

theTradeDesk*

Tackling Identity in 2022 Time to Act



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Tackling Identity in 2022 Time to act



Agenda

- Roll back of cookie deprecation: what does this mean for the industry?
- Have we moved fast enough?
- UID2: an independent "fit for purpose" solution



Why are we still talking about Cookies?

Google Chrome Will Drop Third-Google says it will stop tracking

How do you solve a problem pokies In 2 Years

like... the death of the third-

party cookie?

Google co-founders step aside as antitrust scrutiny heats up



phased out

Update: Google is delaying its deprecation of tracking cookies

Google defends tracking cookies—some experts aren't buving it

Cookies crumbling as Google phases them out

The demise of browser cookies could create a Golden Age of digital marketing

What does the death of the third-party cookie mean for e-

users as third-party cookies are

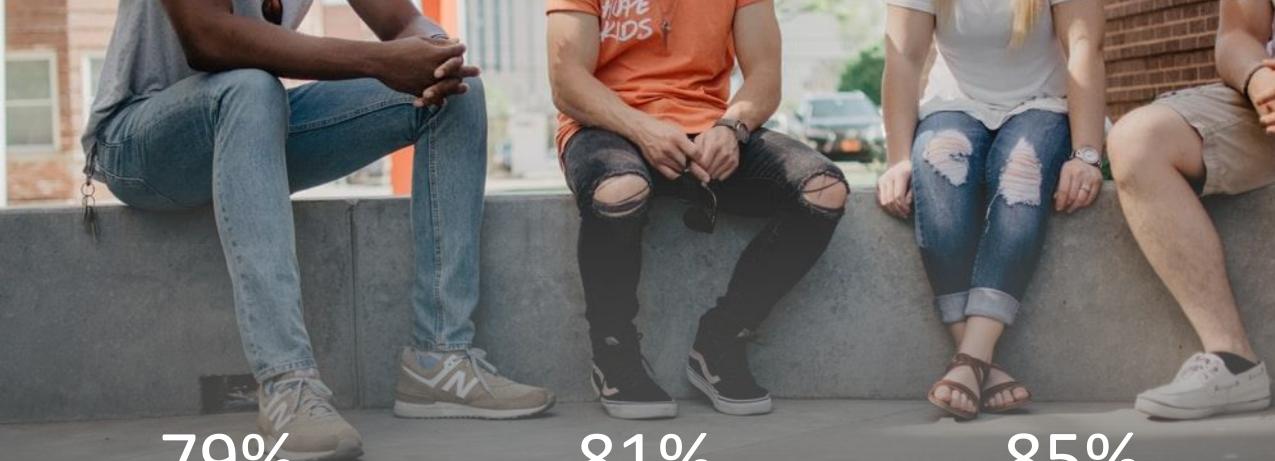
The cookie has crumbled: building solutions for the new era of identity

