iab australia

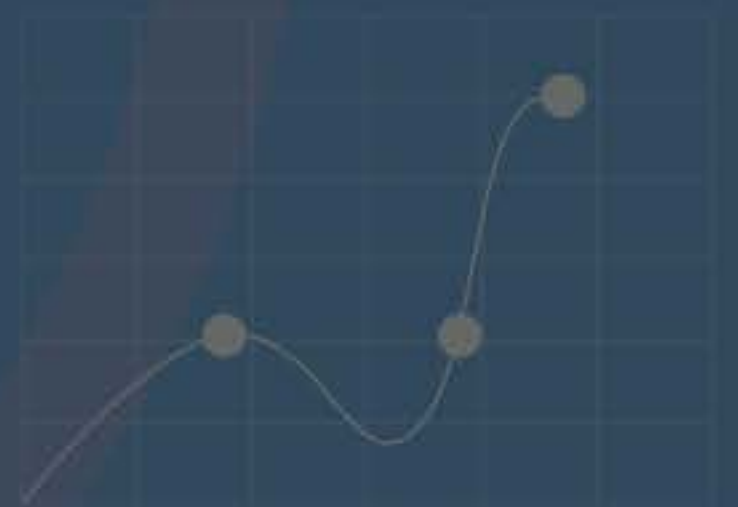# BEYOND THE COOKIE:
MAPPING THE FUTURE OF MARKETING MEASUREMENT

CONTENTS

IAB AUSTRALIA'S ADVERTISING EFFECTIVENESS COUNCIL

As the digital advertising industry faces a fundamental change, the IAB Advertising Effectiveness Council are pleased to provide this guidance on what these impending changes mean for measuring the impact of marketing activities.

The council have produced this paper, Beyond The Cookie: Mapping The Future Of Marketing Measurement, to increase awareness of the technology changes that will phase out the usage of cookies and the likely impact this will have on various commonly used marketing effectiveness measurement techniques. The council has provided information for marketers, advertising agencies and media owners on what they can do over the short, medium and long term to adjust their measurement tool kits for the future.

The IAB Ad Effectiveness Council was established in March 2017 to help the industry identify and refine the best methods to assess the impact of digital advertising in the context of the broader media mix.

This document has been originally developed by the following members of the Interactive Advertising Bureau Australia Ad Effectiveness Council in September 2020. The Council includes representatives from media owners, data agencies, media agencies and research companies:

Tom Gregory, Lifesight (council co-chair)
Esther Carlsen, Bench
Alicia Placer, Blis
Chris Evans, eBay
Andrew Rudd, Experian
Andy Ford, Facebook
Peter Fairbrother, Faster Horses Consulting
Patricia Neupauerova, Google
Richard O'Sullivan, InMobi
Georgia Woodburne, InSkin Media
Kirsten Riolo, Ipsos

Mark Henning, Kantar
Michael Rudran Rajkumar, LinkedIn
Ian Garland, Milton Data
Jonathan Fox, Nine
Adrian Lloyd, Oracle
Amelia Ward, PHD Media
Michelle Langley, REA
Helen Tran, Seven
Sebastian Graham, Verizon Media
Natalie Stanbury, IAB

INTRODUCTION

Amid the whirlwind of the industry's response to the demise of the cookie, it has become clear that this fundamental change will be a good thing for everyone involved. This change gives the digital advertising industry the opportunity to re-think digital marketing to support core industry use cases, while balancing consumer privacy. Industry bodies like the IAB and IAB's Tech Lab, stakeholders across digital advertising and media supply chain, along with advertising agencies and marketers are working together to make the internet a better place for consumers and in turn advertisers.

In this new ecosystem, meaningful first-party data becomes increasingly important. The retirement of the third-party cookie can give rise to the better collection and use of first-party data. It will require media owners and marketers to work together to engage with audiences in a positive way to gain support and willing cooperation.

This paper aims to provide direction to resources that can help marketers, ad agencies and media owners find out more about the impending cookie changes and the impact on their digital marketing activities.

One of the challenges facing marketers going forward is achieving visibility into how their digital marketing is performing. Some of the marketing effectiveness measurement techniques currently used won't be affected by the cookie retirement, however others will need to make significant adjustments. This paper focuses on providing information on the likely impact on various commonly used marketing effectiveness measurement techniques. It's important for marketers to understand how the changes impact their measurement tool kit and get ready for the post-cookie world.

Third party cookies have been technically tested over the last few years in their ability to provide a complete and accurate view of digital ad effectiveness across devices and within app environments. The announcement by Chrome to not accept third party cookies by 2022 gives the industry a challenging opportunity to develop new ways of measuring impact across the landscape.

FOREWORD

It is a complex marketing world we live in, the continuous digital shifts and need to adapt means we need to be supported by digital specialists who can guide us through the ever-changing landscape. It is also crucial that as marketers, we are not complacent and reliant on external support but continually build on our own understanding of the environment we operate in.

Over the past few months, we have had to get a deeper understanding of our reliance on cookies to target audiences and measure our marketing campaigns. With the support of our digital partners, we have had to re-evaluate what we do to ensure that current success can continue while being prepared for what lies ahead. Through this process, we identified three key areas to focus:

1. Data – 'taking stock' of our data to understand the many sources, inputs and how we use it. We all know that 1st Party Data is valuable but the importance & quality of it just became crucial to enhance business outcomes.

2. Audiences – What is the future of programmatic and how we buy media. how can we continue to find new audiences online and effectively reach them with our brand?.

3. Measurement – Without cookies to identify advertising exposure we need to set-up new measurement tools to ensure we are delivering on business objectives.

Moving to a 'cookie-less future' is definitely a positive step to improving privacy of data & transparency, but it has also presented so many unknowns. How can we effectively measure? How can we find new audiences and opportunities? What is the roadmap for programmatic? And the list goes on. As a marketing industry, we are all on the journey to answer these questions but finding a single source of information is near impossible; this paper provides a great overview of the upcoming changes, how it will affect the industry and how marketers should start to think about the future.
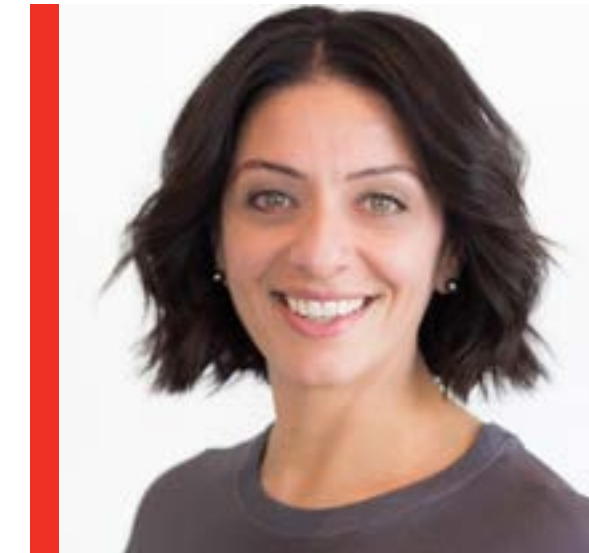
ROWENA KANNA
Marketing Communications Manager
Volkswagen Group Australia

The cookie was born 25 years ago to help distinguish one browser from another and allowed for web sites to capture basic information. Cookies allowed for a user's transactions, movements and even intent to be stored and the data used to improve the user experience of the Internet. It also enabled sites to commercialise their offerings by personalising ads and content according to user interests and allowing for a custom- ised e-commerce experience.

As there was no common cookie functionality which all parties could read, each website, web server, site owner and company had to create its own proprietary user identifier and store it in a cookie. This has resulted in millions of cookies proliferating around the internet, with each of those companies using a different method to recognize each individual user. There is no standardised, centralised mechanism for consumers to convey their interests or privacy preferences, and each cookie is only able to be read by the party that sets it.

