



**webinar**  
**series.**



# **Identity Partners Explainer:** **navigating this space and project rearc update**

**This webinar will begin shortly**



# identifiers explainer guide.

this document provides a very simple explainer of the various identifiers in the Australia market, including an ID Matrix of the 20 most popular solutions

# speakers today.



**Shailley Singh**  
SVP, Product  
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**IAB Tech Lab**



**Alison Costello**  
Head of Digital

**OMD Australia**



**Angelo Sinibaldi**  
Director of Data  
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**Nine**



**Dan Richardson**  
Head of Data  
ANZ

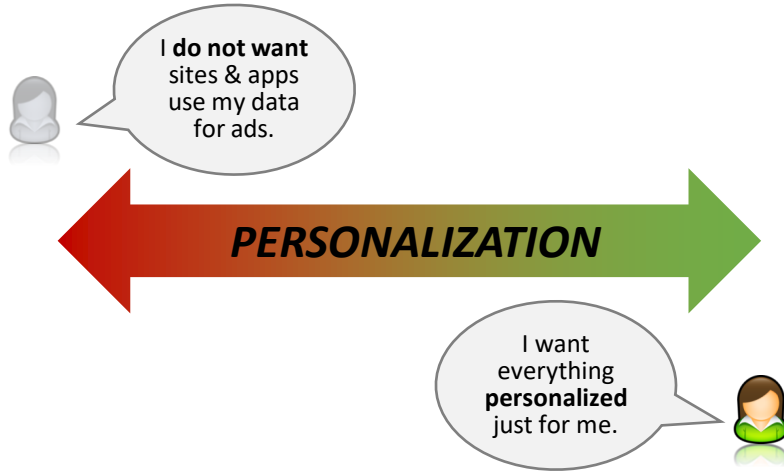
**Yahoo**



**Jonas Jaanimagi**  
Technology Lead

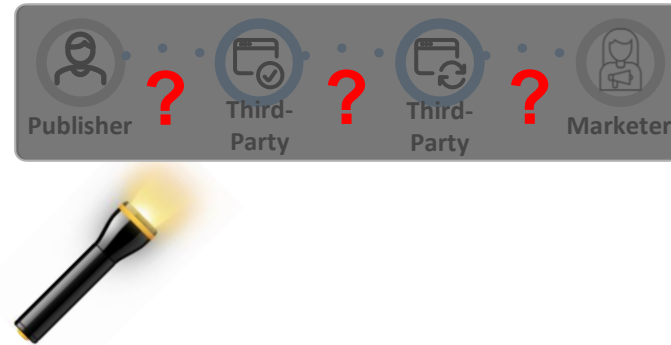
**IAB Australia**

# How Can IAB Tech Lab Standards Help?



## Enable Transparency & Control

- Privacy signaling protocols for communicating user preferences
- Flexibility across regions



## Demonstrate Accountability

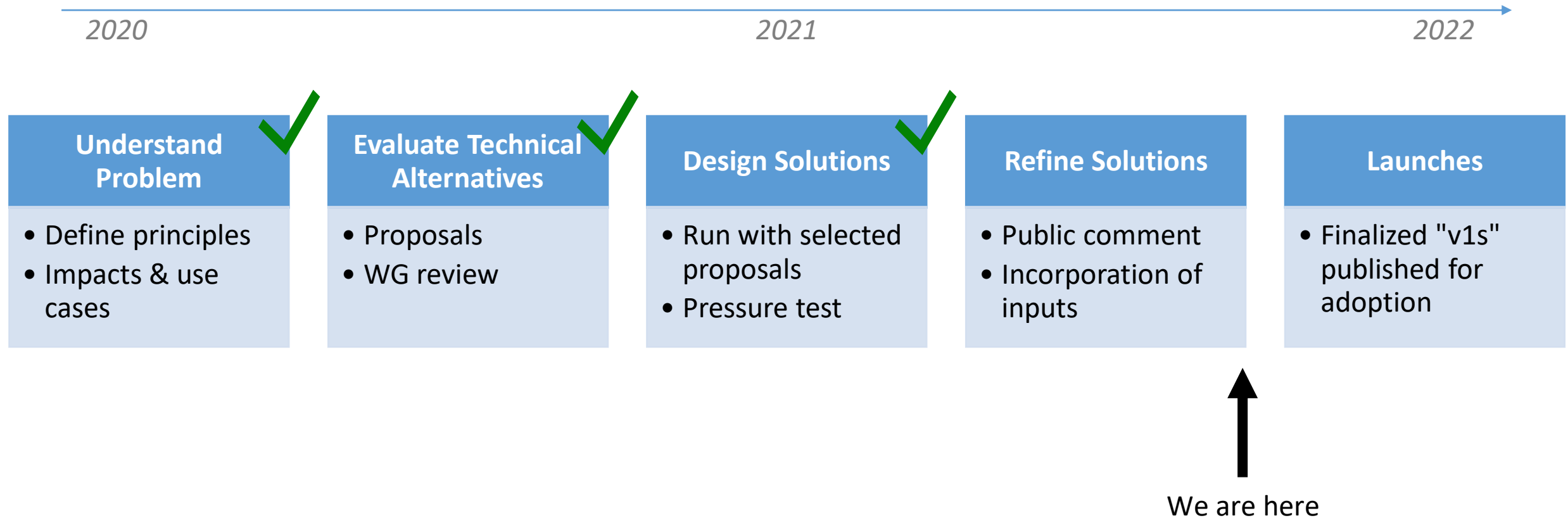
- Standardized log format when parties connect on identity
- Identity sources transparency



