

# Tackling Identity in 2022

## Time to Act

Presenter



Ashton Di Santis  
Inventory Partnerships Director  
The Trade Desk

# Tackling Identity in 2022

## Time to act

April 2022



 theTradeDesk



# 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-Party Cookies In 2 Years**  
**How do you solve a problem like... the death of the third-party cookie?**  
**Google says it will stop tracking users as third-party cookies are phased out**  
**Google co-founders step aside as antitrust scrutiny heats up**

**Update: Google is delaying its deprecation of tracking cookies**

lata-sha

**Google Grants A Third-Party Cookie Reprieve, Delays Deprecation By Two Years**

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

**Cookies crumbling as Google phases them out**

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

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

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


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

**Bye Bye, Third-Party Cookies**



# Consumer Privacy It's still important!





79%

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

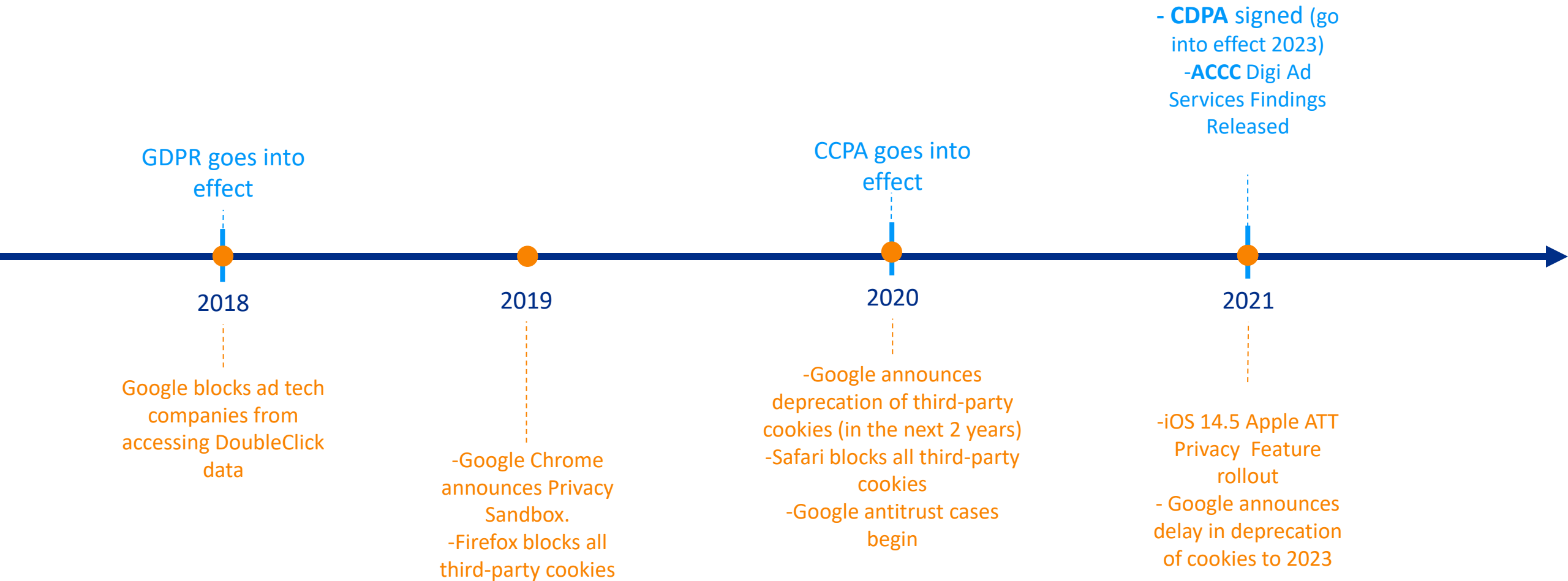
81%

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







# Urgency

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





Well... What now?

It's identity time.



# Building solutions for the new era

- ✓ A cookieless world
- ✓ Privacy at the forefront





# Unified iD<sup>2.0</sup>

a flexible  
open standard





# Unified iD<sup>2.0</sup>:

## consumer transparency and control

UID2 will provide important security benefits and cookie upgrades:

Robust  
security  
protocols

Encryption / decryption  
access allows for better  
industry governance and  
auditing