CONSUMER DEMANDS FOR GREATER PRIVACY

In many ways, the retirement of the cookie has come in response to consumer demands for greater clarity and trans- parency. Internet users have started to feel as though they no longer have control of their data. Users are more aware than ever of their rights in regard to personal data and the online business model which is underpinned by their data being processed, used, and shared. A "perfect storm" of consumer privacy issues has eventuated, fuelled by several elements, each growing and feeding upon each other:
- Proliferation of personal, connected devices (phones, smart homes, speakers, etc.)
- Scale of personal data collection and use … and potential for misuse
- Consumer expectations related to privacy, transparency and control

There is an important distinction to make between two types of cookies: a first party cookie and a third-party cookie. A first party- cookie is one which is set by the publisher or site a consumer visits, and is written to that domain. A third party cookie is one which is set on a site by a different site/third party vendor; for example ad tracking. The coming browser changes will phase out the third-party cookie. First-party cookies that track data about your own website's visitors on all browsers are still safe and remain intact.

More information on types of data and data collection can be found in the IAB Australia Data Handbook 2020.

- Government regulation of consumer privacy, transparency and control
- Blocking of unique identifiers by browsers, operating systems, add-ons (#tracklash)
- "Privacy"-motivated PR and legal attacks on the industry

Across the globe, the privacy and data protection legal framework is developing rapidly and companies need to do their utmost to comply with the law, while using data for adver- tising related purposes. Major developments around the world have included the EU's General Data Protection and Regula- tion (GDPR) and the California Consumer Privacy Act (CCPA).

In Australia, the ACCC is promoting fundamental reforms to privacy law. In December 2017, the ACCC was directed to in- vestigate the impact of online search engines, social media and digital content aggregators (digital platforms) on competition in the media and advertising services markets. A preliminary recommendation looking into the news media morphed into a broader inquiry into services offered by advertising and media agencies to consider issues of complexity and opacity. The final set of recommendations from the ACCC was published in

July 2019 in the ACCC Digital Platforms Inquiry Final Report. The ACCC has made a range of privacy-related recommenda- tions, including:
- Strengthening protections in the Privacy Act
- Broader reform of the Australian privacy law framework
- The introduction of a privacy code of practice specifically for digital platforms
- The introduction of a statutory tort for serious invasions of privacy.

BROWSER INTERVENTIONS
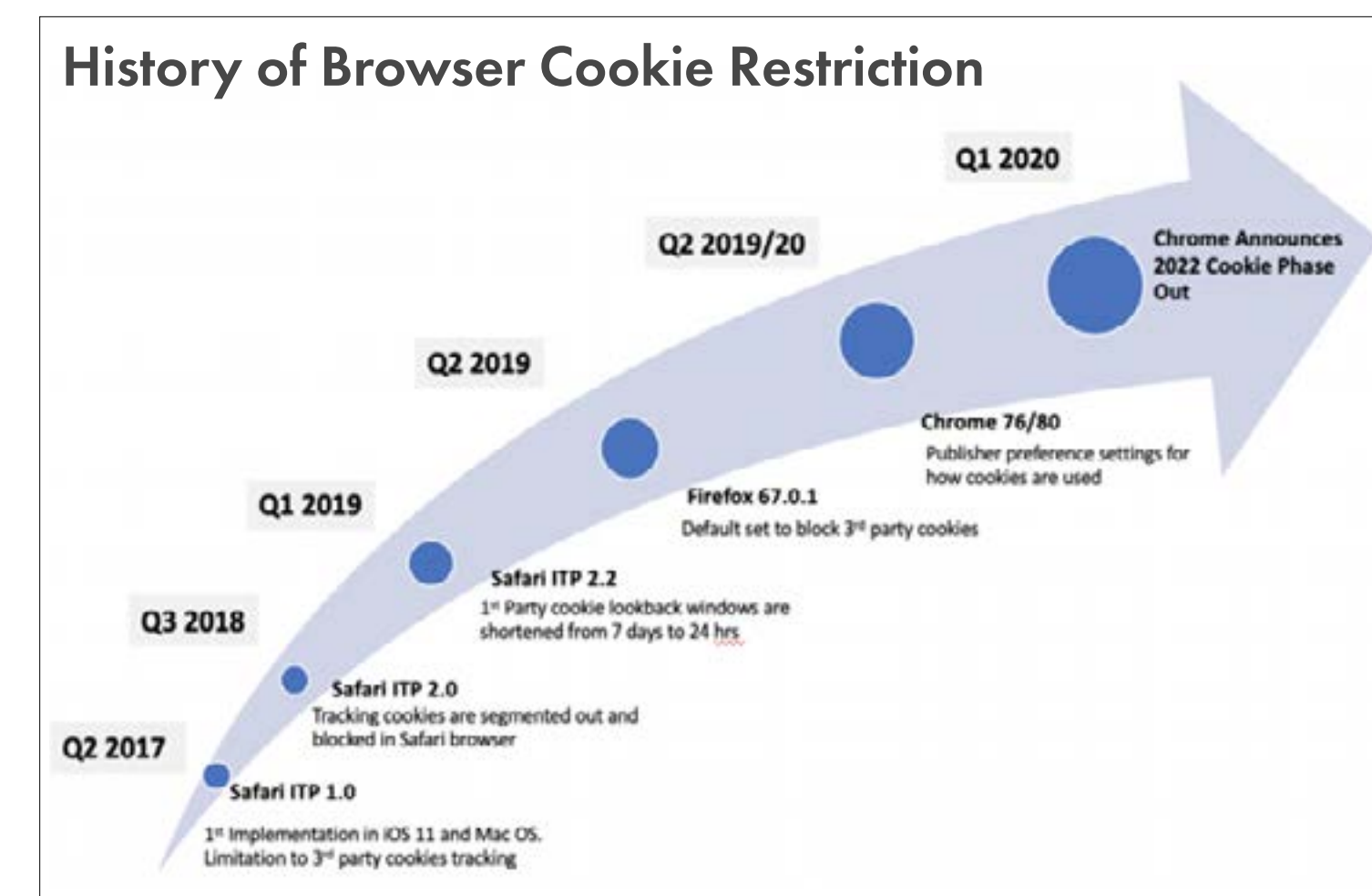
Source: IAB Canada Moving Towards Cookie Independence Guide to Implications and Preparedness

Safari & Firefox: Apple's original ITP feature mainly focused on limiting third party cookies - any advertisers relying on third- party cookie serving have since been limited by inaccuracy of reach/frequency measurement, conversion data and attribution on Safari. Throughout 2017-2019 Safari continued to regard first-party cookies as safe and permissible. These cookies help publishers, advertisers and retailers understand their audiences

and consequently, deliver the best user experiences on their own sites. During this time Ad Tech vendors took advantage by building workarounds to these first party loopholes, while Apple consistently responded with additional updates to tighten the noose around these workarounds; parties attempted to use circumvention technologies such as device fingerprinting, link decoration (a method of adding extra information to the URL in a link that a person clicks on) and any type of tracking that uses storage on a user's device, such as cookies or local and session storage. In its most stringent move, Apple reduced the first-party lookback window on Safari from 7 days to only 24 hours. Firefox soon followed suit with their Enhanced Tracking Protection (ETP) and in September 2019 announced that it would block third-party tracking cookies and cryptominers by default.

Google Chrome: In January 2020, Google announced it would end support for third-party cookies altogether in Chrome by 2022. Google cited its intention to bring stakeholders together from across all areas of the industry to find a consumer centric solution through its new "Privacy Sandbox" initiative, an open-sourced arena to develop alternatives for ad targeting and conversion tracking.