brutal year: how the 'techlash'
ught up with Facebook, Google and

Bye Bye, Third-Party Cookies

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79%

of Aussies don't feel in control of their online data

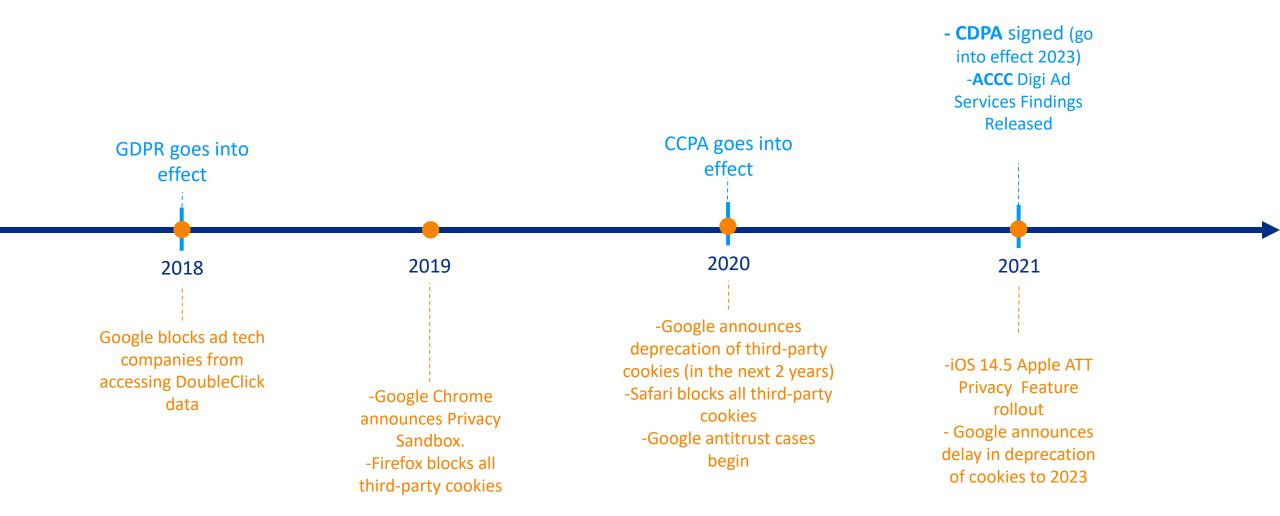
81%

of Aussies say they are concerned over the collection and use of their personal data on the internet

85%

of Aussies would like to better understand what data is being collected as they browse the internet

A Recent Privacy History







Advertisers and marketers face an "existential threat" to the decades of work spent perfecting their consumer engagement models

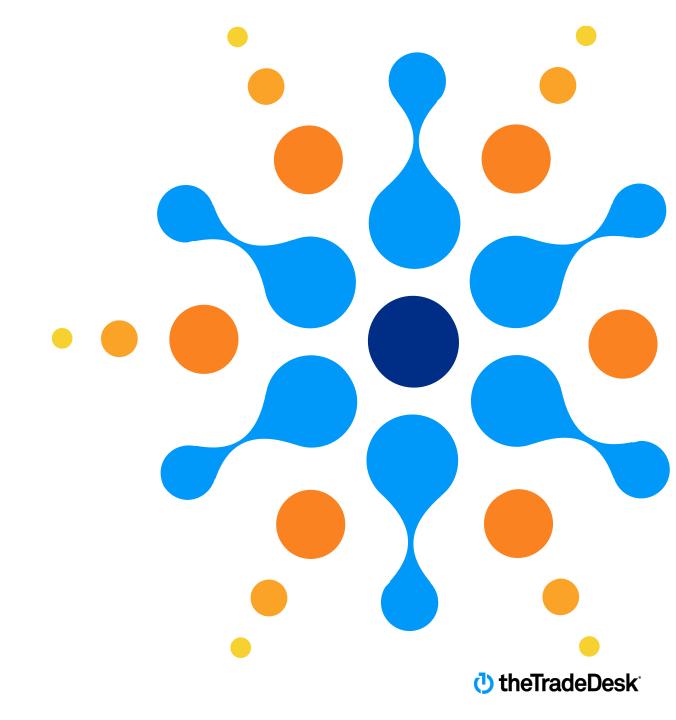


Building solutions for the new era

- ✓ A cookieless world
- ✓ Privacy at the forefront



Unified iD_{2.0} a flexible open standard



Unified iD_{2.0}: consumer transparency and control

UID2 will provide important security benefits and cookie upgrades:



Robust security protocols

Encryption / decryption Decentralised access allows for better storage of data industry governance and auditing