## Connect Audiences in New Ways

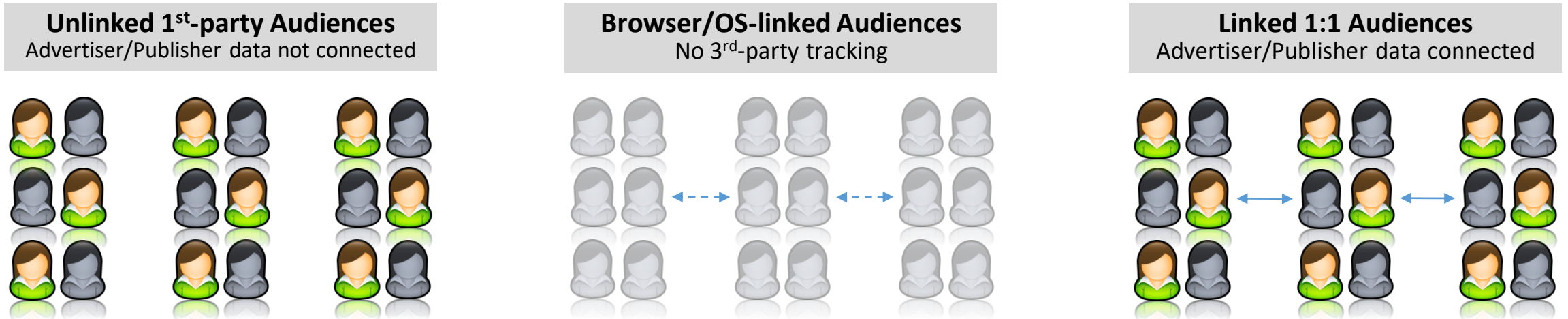
- 1st party audience reach
- Standardized connective tissue with identity resolution services