Google's announcement only affects third-party cookies, so first-party cookies will be alive and well long after the two-year mark (while as outlined above, Safari's first-party cookie windows have been diminished to just 24 hours).

IN-APP CHANGES

iOS 14 and iPadOS 14: The deprecation of the cookie does not affect in-app ad tracking, measurement and optimization as it operates on the unique device identifier called ADID or IDFA. Apple made some major announcements at their Worldwide Developers Conference in 2020 that will impact app development and app ad monetisation. Many of the proposed changes place more control in the hands of consumers but will make it more challenging for ad funded apps that are made available for free to consumers. In these proposed changes, consumers

 Read the Apple developer announcement on Sept 3rd delaying the proposed changes

will be explicitly asked if they are willing to be tracked across apps and sites from other companies.

Specifically with regards to measurement, the ad network API called SKAdNetwork will be improved. This API allows advertisers to know which ads resulted in desired actions without revealing which specific devices or people took those desired actions. The improvements will be attractive to marketers as this now adds extra information such as app-level attribution to measurement but this information will be kept within Apple's own proprietary environment and not shared for example with mobile attribution providers. Advertisers can utilise the SKAd-

Network API to measure results of their mobile ad campaigns from iOS14 launch in mid-September 2020, however the more impactful proposed changes have been delayed until 2021.

Sources and further resources:
- IAB Australia Data Handbook 2020
- IAB Tech Lab and IAB Australia Project REARC Webinar - The Evolution of the Internet, Identity, Privacy and Tracking
- IAB Tech Lab Blog - The Evolution of the Internet, Identity, Privacy and Tracking
- IAB Canada Moving Towards Cookie Independence Guide to Implications and Preparedness
- IAB Australia: Data, Privacy and the ACCC report
- IAB Australia: Apple WWDC 2020 Updates And Considerations For App Development & Monetisation

Cookies & IDFA Timeline
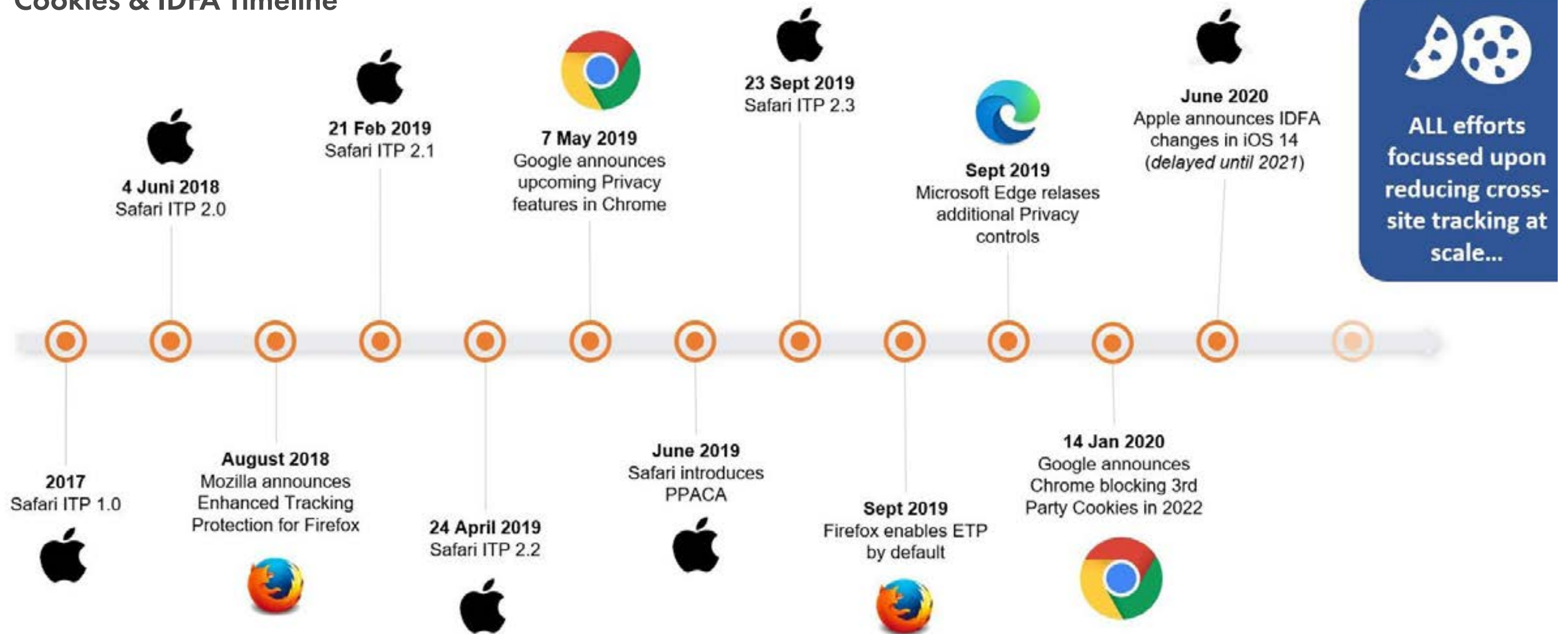
Source: IAB Tech Lab and IAB Australia cookies & iOS 14 webinar

ADVERTISING EFFECTIVENESS MEASUREMENT FRAMEWORK

There are various options available in the marketers measurement tool kit to help understand the impact of marketing and advertising on brands objectives in the short and long term. IAB Europe has created the Digital Advertising Effectiveness Measurement Framework, providing a set of harmonised definitions, measures and metrics, simplified into three key areas of digital advertising effectiveness measurement; Media, Brand and Sales Effectiveness. The table below outlines the main techniques and metrics for measuring in each of these three areas.

The following sections of this paper outline the impact of the retirement of cookies on these key measurement methodologies. The key change for measurement practices is that we can no longer rely on third-party cookies to identify exposure to advertising online. There are degrees to which ad effectiveness methodologies are affected by the retirement of third-party cookies. It is important to note that third-party cookies will not entirely disappear in the next 12 months, so in some cases a mix of cookie data and other sources may be possible in the shorter-term. Longer-term there may be other ways available to understand the impact of digital advertising investment.

No single measurement tool can perfectly capture all media-exposure, conversion, and sales data and give you actionable insights on an ongoing basis. To be successful, you'll need to use a blended approach to measuring media impact across channels. Marketers should work towards a tailored combination of Market Mix Modeling (for long-term budget decisions), Multi Touch attribution (for tactical insights and optimisation) and experiments (for validating) that delivers insight for their brand. As the industry continues to change in the coming years other methods may also become possible.

More resources:
* IAB Europe A Guide to The Post Third-Party Cookie Era
* IAB Europe Digital Advertising Effectiveness Framework April 2020

It is important for marketers to:
* Understand the expected impact the retirement of the cookie will have on ad measurement
* Move towards people-based marketing and away from cookie-based targeting and measurement
* Understand non-cookie reliant measurement techniques
* Watch the development of universal identifiers
* Have a plan for evolving your measurement framework to aggregate multiple systems

Actions for marketers are outlined in more detail in the previous section of this paper.