Consistent consumer opt-out and control experience

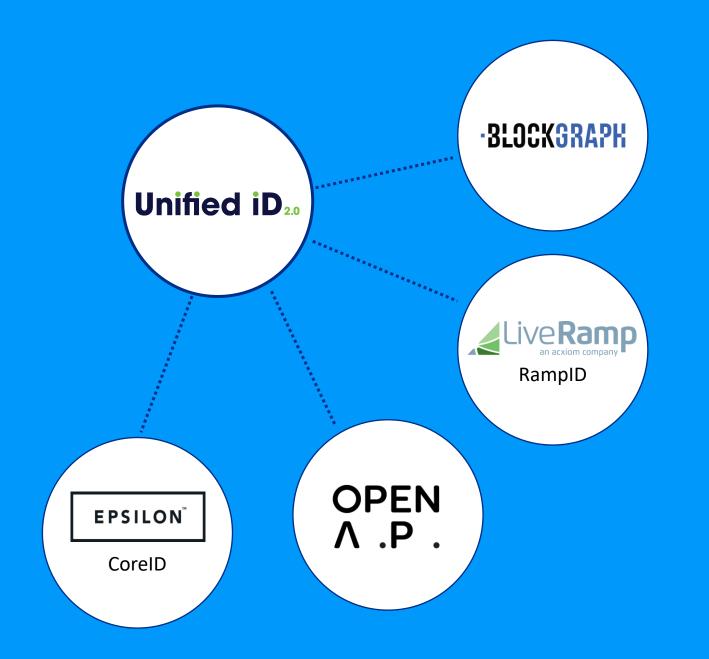
More consumer and publisher control over when and where data moves



Today, more than 80 companies globally have created their own ID solutions

NAMER APAC LATAM GLOBAL **EMEA** Deterministic/ Deterministic/ Deterministic/ Deterministic/ Deterministic/ probabilistic probabilistic probabilistic probabilistic probabilistic acxiem adform amazon Amperity & 🖷 📢 Retargetly C.₩ 中国广告协会 ADELPHIC adstra cardlytics onetID ROKU qudigent comscore flashtalking", criteo Permutive Rog.ad T≡M≡LIO BritePool cardlytics experian. Roku EPSILON GOOGLE WID5 KOCHAVA* @LG TL1 mkt ZEOTAP CDS Global Clear Channel Infesight _aliveRamp | LiveIntent @LOTAME | infutor intentiq MEDIAWALLAH MediaMath NBCUniversal neustar. SWAN Permutive nielsen novation PubMatic Quantcast SAMSUNG Semcasting VISA MERKURY towerd@ta ▼TRUEDATA TAPAD THROTLE TMobile (1) the Trade Desk TransUnion (1) twillo verizon VIZIO (1) ZEOTAP Contextual Contextual Contextual Contextual You gumgum AS Integral Ad Science seedtag getintent gumgum getintent Contextual gumgum Ad Science OpenSlate OpenSlate Semasio CODUITY. AIRIS.TV ORACLE PERE [primis] OpenSlate (S) VuePlanner 7EFR zvelo seedtag semasio 7EFR zvelo AS Integral Ad Science









A UID2 feat for Tatari

Tatari, a partner agency, has incorporated UID2 as its identity solution, resulting in major financial and strategic outcomes.

Made In, an ecommerce cookware manufacturer and Tatari client, recently completed a Unified ID 2.0-based CTV campaign, generating a:

1/3
decrease in time of customer conversion rate

20%

decrease in its average cost per acquisition

Tatari's SSP partners and streaming TV suppliers stood out for their UID2 match rates and ended up accruing budgets in Made In's test campaign.



Support for UID2 reflects huge momentum



SSPs



Magnite



*xandr

SPOTX



"OpenX UNRULY

)(ucfunnel



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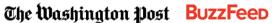


Publishers

Los Angeles Times



LifeStyle salon





















TRIBUNE





WarnerMedia **ful**o







Data and Measurement Partners

































DSPs/Buyers





















Industry Leaders









Partnership for Responsible Addressable Media



Wrap up

- Delays to cookie deprecation and regulatory review gave us breathing space
- Now its time to act on identity
- Privacy centric, interoperable solutions will pave the way for a transparent, consumer focused open internet



Thank you!

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