# Overall Initiative Status



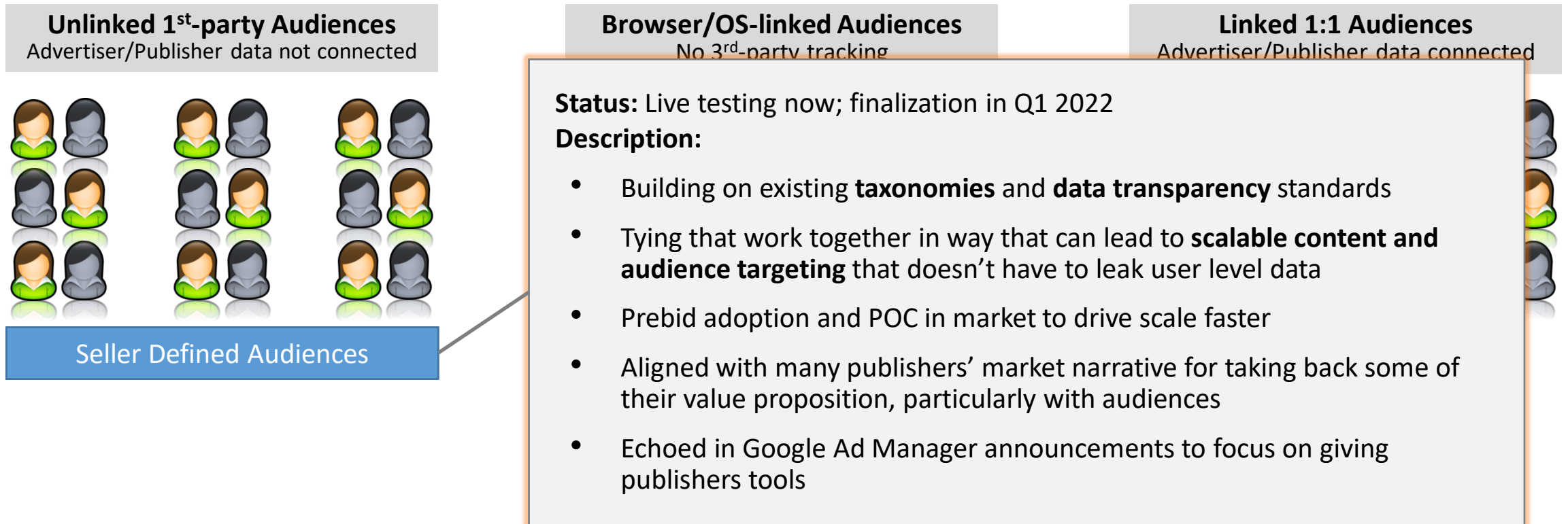
# Portfolio Approach to Addressability: No Silver Bullet!

Planning around a range of scenarios across advertising business activities & use cases:



# Portfolio Approach: Seller Defined Audiences

Planning around a range of scenarios across advertising business activities & use cases:



# Portfolio Approach: UID2 Open-Source Project

Planning around a range of scenarios across advertising business activities & use cases:

## Unlinked 1<sup>st</sup>-party Audiences

Advertiser/Publisher data not connected

## Browser/OS-linked Audiences

No 3<sup>rd</sup>-party tracking

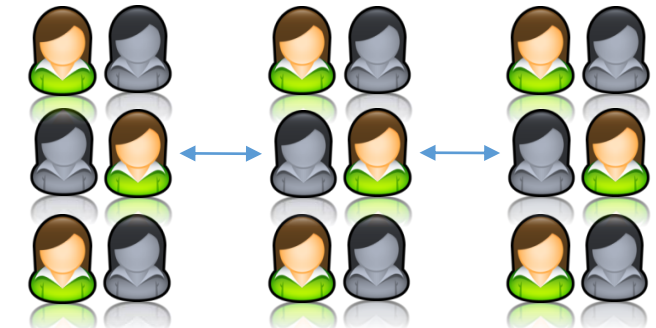
## Linked 1:1 Audiences

Advertiser/Publisher data connected

**Status:** Live now with TTD; full industry handoff in process

### Description:

- Enables standardized advertiser audience activation outside walled gardens including core use cases like campaign level frequency/recency control, targeting, attribution and customer LTV measurement.
- Simplifies **interface for companies interoperating** with many commercial ID solutions. It does not replace them.
- Roadmap driven by industry needs and determination to meet evolving consumer demands.
- Current design decentralizes roles to create, maintain and secure identifiers
- Can plug in to Global Privacy Platform & Accountability Platform





# Portfolio Approach: Best Practices for User Enabled ID

Planning around a range of scenarios across advertising business activities & use cases:

## Unlinked 1<sup>st</sup>-party Audiences

Advertiser/Publisher data not connected

## Browser/OS-linked Audiences

No 3<sup>rd</sup>-party tracking

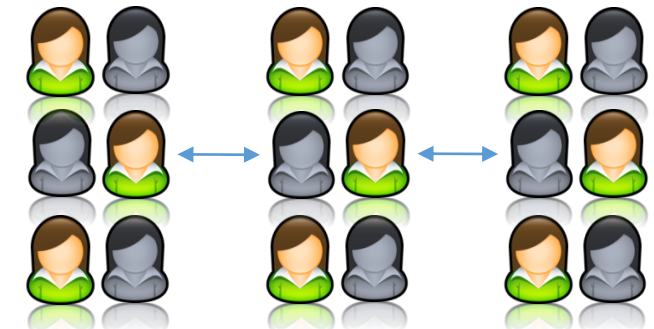
## Linked 1:1 Audiences

Advertiser/Publisher data connected

**Status:** Pending UID2 Admin role direction

### Description:

- Sets a **baseline** for a key area of commercial investment: direct, 1:1 cookie / mobile ID replacements
- Agnostic **security and data protection practices** seen as central to sustainability of 1:1 identifiers
- A clear indication that standards can and should address a broad range of technical methods for achieving user level addressability (this is not a UID2 only draft)
- Fills a gap for technical guidance that can be applied globally, even referenced by local data protection and privacy frameworks