MEDIA EFFECTIVENESS > IMPROVE DELIVERY	BRAND EFFECTIVENESS >IMPACT BRAND	SALES EFFECTIVENESS >INCREASE SALES
• Viewability • Media verification • Audience demographic verification • Digital campaign delivery metrics • Cross-media campaign reach & frequency	• Ad recall tracking • Brand-lift • Brand equity measurement	• Market Mix Modelling • Path to conversion • Multi-touch attribution • Sales-lift • Customer lifetime value
The measurement of audiences reached by marketing communications and the understanding of how efficiently this is achieved. At its core it is the understanding whether valid impressions were served to humans and to what extent those impressions were viewable.	The measurement of how marketing communications create mental structures (associations, consumer perceptions of brand meaningfulness and uniqueness, etc.) that will pre-dispose potential customers to choose one brand over another (brand building) and how they impact brand recall that may influence choice of products for consumers already in the market (share of mind).	The measurement of how marketing communications affect or influence consumer behaviour in relation to purchasing. There are two types of sales effects of marketing communications: 1. Long-term effects on brand business growth: impact on sales, profit, market share, penetration, loyalty and price sensitivity 2. Short-term activation effects on shoppers: transactional or intermediate direct responses and conversions (like sign-ups, leads, immediate sales online and offline)
Impressions (viewable, fraudless, brand safe) Target reach and frequency (deduped across devices if relevant) Size of demographic audience group	Unaided & aided brand awareness Ad awareness Brand favourability Message association Purchase intent (brand consideration) Image attributes Brand equity	Long-term - Sales penetration Customer-lifetime value Return on profit Short-term - Uplift in sales conversions and leads attributable to communications activity (MTA) Incrementality / sales/penetration lift Return on advertising spend (ROAS)

IMPACT ON COMMON ADVERTISING EFFECTIVENESS MEASUREMENT TECHNIQUES

We will now outline the impact of the retirement of cookies on the following key measurement methodologies:
- Viewability, media & audience verification
- Delivery and effectiveness metrics from campaign management tools
- Digital and cross-media brand-lift
- Market Mix Modelling / Econometrics
- Multi-touch attribution
- Sales or conversion lift

VIEWABILITY, MEDIA & AUDIENCE VERIFICATION

LOW IMPACT

Viewability, brand safety and ad fraud-free inventory are all important digital quality metrics. Technologies provided by independent third-party verification tools such as MOAT, IAS and DV or inbuilt ad server solutions can provide measurement of these hygiene factors which build trust and confidence in digital advertising and optimise its value.

Ad verification does not need to rely on cookies to detect fraud, deliver brand safety or measure viewability and attention metrics. Verification solutions are unaffected by the retirement of cookies and will therefore continue with no disruption. Our recommendation would still be to check with your trusted verification providers and ask them to confirm if their solution is in any way reliant on third-party cookies. This will enable you to understand if their product suite is future proofed.

Viewability enables advertisers to measure whether an ad is in view or not. While viewability contributes to the effectiveness of advertising, it is not the only, or even always the most important measure (just because an ad is seen it doesn't mean it is effective). Viewability should be considered the starting point. For a digital ad to be effective, it must have had the opportunity to be seen. But then what? To further measure potential ad effectiveness, verification technologies go further and are able to detect and measure signals from delivered ads and user activity on the page such as cursor use and length of time that an ad is in view. Interaction rates, for example, are an indication of whether a person's attention has been drawn to an ad. This type of measurement also does not rely on cookies and will be unaffected into the future.

Ad fraud and brand safety are separate and significantly important issues posing a challenge to advertisers as they consider where to invest their advertising budgets. The practices and tools employed to address them are often the same and along with viewability often provided by the same ad verification vendors, namely Moat from Oracle Data Cloud, IAS and DV.

Ad fraud is the practice of fraudulently representing online impressions, clicks, conversions or data in order to generate revenue. Ad fraud describes impressions that result from intentionally deceptive practices designed to manilipate legitimate ad serving or measurement processes or to create fictitious activity that leads to inflated impression numbers.

Brand safety refers to exposure to an environment and/or context that will be damaging or harmful to the brand. Brand suitability is the next step and requires a proactive approach to understanding what is acceptable or suitable for each individual brand.

Common brand safety and brand suitability avoidance techniques include contextual targeting. This is the understanding of the context of a page and article to determine whether that page is suitable for a given brand. Methodologies of contextual solutions vary widely from URL analysis as a proxy for the context of an article to full article text analysis. These technologies will also not be affected by the demise of the cookie and are becoming more widely adopted as a targeting tactic in terms of understanding consumer mindset and intent.

Further resources:
- AANA, IAB, MFA Australian Digital Advertising Practices

When tracking advertising performance, the first step is to define what success looks like and ensure that measurement and metrics are aligned with campaign objectives. For awareness or consideration objectives, the aim might be to educate consumers or build brand affinity/brand equity. But for engagement or acquisition goals, the measure of effectiveness is based around ROI and performance metrics. Digital campaign measurement provides the unique audience, reach, frequency for advertising campaigns by day across digital platforms. Advertising audiences are broken down by demographic, publisher and placement to allow advertisers to ensure that their brand messages reach the right people to maximize return on investment. Within these campaign measures, marketers and agencies monitor both optimisation metrics and performance indicators, such as sales.

RELIANCE ON THIRD-PARTY COOKIES

At this stage, third-party cookies are still widely used to determine campaign effectiveness. When reporting on digital marketing activity data from a campaign management tool, many fields are based on data being passed back from cookie-based collection points. This is especially true when looking at attribution-based activities, as each digital touchpoint relies on cookie data to determine previous exposure.

Mobile web functions largely in the same manner as any other browser-based environment, and thus will be heavily impacted by the coming depreciation of third-party cookies. However, the deprecation of the cookie does not affect in-app ad tracking, measurement and optimization at all. Unlike cookies, mobile IDs provide a deterministic, constant identifier for a user across apps on mobile. Mobile IDs are cleaner and help in managing opt-outs and the consumers' privacy in a better

way. Having access to mobile IDs becomes the bigger part of the omnichannel strategy as users start spending more time on mobile.

In the event where the user journey involves transitioning from an in-app to web environment, the lack of third-party cookies will require brands to share their first-party cookies in a safe privacy compliant way to enable attribution. For instance, a consumer sees an ad of a CPG brand within an app and upon clicking is led to the brand's website. In this event, any website traffic or transaction that occurs can only be tracked and attributed to the unique ADID/ IDFA using first-party cookies.

There are a few instances where the loss of third-party cookies have, and will, affect digital campaign measurement:
1. Direct campaign performance across acquisition buys; currently only Chrome browser conversions are tracked for post view activities, or for click based activities beyond 24 hours.
2. The aim for many marketers has been to move beyond last-click attribution, but as we lose cookie data, there could be a temptation to rely on the easier 'last-click' attribution option, which usually does not provide the most accurate insight.
3. Retargeting and suppression audiences are becoming harder to facilitate; without cookies, it's harder to control whether the audience has prior exposure. Currently this is most evident across Safari and Firefox, but will also move into Chrome by 2022. Google ID solutions are being provided across the Google eco-system and within their Ads Data Hub clean room to mitigate the impact of these changes (for Google, Google Digital Network, Ads Data Hub through GMP ad stack).
4. Currently walled gardens have strong measurement (and targeting) capability, so expect to see more unified ID/sign in

requirements across other areas of the web
5. The deprecation of the cookie does not affect in-app ad tracking, measurement and optimization at all as it operates on the unique device identifier called ADID or IDFA. Therefore, in-app advertising may increase in focus for mobile campaigns in the future. In-app advertising also enables a better consumer opt-in, especially after iOS 14, and brand control on the audiences.

THE LONGER TERM SOLUTION

Marketers will need to find new ways to assess the effectiveness of digital campaigns in a privacy-compliant way. One key opportunity in this space is by creating a unified (customer) profile, which allows for advertisers to collect data across a variety of user touchpoints and channels - looking towards a more holistic business success goal. The benefit of identity resolution is that efficacy and measurement become much more reliable, provided they are done in a privacy-safe and ethical manner. Advertisers have the opportunity to move towards building their own ID solution via CRM/CDP platforms or marketing cloud solutions.

