

# An Open Book of First-Party ID Performance

IAB Australia | MeasureUP

**Audience**<sup>360</sup> **adform**

# Why are we here?

Why are we here?

# The digital advertising industry is facing its biggest challenge

Not Retail Media



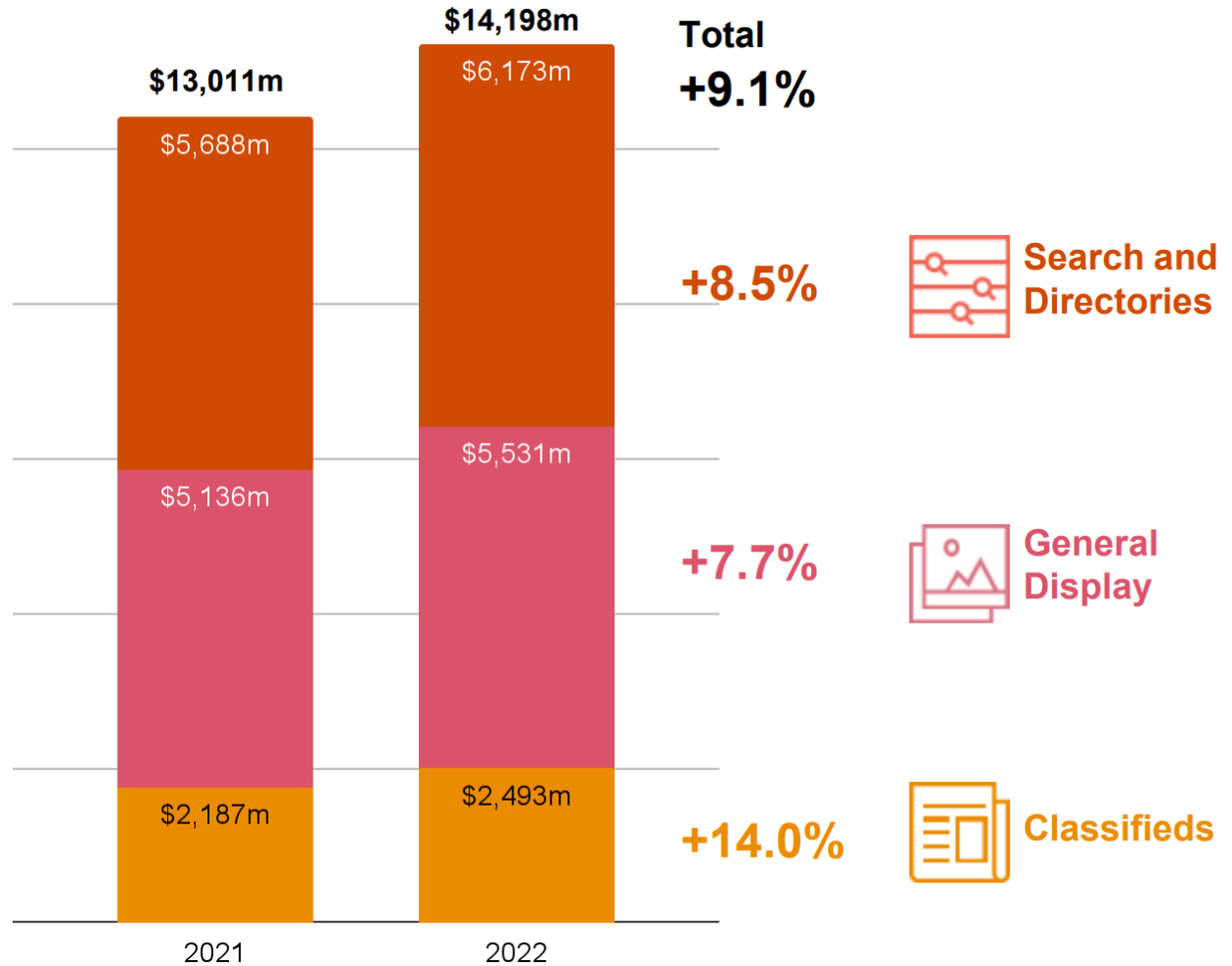
Not CTV / DOOH



Why are we here?