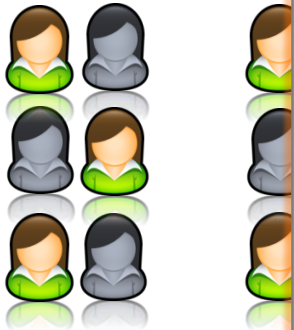
UID2 Open-Source Project

Best Practices for User Enabled ID

# Portfolio Approach: id-sources.json

Planning around a range of scenarios across advertising business activities & use cases:

**Unlinked 1<sup>st</sup>-Party**  
Advertiser/Publisher



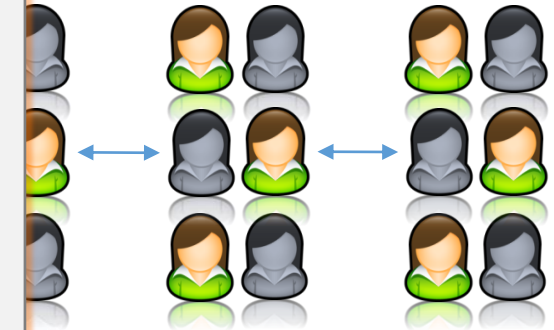
Seller Definition

**Status:** Q4 2021 finalization

**Description:**

- Participant hosted transparency file
- Consistent with other IAB Tech Lab supply chain transparency specifications
- Provides overview of each unique-to-user identity source a given ads ecosystem participant supports/uses
- Provides basic information about how that unique-to-user identity source is processed
- Nearing public comment period

**Linked 1:1 Audiences**  
Advertiser/Publisher data connected



ID2 Open-Source Project

Best Practices for User Enabled ID

id-sources.json

# Portfolio Approach: Global Privacy Platform

Planning and

Activities & use cases:

**Unlinked 1<sup>st</sup>-Party**  
Advertiser/Publisher



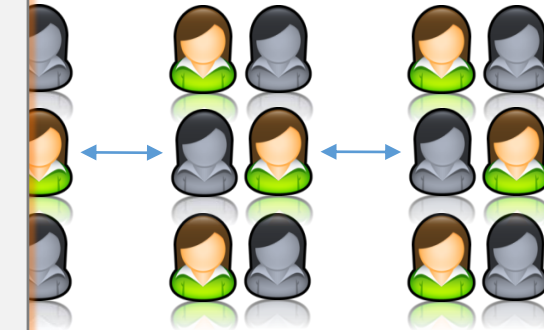
Seller Definition

**Status:** Q1 2022 finalization

**Description:**

- Building on track record of encoded signals passed inter-operably through the digital advertising supply chain
- Technical schema and tools, not a one-size-fits-all user interface
- Multi-jurisdictional at once allowing more conservative approaches throughout the supply chain
- Flexibility to support new markets or evolutions in existing ones without disruptions to other markets
- Optional single source of truth for company registry and data uses taxonomy

**Linked 1:1 Audiences**  
Advertiser/Publisher data connected



ID2 Open-Source Project

Best Practices for User Enabled ID

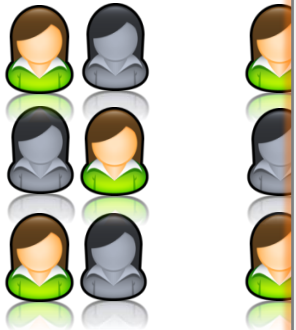
id-sources.json

Global Privacy Platform

# Portfolio Approach: Accountability Platform

Planning and

**Unlinked 1<sup>st</sup>-Party**  
Advertiser/Publisher



Seller Definition

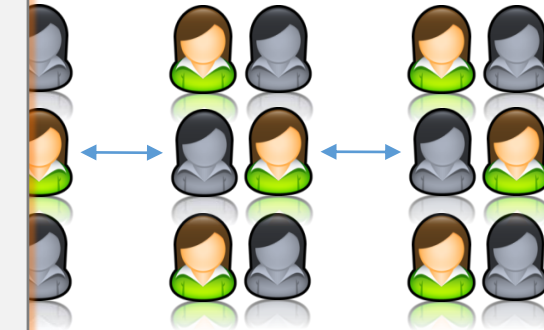
**Status:** Q1 2022 finalization

**Description:**

- Open, auditable data structures for all participants
- Transaction-level reporting with data use details and accompanying privacy signal
- Pairwise architecture facilitates comparison between data "senders" and "receivers"
- Random sample methodology to thwart manipulation
- Standard technical interface for participants to submit transactions for the period
- Intention to support existing privacy and data protection compliance and enforcement