Decentralised  
storage of data

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

## GLOBAL

Deterministic/  
probabilistic



Contextual



## NAMER

Deterministic/  
probabilistic



Contextual



## EMEA

Deterministic/  
probabilistic



Contextual

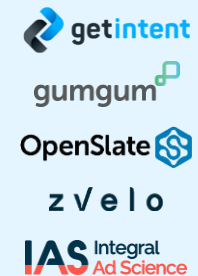


## APAC

Deterministic/  
probabilistic



Contextual



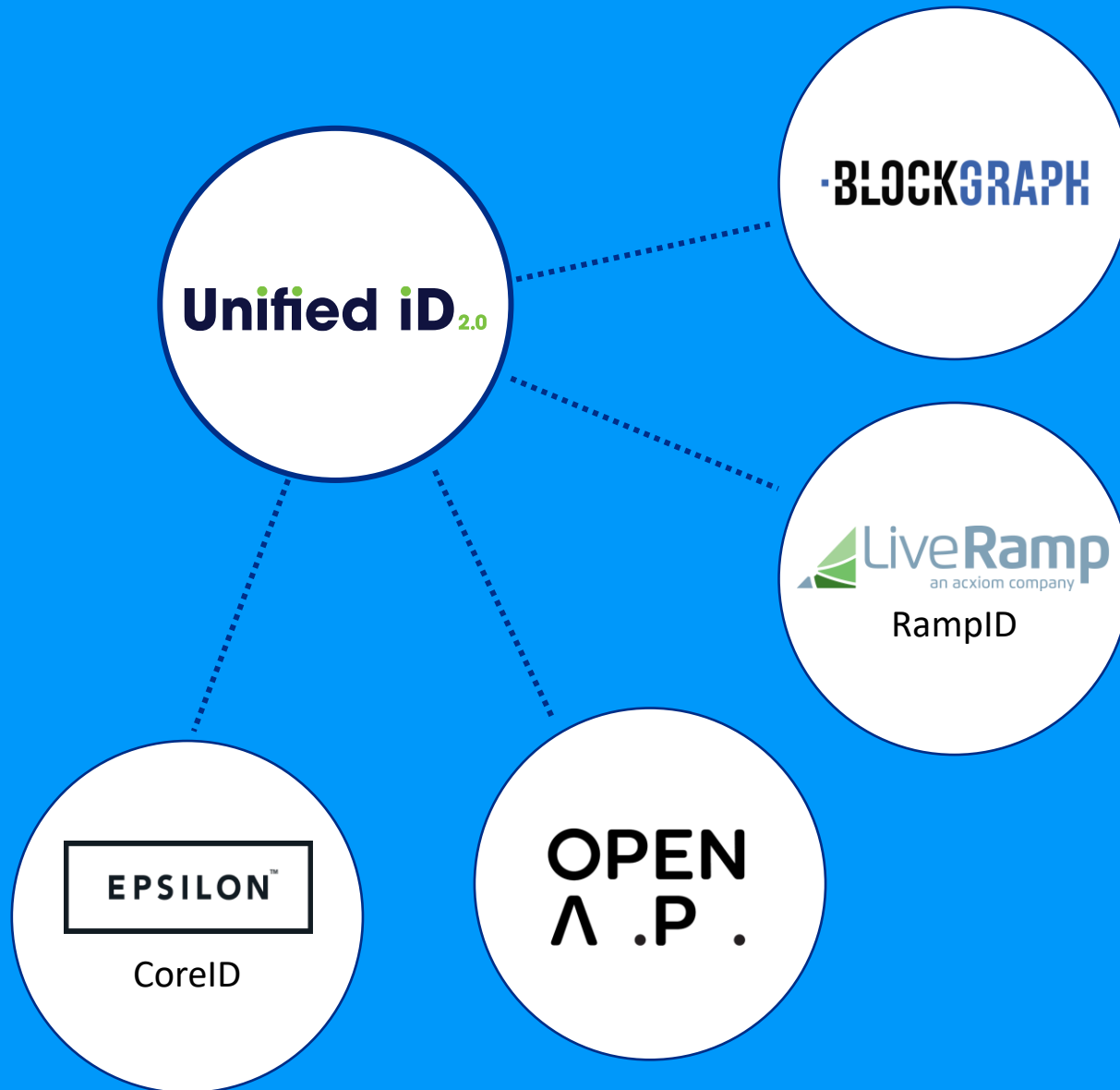
## LATAM

Deterministic/  
probabilistic



Contextual







# 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.



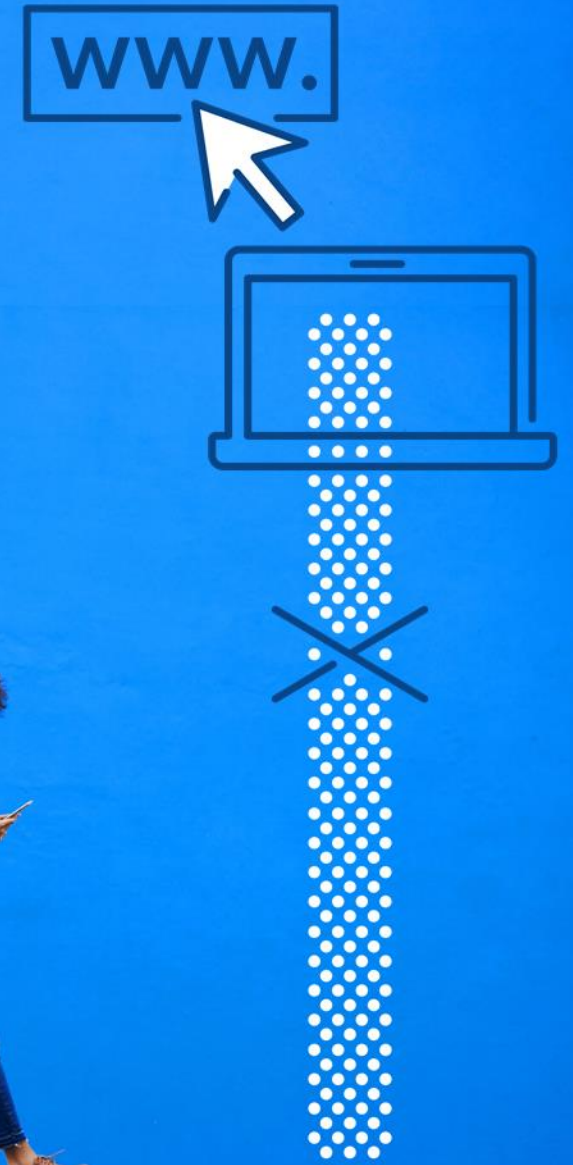
# Support for UID2 reflects huge momentum





# 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!