# The digital advertising industry is facing its biggest challenge

3P cookie deprecation in chrome  
*General display made up \$5.5bn in revenue for 2022*



# Who we are

# Audience<sup>360</sup>

We are Australia's leading provider of first-party data

We have a unique model which helps businesses monetise their data in a transparent way

We're a trusted partner of some of the leading brands in Australia



# adform

## **Global ad tech company**

Specialising in first-party ID Solutions  
and solving for third-party cookie  
deprecation

## **Full stack ad tech**

Omnichannel, independent,  
interoperable and transparent

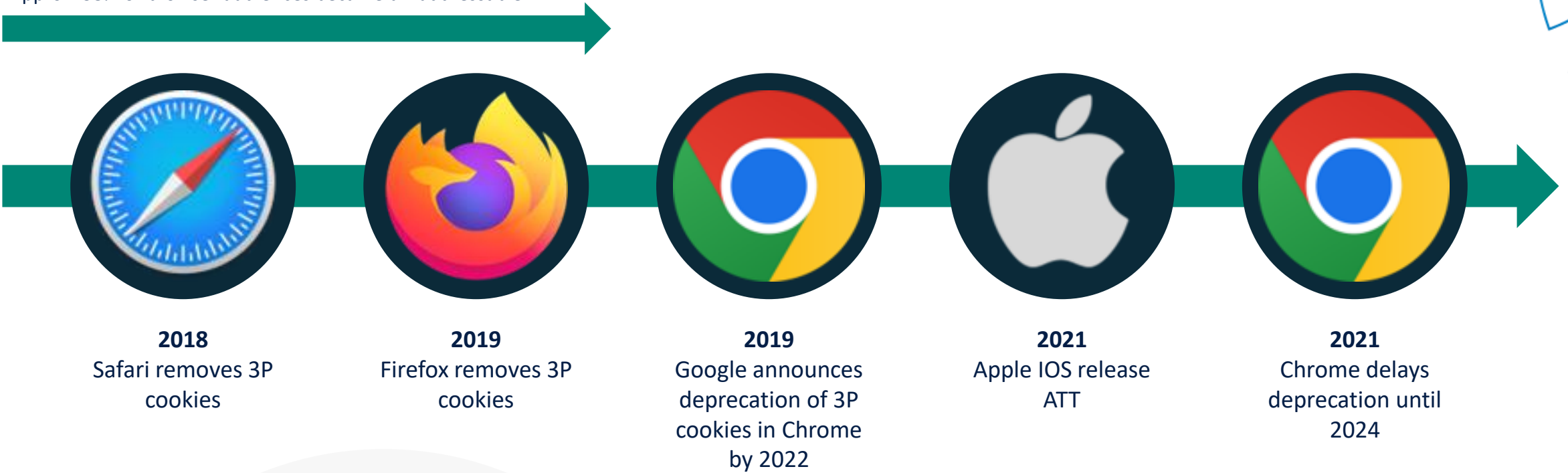
**Focussed on privacy, flexibility and  
industry collaboration**



Why are we here?

# Quick recap

Approx. 38% of browser audiences became un-addressable

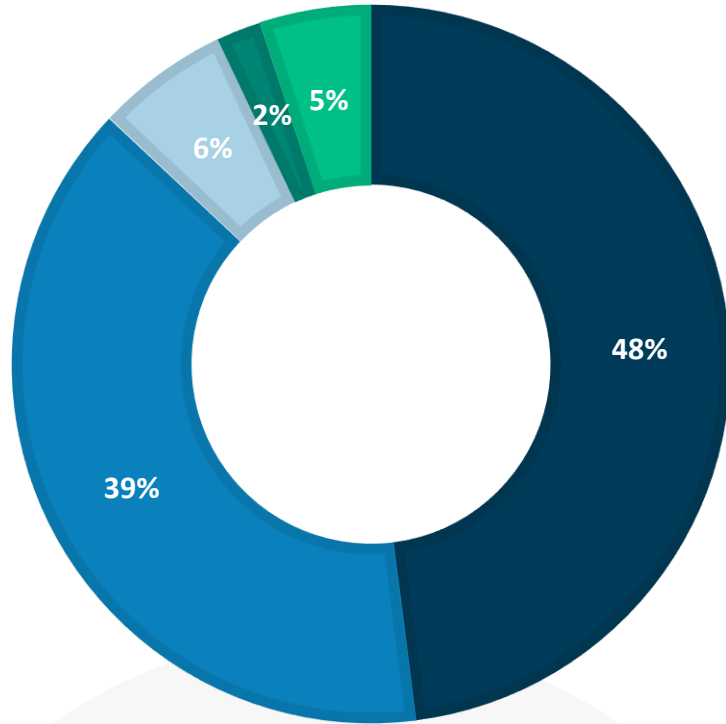




Why are we here?