A universal identifier solution enables advertisers to target, optimize and measure cross channel audience campaigns. By matching user data across platforms, advertisers will have the opportunity to run successful advertising campaigns across desktop, mobile and in-app. Identity solutions are outlined in more detail in section 6 of this paper.

There is also an opportunity to look more closely at brand lift studies to understand the effectiveness of advertising campaigns beyond performance. This is covered off in more detail in the next section.

WHAT TO DO NOW

Marketers should plan to reduce the reliance on cookies for tracking, in order to future-proof advertising effectiveness measurement frameworks. The solutions outlined above should help to mitigate the impact of a cookie-less future, however in the short term advertisers should look towards leveraging solutions and workarounds provided by their agencies, data partners and tech vendors. One example, for performance activity, might be to model conversion and media performance data from browsers not impacted by ITP and apply it to Safari browsers within your reporting. Another rec-ommendation is to focus on data partnerships that leverage people-based data, like loyalty or CRM data, as opposed to cookie-based data.

As first party data becomes even more important, Marketers should look towards investing in privacy-compliant collection methods, and building out owned properties, including mobile apps. Brands that do mobile marketing with their own data/ own app data will have an advantage within the market.

Further resources:
• [AANA, IAB, MFA Australian Digital Advertising Practices](#)

Experienced marketers understand the importance of brand building as an investment in future returns. The IAB Australia and Kantar Digital Brand Effect Report has found that digital channels deliver brand impact along the marketing funnel in a highly cost-efficient way and that the long term retained brand impacts delivered by digital campaigns are also on par with those of other media. The report also showed that digital media excels in its contribution to brand building in cross media advertising campaigns. The IAB encourages all brand marketers to continue to measure, test and learn, to ensure branding campaigns are on track now to reap the huge benefits of brand equity in the future.

Brand studies are a collection of tools used to measure brand metrics that cover awareness, familiarity, favourability, consideration and intent. They can also cover claimed behaviours and attitudes. These metrics are most commonly measured via responses to surveys delivered across the life of a campaign. Best practice surveys adopt a control and exposed research design to quantify the difference between those who did and didn't see a campaign. Groups are also demographically matched to ensure the only difference is the exposure to advertising.

Brand studies are flexible and can be run individually across different ad channels to create a comparable set of metrics that assess the effectiveness of digital and offline channels side by side. Cross-media surveys that aim to track multiple channels in one survey will also use external benchmarks to estimate which channels respondents were most likely exposed to. This helps to prevent double counting and misattribution.

RELIANCE ON THIRD-PARTY COOKIES

To understand brand uplift or impact across multiple websites using a research partner, third party cookies are required in order to identify whether a consumer has been exposed to advertising. This is especially important to identify the 'control group' of consumers who were not exposed to a campaign. However, many digital platforms eg. mobile apps, walled gardens, cannot currently be measured using cookies so alternative methods eg. Mobile AdID, Probability based exposure, are also utilised.

It is hard to ensure that only "non-exposed" users exist within the control group when device identifiers are unreliable. By limiting or removing the third-party cookie traditionally used, it becomes harder to identify exposure. Some of these respondents may have actually been exposed to the campaign, and the resulting brand lift estimates may actually under-state the campaign uplift. So a heavier reliance on alternative exposure identification measures such as permissioned ID tracking or probability based methods will likely become more prevalent.

LONGER-TERM SOLUTION

Brand uplift measurement needs to have future-proofed methodologies, with anticipation of future changes related to privacy. Ad measurement should build privacy by default into platforms and look into solutions which utilise first party cookies where possible. We are likely to see publishers running more on-site surveys and advanced panels to show campaign effectiveness, as they have greater access to declared and tracked exposure, however this comes with

the downside of restricted total campaign insight and lack of 3rd party independence. Cross-publisher and cross platform measurement will rely on co-operation between publishers and 3rd party research vendors to gain specific permissions for campaign measurement, with this being supplemented by probabilistic or alternative exposure identification methods.

WHAT TO DO NOW

In the short term, 3rd party cookies will continue to be utilised but even now they can and should be supplemented with additional exposure identification approaches to ensure a complete campaign view across all publishers, platforms and devices. Marketers can also work with publishers directly to leverage first party cookies and brand lift survey facilitation. By running surveys across the publisher site directly, first party cookies are utilised to determine exposure. Another option is to look at the survey methodologies used that could incorporate initial validation questions to determine respondent exposure to the advertising being measured, consider probabilistic based approaches and continue to work with research vendors and publishers to push for passive tracking/data sharing approaches that comply with privacy requirements.

Further resources:
- IAB Australia Guide to Designing Digital Ad Impact Studies
- IAB UK Measuring Digital Advertising in a Multi-Media Context: A Guide and Toolkit
- IAB Australia & Kantar Digital Brand Effect Report

MARKET MIX MODELLING / ECONOMETRICS
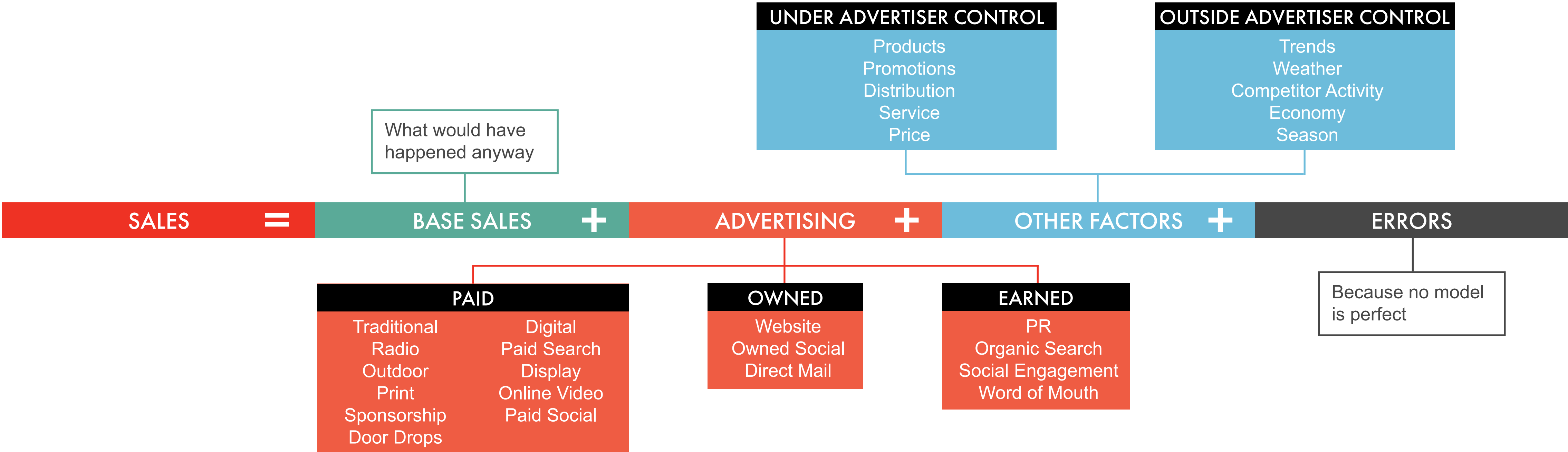## LOW TO MEDIUM IMPACT

Econometrics are a set of statistical tools that aim to quantify the relationship between cause and effect in economic data. In marketing, this takes the form of Marketing Mix Modelling (MMM) which predicts how all advertising activity (e.g. TV, print, out of home, online video, social media, and search) translates into incremental sales. Models can also include the impact of factors outside the advertiser's control such as the weather. Incremental sales are those directly attributable to marketing activity and enable marketers to identify and quantify the impact of their investments. Under the hood,

MMM uses the principle of linear regression to create a sales prediction equation (see figure below) where the dependent variable is sales (left hand of the equals sign) and the independent variables are the marketing inputs (right hand of the equals sign).