Activities & use cases:

**Linked 1:1 Audiences**  
Advertiser/Publisher data connected



ID2 Open-Source Project

Best Practices for User Enabled ID

id-sources.json

Global Privacy Platform

Accountability Platform

# overview.

## purpose:

this document provides a very simple explainer of the various identifiers in the Australia market, including a visual ID Matrix of the 20 most popular solutions

The [IAB Australia Data Council](#) is keen to provide this as a starting point of research into this fast-evolving space, for both buyers and sellers.

This explainer has been supplemented by a fuller table of the 20 individual providers available in Australia with more detailed information therein.

## extra information

**Xtra**

We have also included a simple intro, a glossary of terms and some suggested next steps for both buyers and sellers.

# contents.



- Introduction
- What are identifiers?
- Identity Management
- The deprecation of third-party cookies
- Deterministic & Probabilistic Data Matching
- 7 key considerations for Buyers & Sellers
- Tokenization vs. encryption
- Glossary of Terms
- ID providers Matrix
- Descriptions for the Identity Providers Matrix
- IAB Tech Lab's ID Transparency Standard
- Further Reading

# different identifier examples.

## IDFA

Apple's Identifier for Advertisers is a device identifier assigned to users of Apple devices. It is used for anonymous tracking and identification of consumers.

## GAID

Google's advertising ID is a device identifier assigned to users of Android devices. It is used for anonymous tracking and identification of consumers.

## MAIDs

General term for a mobile advertiser ID, which is a unique string of digits identifying a specific mobile device.

## Cookies

Also called HTTP cookies, internet cookies, or browser cookies, are files stored on the hard drive of computers designed to hold a small, specific amount of data about a particular website or client. Their primary purpose is to identify the user so his or her web experience can be customised and to streamline the online surfing process by saving certain information such as email, home address, shipping information, username or password, or interests. We define 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party further on.

## Hashed email addresses

As most people keep their personal email addresses forever and are ubiquitous, making emails a key future identifier in the future of digital marketing.

Hashing is a method of encrypting data, such as email addresses, into a hexadecimal string. Each email has its own unique hexadecimal string, made up of 32-character codes, that remains consistent no matter where the email is used as a login and is unique to each email address. This code cannot be reversed, making it completely anonymous. See also the definition of tokenization further on – including a comparison of tokenization vs. encryption.

## Phone numbers

Mobile phone numbers, in particular, have more recently been commonly used as a consumer identifier for two-factor authentication as these phone numbers have increasingly become more reliably attached to individuals over the long term. As a sensitive piece of personally identifiable information (PII) data, phone numbers should also be securely hashed.

