

How Do First-Party IDs Compare to Third-Party Cookies? Vodafone CZ and Czech Publisher Exchange (CPEX) Discover Incredible Results

Background:

Chrome browser represent 60% - 70% of browser usage globally. When Google announced the deprecation of third-party cookies, Advertisers faced the risk of experiencing serious disruption with their campaigns, as well as the loss of key features such frequency capping and optimization.

How Adform Was The Solution:

Adform's solution is the market's first based solely on first-party IDs developed as a guaranteed safeguard against the deprecation of third-party cookies. In order to test the benefit of first-party IDs, and see how they compared to third-party cookies, Vodafone CZ and CPEX decided to run two identical campaigns, with one running on Chrome using third-party cookies, and one harnessing first-party IDs on Safari and Firefox – two browsers that have long since discontinued third-party cookies.

The first-party IDs used in the test were a combination of ID5 Universal ID, Criteo ID, and Prebid Publisher Common ID.

Results:

Advertisers benefit from first-party ID adoption as it enables advertisers to reach the Safari and FF users (about 30%) that would otherwise be unreachable. While both campaigns performed well, the first-party ID campaign saw a significant improvement in cost-per-acquisition (CPA) and conversion rate in comparison to the campaign running in Chrome using 3rd party cookies.

36.2% Reduction in Cost Per Acquisition (CPA)

3.6 X Increase in Conversion Rate



"As a global telco leader, we are pleased that CPEX chose us to test their new cookieless solution. It gives us the ability to address users on devices that no longer support 3rd party cookies. We feel much more prepared for the new era of online marketing."

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