MMM is a well-established tool used by brands across all sectors to gain a top-down evaluation of how marketing and communications activities are impacting aggregate sales over a period of months to years. Traditionally MMM has been

utilised to measure the impact of high level channels (e.g. TV, out of home, radio) on predominantly offline sales. However, with the proliferation and growing prominence of digital channels the technique is increasingly being applied with greater granularity and precision cross-media.

A well-specified model covering at least three (3) years of weekly data should explain a significant proportion of movements in sales, with minimal error. A standard output typically includes a sales decomposition, illustrating how

UNDER ADVERTISER CONTROL	OUTSIDE ADVERTISER CONTROL
Products Promotions Distribution Service Price	Trends Weather Competitor Activity Economy Season

What would have happened anyway

| SALES | = | BASE SALES | + | ADVERTISING | + | OTHER FACTORS | + | ERRORS |

PAID		OWNED	EARNED
Traditional Radio Outdoor Print Sponsorship Door Drops	Digital Paid Search Display Online Video Paid Social	Website Owned Social Direct Mail	PR Organic Search Social Engagement Word of Mouth

Because no model is perfect

major drivers of sales, such as advertising, contribute over time. These contributions can be aggregated over different time periods and compared with investment levels to calculate the return on investment (ROI).
The ability to separate the impact of a multimedia campaign by individual media channels is dependent on both the size of the uplift generated by that media channel (media effectiveness) and the standard error (accuracy) of the model. With accurate media exposure data, it is often possible to isolate the impact of individual media channels, and thus the ROI by media channels.

RELIANCE ON THIRD-PARTY COOKIES

The digital media exposure data that is typically available for inclusion and testing in econometric models is weekly impressions, clicks and views. Viewable impressions are preferred, if available.

Whether digital media is bought programmatically or direct, ad servers, such as Google's DCM (DoubleClick Campaign Manager) or Amazon's Sizmek, can provide weekly impressions, clicks and views, without the need for cookies. The removal of 3rd party cookies will therefore have little or no impact on the data used to measure digital media, using marketing mix models. Most models will continue to take

advantage of the data partnerships already in place that provide rich platform level data to inform the analysis undertaken.

While it's likely to have a lesser impact in terms of the overall MMM approach, third-party cookies do help manage digital advertising exposure frequency and enable retargeting. Both of these data points provide important context for a modeller when testing the impact of digital media. For example, delivering 5 impressions to 1,000 people should deliver a far more effective outcome than 1,000 impressions to 5 people, but both would be represented as 5,000 weekly impressions. It is also not possible to test the hypothesis of the performance of prospecting activity and how it might differ to retargeting activity.

It is worth noting that first-party cookies will still operate and publishers will be able to include first-party cookies and thus decide whether to provide visibility of reach and frequency, prospecting and retargeting. There is still a lot of testing in this space for first-party data to be used for reach and frequency measurement. So while first party data will continue to play a role in prospecting and retargeting given a client's CRM (lookalikes, audiences, and the like), scale is still an issue at an industry level. Dynamic creative optimisation (DCO) is continuing to grow using first party data. In addition,

identity management platforms that use PII/pseudo PII are building unified IDs for ad targeting and measurement based on first-party authenticated traffic.

WHAT TO DO NOW

In the near term ensuring that measurement partnerships are in place, will protect the data flows required for MMM activities, and will ensure that 'collected from the source' data such as impressions, clicks, spend, and viewability metrics, is cleaned, verified, and linked across all platforms. Furthermore, looking at the inputs to any current models which are in place, assessing what is at risk and sourcing new options on which parallel testing can be done now will provide opportunities for new data to be put in place.

Further Resources:
- IAB US The Essential Guide to Market Mix Modeling and Multi-Touch Attribution 2019
- IAB UK Measuring Digital Advertising in a Multi-Media Context: A Guide and Toolkit

Attribution modelling is a technique which evaluates how different touchpoints contribute to a sale or action by assigning credit based on their level of involvement. Statistical models are built with individual user level data across channels to analyse the difference in media interactions between "converters" and "non-converters". These channels can then be assigned contribution ratios in close to real-time which are used to inform allocation of spend.

Multi-touch attribution (MTA) is sometimes referred to as mapping the consumer journey or path to conversion. MTA is the process of assigning credit to digital media touchpoints that have contributed to a conversion. MTA can be applied to campaigns with online and offline conversion points. Outside of the online world however, MTA in isolation, does not consider the impact of offline advertising, the interaction between offline and online advertising, built up brand equity or wider macro factors such as weather and competition.
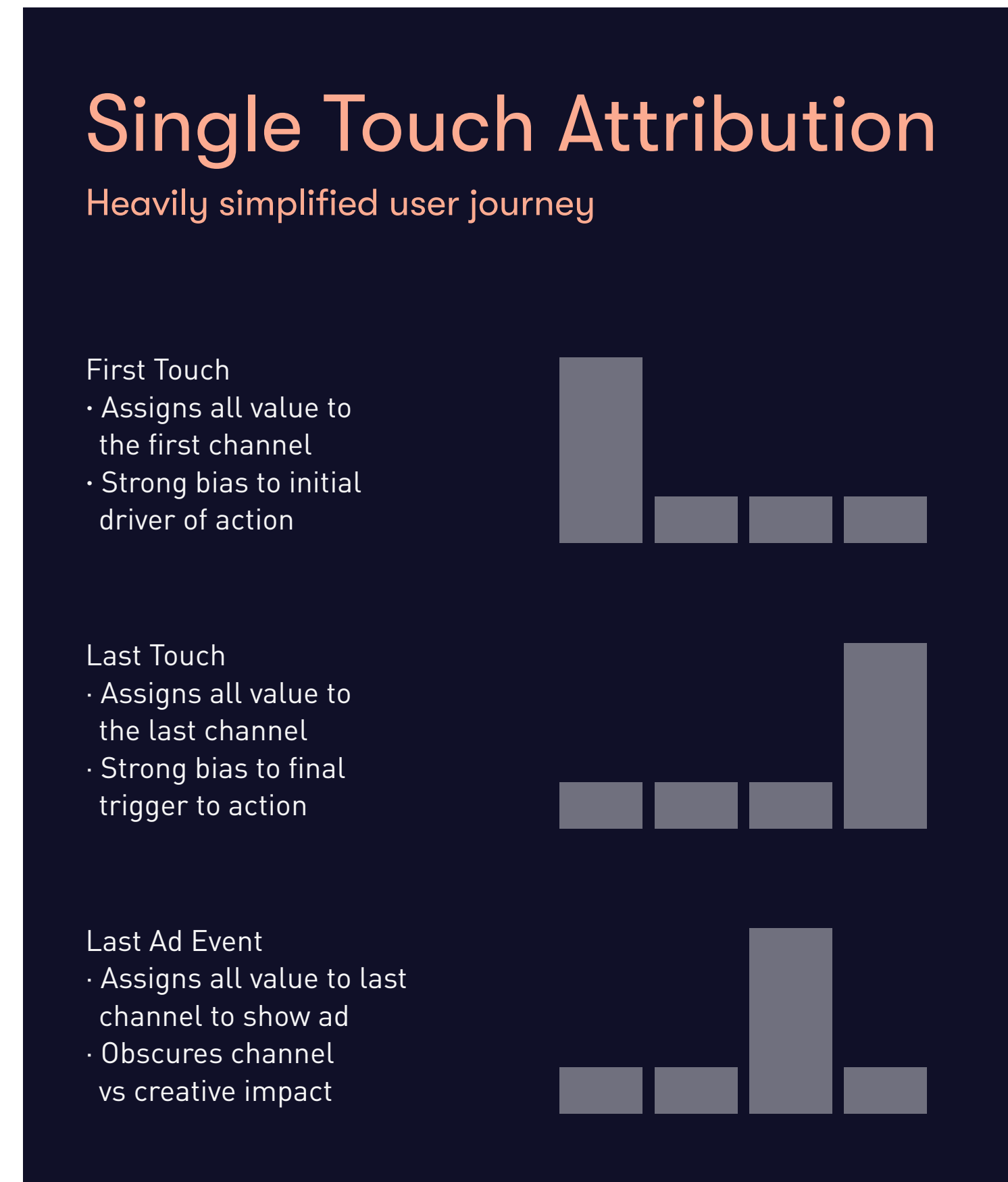
By assembling information about user characteristics, media touch points, and sales/conversion data, marketers have used MTA to understand which combination of digital channels, audience data, publishers, devices, creatives, search keywords, or other marketing considerations are performing most effectively in driving conversions or other KPIs. The attraction for digital marketers to MTA is also that it offers more immediate analytics and insights than Market Mix Modelling.