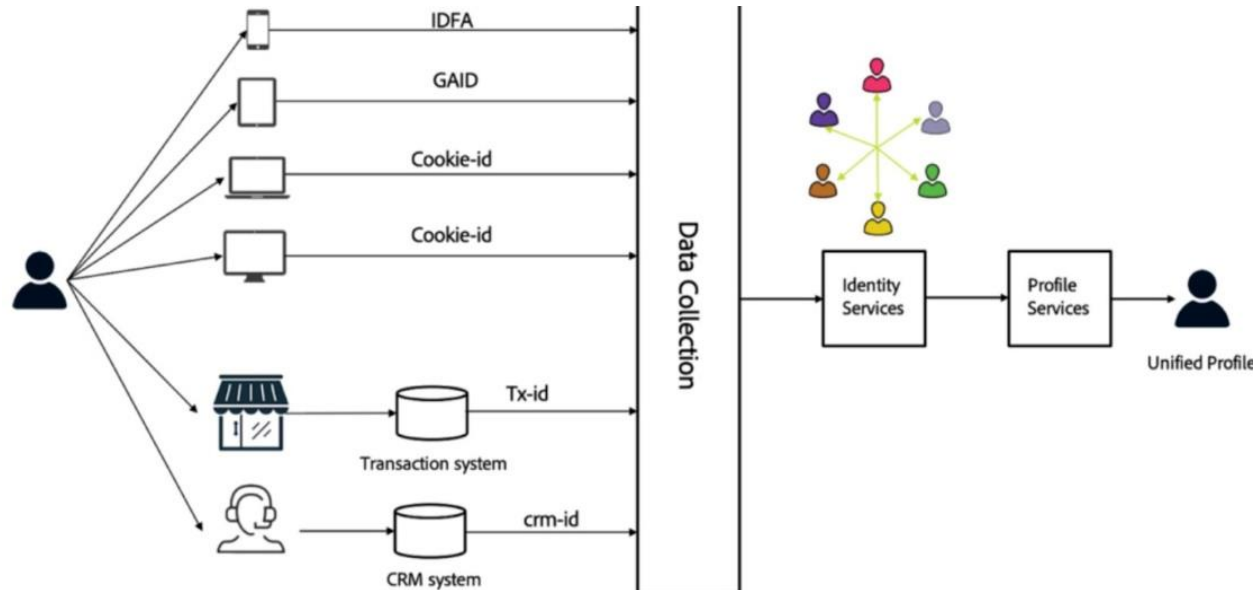
# different identifier examples.

## CRM Data

A customer relationship management (CRM) database is all of the data about consumers that businesses capture and store within a CRM system. The different types of data stored inside a CRM database include data points such as: contact name, title, email address, social profiles, contact history, lead scoring, order history and personality traits. Most of this is personally identifiable information (PII) data and therefore very sensitive.

## Financial Transactions

Similar to standard CRM data, however this also includes personally identifiable information (PII) data such as age, job, nationality, social status, place of residence - as well as income and consumption data, size of incomes, size of debts, different sources of income, credit/debit card purchases, standard inter-bank payments, loans and deposits.





# identity providers.

Provider	ID Solution	Data Sources	Base Identifiers	Consent Type	Availability and Addressability	Interoperability	Prerequisites
LiveRamp	ATS & RampID	Global publishers & data suppliers	Hashed emails	1st, 2nd & 3rd party	Yes, via all major DSPs & SSPs	Interoperable with most global identifiers	Publishers must have access to user authentications
Lotame	Panorama	Global publishers & data suppliers	Probabilistic & deterministic data	1st, 2nd & 3rd party	Yes	Interoperable with most global identifiers	Ability to sync
Near	Proxima	Global publishers + online & offline data partners	Hashed emails, phone numbers and home address	1st, 2nd & 3rd party	Yes, via Near Allspark	Yes, via Near Allspark	Must have a common identifier within any datasets
Oracle Data Cloud	Oracle ID Graph	Global publishers & data suppliers	Probabilistic & deterministic data	1st, 2nd & 3rd party	Yes, via all major DSPs & SSPs	Via Unified ID 2.0	Ability to sync
Unified ID 2.0	Unified ID 2.0	Global publishers	Hashed emails, which are encrypted via a tokenization solution	Authenticated and consensual 1st party	Yes	Interoperable with most global identifiers	Must agree to abide by UID2 ecosystem terms. Source code donated by The Trade Desk
Yahoo	ConnectID	Owned & Operated	Hashed emails	1st, 2nd & 3rd party	Yes, via Yahoo Preferred Network (prev 'Gemini') + Yahoo DSP & SSP	Interoperable with most global identifiers	Hashed email ID availability

# descriptions for the identity providers matrix.

This **matrix** of ID providers has been collated and completed by the IAB Australia Data Council. An explanation of each of the columns and the information they contain is below:

## Provider

which entity owns the ID solution?

## ID Solution

what is the product name of the ID solution, offered by the provider?

## Consent Type

what is the relationship to the entity that has gathered consumer consent for the utilisation of these signals (i.e. is it a first, second and/or third party relationship)?

## Data Sources

from where the data is sourced and what is the status of ownership?

## Availability and Addressability

how, or within which types of activation platforms, is the solution made available for the purposes of addressability for the purposes of digital marketing?

## Base Identifiers

from which types of identifiers are these solutions built upon?

## Interoperability

is this solution interoperable with other identity solutions in-market?

## Prerequisites

are there any requirements, limitations or considerations for potential customers that are reviewing this solution?

# Industry panel.



**Shailley Singh**  
SVP, Product  
Management and  
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