# Today ~Half of browser-based audiences are unreachable with a third-party cookie

AU Browser Market Share



■ Chrome ■ Safari ■ Explorer ■ Firefox ■ Other

Saturation in Chrome

Delivery Issues

Compromised Data Quality

Measurement Gaps

Who we are

# Why is addressability so important to us?



# Our journey

# It started with fear

Fear of third-party cookies going away  
in Chrome



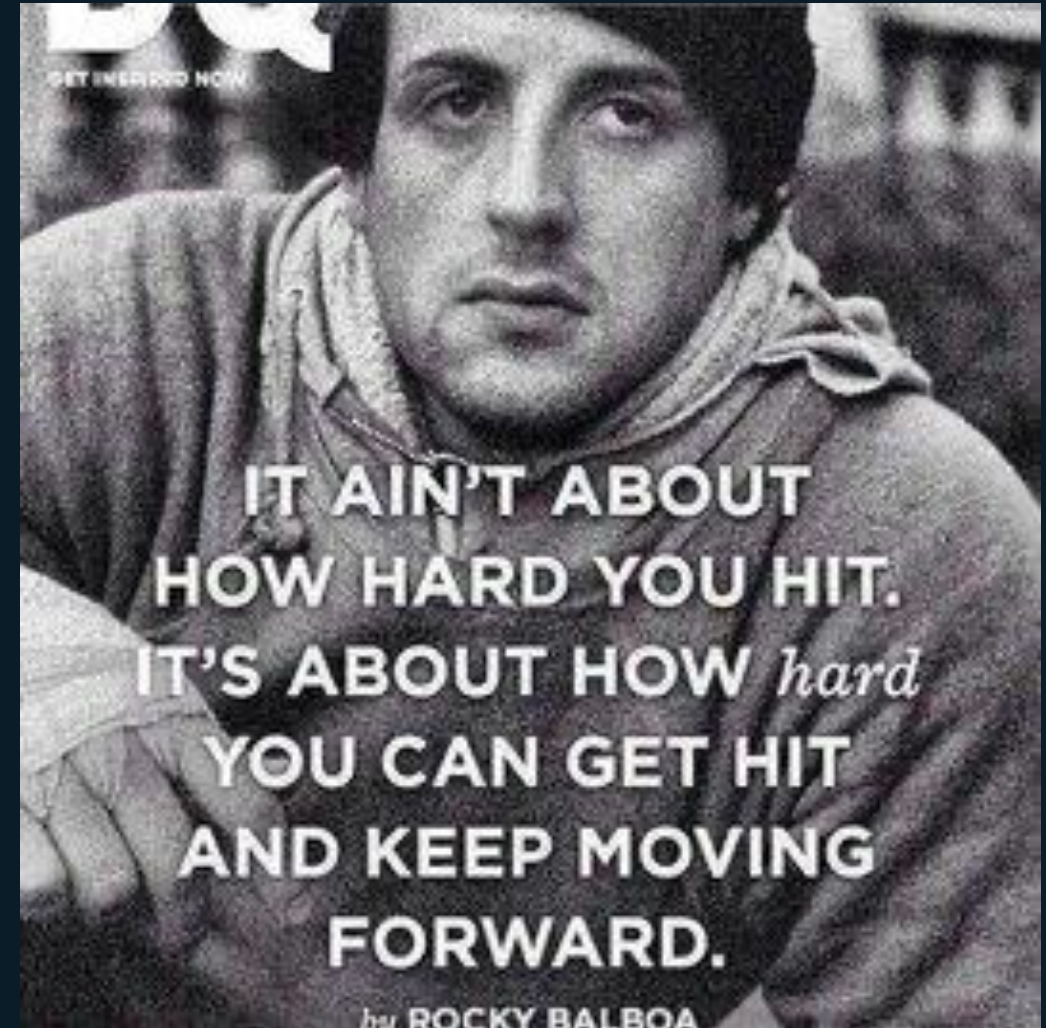
# Then joy

Google announced an extension to third-party cookie deprecation



# Then curiosity & hard work

With a willingness to test and be independent of big tech



# We had options

## Universal identity

An anonymous ID that is common across both advertiser and publisher

Enables advertisers to target users on a 1:1 basis in an RTB environment

## Clean room

A place for data owners to match anonymous and aggregate data without sharing of data between parties