MTA: 3 inputs required to understand the conversion story
1. User Identity and Characteristics
2. Media Touchpoints
3. Sales / Conversion Data

Multiple techniques have been developed within attribution to try and handle the complexity of assigning credit across different customer journeys (see figure below). This paper focuses on multi-touch attribution as the better practice,

providing a more accurate model of a user journey. With the challenges presented with the retirement of cookies it may

Single Touch Attribution
Heavily simplified user journey

First Touch
· Assigns all value to the first channel
· Strong bias to initial driver of action

Last Touch
· Assigns all value to the last channel
· Strong bias to final trigger to action

Last Ad Event
· Assigns all value to last channel to show ad
· Obscures channel vs creative impact

Multi Touch Attribution
More accurate model of user journey

Custom / Full Path *
Assigns a custom weight to every channel based on bespoke journey

Position Based *
Assigns value based on purpose of activity e.g. U-shaped first touch and conversion touch

Time Decay
· Credits channel closer to conversion action
· Bias against early engagement channels

Linear
· Assigns value equally
· Arbitrary assignment obviating channel impact

Source: IAB UK Measuring Digital Advertising in a Multi-Media Context: A Guide and Toolkit
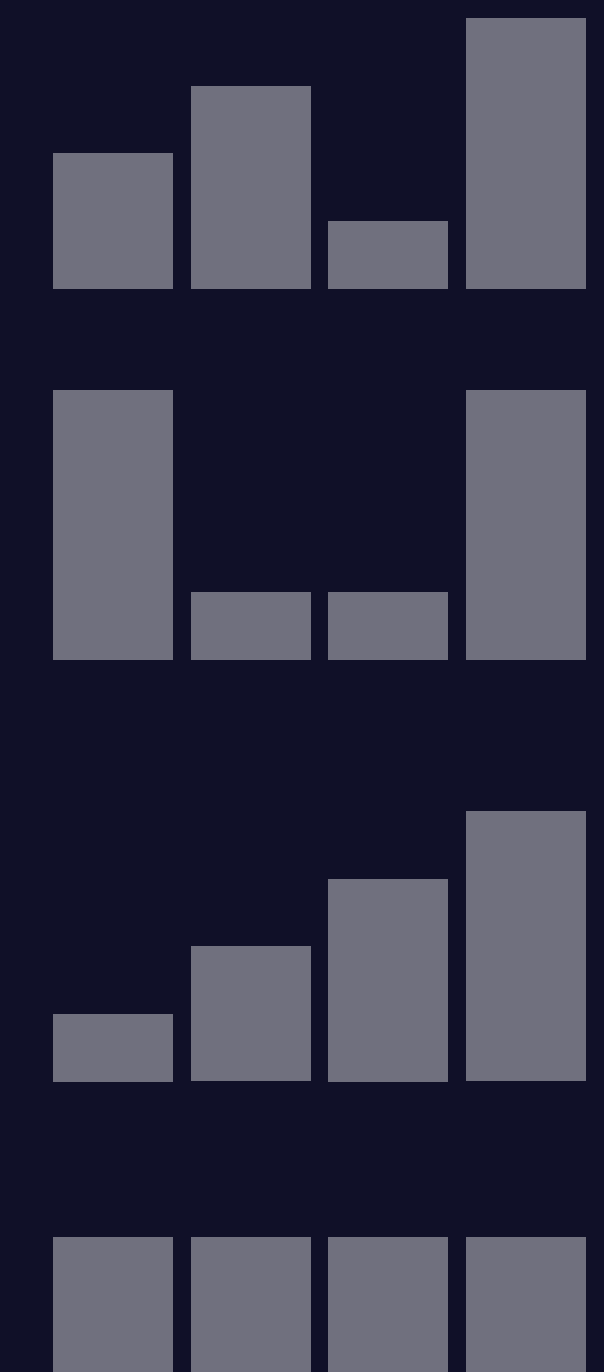
tempt some marketers to resort to using more simplified attribution techniques, such as last touch. Last touch models can be helpful in identifying which touchpoints are most powerful for closing conversions however do not provide a comprehensive view of end-to-end performance.

THE CURRENT GAPS WITH MTA

No MTA platform promises scientific exactness - MTA has always relied on a degree of modelling and projection. Also the broader the scope of an MTA study, the more challenging it can be to match identity and assign a weighted value across multiple media channels and attribute online & offline sales channel conversions. The ability to track every marketing exposure a person encounters was already limited prior to the current issues of cookie degradation.

Like any measurement system, MTA has always had gaps and required trade offs on accuracy. Here we summarise the limitations of MTA that have existed prior to the current issues of cookie degradation.

OVER CREDITING

Nearly all attribution models over credit conversions to digital touchpoints. They assume 100% of visible outcomes have been influenced by digital touchpoints and therefore attribute credit. What they fail to recognise is what would have happened anyway i.e. what has been generated from long term brand equity or non digital touchpoints. There is a need for them to incorporate the incremental effect of each channel for their true value to be realised and to assess performance accurately.

TOUCHPOINTS NOT EXPOSED TO OPEN DIGITAL TRACKING
As mentioned, current attribution models only take into account what can be tracked across digital channels. They

have no way of capturing the impact of offline touchpoints that cannot be reconciled against a persistent identity. This means that major media channels such as OOH and linear TV are never included in the model or their synergistic effects recognised on the digital channels that are tracked.

With increasing shifts towards consumer first privacy models, the information being shared by major digital platforms and browsers is increasingly limited making a full path to purchase (all the touchpoints on the way to a conversion) even harder to join up.

OUTCOMES NOT EXPOSED TO DIGITAL TRACKING

Attribution is a great tool for understanding performance and optimising when you can track a conversion. But for many companies where the purchase does not happen digitally, it's an almost irrelevant measurement technique. With no purchase against an individual, there is no way to reconcile the path to purchase required for MTA to work. Industries where offline sales are the majority of their revenue rely on reach metrics and more holistic (yet slower) measurement techniques such as Market Mix Modelling (MMM).

Without a persistent identity you risk incorrect conclusions MTA has always relied on being able to stitch together all touchpoints and outcomes to an individual. But cookies have never been a reliable cross device way of tracking an individual, leaving many converting and non converting paths looking like different people, which were in fact one. In simple terms, if you had two different identities for the same person, where one purchased and the other didn't, you would have a different perspective on which touchpoints are driving the outcome and no understanding of the interrelationships of all of them. Persistent, cross device identities are fundamental for MTA to work, but increasingly that is getting harder and

with browser and mobile tracking changes, new methods are required.

RELIANCE ON THIRD-PARTY COOKIES

Resolving identity was already one of the big challenges for MTA. Reliable identity resolution as well as quality and consistency of data inputs must always be considered and monitored by MTA practitioners.

