response rate across most core browsers.

AVERAGE BID CPM ACROSS ALL BROWSERS

8%

Increased Bid CPM Overall

Adasta's average Bid CPM for ad opportunities where an ID5 ID was present was **8% higher** than when there was no ID5 ID present across all environments.

AVERAGE BID CPM SAFARI & FIREFOX

25%

Increased Bid CPM in Cookieless Environments

The average Bid CPM for ad opportunities where an ID5 ID was present was **25% higher** than when there was no ID5 ID present in browsers such as Safari and Firefox.

"The deprecation of third-party cookies is an amazing opportunity for independent publishers to improve their relationships with users. The use of ID5 ID is the most exciting part of the project that will see independent publishers able to access monetization tools that are usually reserved for large institutional publishers.

Adasta is 100% committed to helping independent publishers with the adoption of industry standards, enabling them to succeed in the post-third-party cookie era and compensate for the resulting drop in addressability, and in turn revenue, which is expected at the beginning of next year. Having worked closely with ID5 for the past two years, we believe they are the ideal partner in our bid to find a viable alternative to third-party cookies."

Simone Chizzali, CEO, Adasta

To learn more about the ID5 ID and how it can benefit your business and increase the value of your inventory, get in touch.

id5.io | contact@id5.io