## Cohorts

Google's privacy sandbox for topics and protected audience API

This was not available for testing during this period

## Contextual

Targeting context based on users' consumption of content

This was not an option for us as our USP is audience

# Universal IDs were the best fit

## Universal identity

An anonymous ID that is common across both advertiser and publisher

Enables advertisers to target users on a 1:1 basis in an RTB environment

Ownership & control

Privacy focused

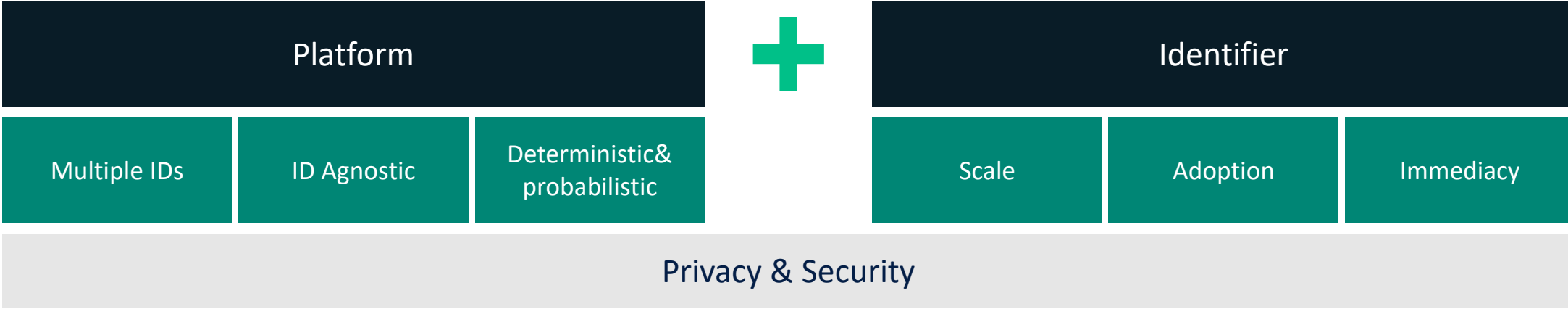
Market differentiation / market proposition

Measurement



The perfect partnership

# Two key decisions



**adform**  
DMP & DSP

 **ID5**

# Why?

ID5 has the strongest publisher adoption in Australia

ID5 solves for un-authenticated audiences

Immediate activation available via Adform

ID5 ingestion alongside audience attributes

Attribute level data  
= sophisticated segmentation in the platform

Single code base from DMP to DSP  
= real-time activation of audiences + zero audience loss

The result

# Incremental reach with first-party IDs

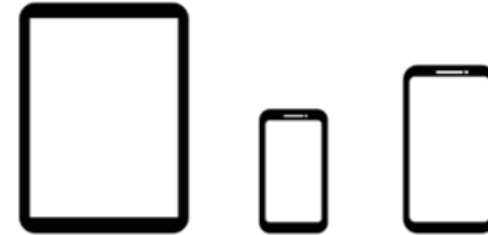
Total Audience



Desktop Audience



Mobile Audience



ID5 1P ID (100%)

3P ID

-28%

ID5 1P ID (100%)

3P ID

-18%

ID5 1P ID (100%)

3P ID

-40%

A dense tropical forest with various green plants and trees. The scene is filled with lush vegetation, including large ferns, palm-like leaves, and thick tree trunks. The lighting is soft and diffused, creating a deep green atmosphere. The text is overlaid on the left side of the image.

**First-party IDs  
were released  
into the wild**

# Hybrid audiences went live across all campaigns

All IDs included in aggregate audience segments

51 campaigns

Video, display & social

Retrospective performance analysis has shown positive results

# What did we see?

First-party ID  
vs  
Third-party ID

CTR +52%

Impression  
delivery  
+21%

Safari  
vs  
Chrome

Safari  
viewability  
7% higher

Safari eCPM  
4.8% higher

Safari CPC  
27.5% lower

# Testing with rigour

Testing with rigour

# Testing audiences across cookie'd and cookieless browsers



## Controlled test

1. All parameters were the same
2. Control line – Chrome only
3. Test line – Safari & Firefox
4. Performance optimisations consistent



## Objectives

1. Validate incremental audience reach
2. Validate performance (CTR / viewability)
3. Validate supply





Testing with rigour

# The results speak for themselves

+ 18%

incremental  
audience reach

+116%

CTR in cookieless  
browsers

+20%

viewability in  
cookieless browsers

Testing with rigour

## What did we learn?

Have the right partners and look beyond big ad-tech

Develop a test and learn muscle

Browser-led solutions perpetuate fragmentation

Opportunities to improve audience addressability now

Solving this is not easy, there is no silver bullet

Democratic solutions will enable sustained success

# What's next?

What's next?

# Change is a constant

Measurement & attribution

Adform ID Fusion

Google privacy sandbox

Openness for testing

Awareness of emerging challenges



**Collaboration is the key**

**Audience<sup>360</sup> adform**





Thank you.

**Audience<sup>360</sup>**

[Shruneek.Prasad@audience360.com.au](mailto:Shruneek.Prasad@audience360.com.au)

**adform**

[Amy.JansenFlynn@adform.com](mailto:Amy.JansenFlynn@adform.com)