Cookies have provided a consistent identity to map conversion paths and attribute value across digital media channels. Device or HH Identity graphs have also utilised cookies to link online identities to emails, mobile and offline PII identifiers. Third-party cookies have been critical to digital and omnichannel MTA providing a framework that shares/links identity across the open internet (desktop + mobile browser). In the multi-device world there are many more identities that must be connected for MTA to function, there are in-app MAID identifiers, HH IDs, IP addresses, emails, phone numbers.

Combining disparate data sets derived differently and with varying quality levels has always been a challenge. Walled gardens are able to provide a viable and consistent identity and measurement solution as long as the entire campaign stays within the "walls", however most digital media plans will extend beyond the "walls" to the open internet. For complete MTA marketers will need to rely on a people based identity solution that can access data across all digital campaign activity.

If we consider all of the platforms, tech-stacks, data vendors, publishers and research/analytics businesses providing data for the 3 inputs described above and how their data is collected, resolved to identity, processed and shared, we are dealing with wide ranging variables. Some parts of the

COMMONLY USED DATA INPUTS FOR MTA PLATFORMS:

Data Platform Inputs	Definition	User attributes	Media touchpoints	Conversion data	Has some reliance on third-party cookies
Ad Servers	Service that provides centralized storage, tracking, and delivery of media campaign assets.		✓	✓	
Verification Platforms (Ontarget, Viewability, Fraud, Brand Safety)	Allows advertisers to evaluate the quality of individual impressions against certain criteria. Quality is evaluated largely against viewability, brand safety and/or fraud. Technology often offers the option of blocking ad based on measurement or influencing bidding.		✓		✓
Search Platforms	Dedicated platforms intended to facilitate search campaign development, implementation, bid strategy optimization, and analysis / reporting within a dedicated search ecosystem.		✓	✓	
Demand-side Platforms (DSPs)	Software primarily used for access to and decisioning against exchange inventory and private marketplace inventory accessed through exchanges. Other functions usually include bundled bidding algorithms / optimization techniques, 3rd and 1st party data integrations, tagging and attribution functionality, and media delivery reporting.	✓	✓	✓	✓
Site analytics tools	Dedicated website analytics tools that allows for robust tracking of website visitation, referral sources from outside media, content consumption patterns, and session duration.			✓	✓
Social network marketing platforms	Dedicated platforms designed to facilitate social campaign development, implementation, tracking, and reporting within integrated social ecosystems.	✓	✓	✓	
Customer Relationship Management (CRM) Platform	Business tool that consolidates and organizes customer interaction information like email addresses, sales history, home addresses, etc. so as to facilitate and automate workflow processes and tasks involved with sales, business development, and marketing.	✓		✓	✓
Data Management Platform (DMP)	Technology service that allows operators to aggregate and normalize disparate data sets for advanced campaign analytics/reporting.	✓		✓	✓
Syndicated 3rd Party Audience Data	Information collected and sold by a third-party provider that segments consumers based on specific behavioral, demographic, or geographic characteristics that may be of interest to an advertiser.	✓			✓
Offline – Point of Sale (POS) Data	Data collected or purchased from retailer POS systems or loyalty card databases that ties persistent marketing identifiers like email addresses, deviceIDs or cookie IDs to in-store purchases for the purposes of segmentation, targeting, or tracking / measurement.	✓		✓	
3rd Party Digital Research	Data collected by third party research providers that provides analysis of how media exposure over time influences brand metrics (like awareness, purchase intent, or recall) or in store sales lift.	✓		✓	✓

ecosystem work with cookies, others with PII identifiers, walled garden IDs, some with MAIDs some with a HH or geo ID.

The table on the previous page shows a range of commonly used data inputs for MTA platforms, the types of data they provide and the data sources impacted by third-party cookie degradation. This list is not comprehensive, as the types of data sets available in the marketplace are constantly evolving.

THE ADDITIONAL IMPLICATIONS FOR MTA WITH THE DECLINE OF COOKIES

Whilst it's unclear exactly what will happen or how measurement will work, there are some things that the demise of cookie based measurement and mobile tracking will expedite.

VISITS OVER VISITORS

If you can't recognise an individual, then you won't be able to identify previous visits to your site. It makes sense then that unique visitors to your site will be artificially inflated as cookies and mobile tracking changes. Previously relied upon metrics will need to be carefully assessed on their use going forward or when comparing to a pre cookie change world.

CLICKS WILL LOOK BETTER THAN THEY ARE

Click based measurement will still exist, but without understanding the value of other impressions due to not being able to see them, advertisers risk over investing in channels that drive clicks or are later in the purchase funnel. Clicks have been proven to have very low to no correlation with ad effectiveness for nearly 20 years. The IAB UK run a National Anti Click Through Rate Day to help educate the market on this issue.

MORE INCOMPLETE PATHS THAT CAN'T BE LINKED

This challenge in MTA will only be exacerbated. More incomplete paths will alter conversion rates and impact modelling accuracy.

CONSUMER TRENDS AND OPT-INS

With all the heightened awareness of the changes and governance being put in place (e.g. GDPR, CCPA), the power really has shifted to the consumer. Opt-ins on tracking will be more prevalent e.g. IOS 14 and consumers will vote based on their values. As an industry we need to focus on the value exchange of data.

WHAT TO DO NOW

Marketers utilising attribution techniques should be fully aware of the existing gaps in this measurement and the additional challenges coming from the degradation in cookies. The concept of attribution is still vital in digital marketing. Understanding the performance of marketing and reallocating budgets is still very much needed, but the holy grail of a single path to purchase to apply statistical modelling at a user level seems unlikely. MTA will evolve into more siloed solutions used in a more limited way to understand touchpoints. MTA will also need to be blended with other measurement approaches. Clients that can harness multiple measurement systems across various degrees of aggregation will gain competitive advantage.

Some things to consider or be aware in the near future:

1. The role of identity solutions, their future and who will own it
There are various initiatives across industry bodies, pub-lishers, technology providers and agencies trying to build out identity solutions. Companies with solutions that have a backbone of first-party and PII consumer data that they can translate over to the digital side will enable a persistent identity that can link up multiple sources of data. It of course relies on advertisers having robust first-party data themselves to append key information such as sales.

2. Become browser (and mobile tracking) independent
One way to circumnavigate browser changes and future proof your digital marketing strategy is to utilise server side API's such as Google Chrome Sandbox and the Facebook server side API. These tools that let you share key web and offline events, or customer actions, directly from your servers to others. This can facilitate data on key lower funnel events being attributed to platforms and potentially stitched together to understand interactions.

3. Importance of panels and their size
Having a rich, consistent (and opted in) view of media consumption across channels is clearly something that will be of use in measurement. Privacy compliant research panels already provide a great source of that data. Fusing these panels (or matching via PII) to other sources, then robustly extrapolating will enable new ways to measure across channels. Many research companies are already increasing the size of their panels to enable more matches with advertiser first-party and third-party data sources.

4. Differential privacy
Differential privacy methods sustain measurement while respecting consumer privacy. By adding noise to data such as grouping cohorts of individuals together, you can significantly reduce the risk of identification of users, whilst only losing

small amounts of accuracy when modelling.
Adding noise to data makes it harder to learn from data, intended and unintended learnings alike. The trade-off is between "acceptable" amount of privacy loss and "acceptable" amount of utility loss. Many MTA partners globally are building solutions using this methods e.g. Neustar, Nielsen, Analytics Partners, Marketing Evolution.

5. Unified measurement systems

Combining multiple measurement systems at varying degrees of aggregation will enable the most holistic and actionable measurement. However, this is not easy and is not as simple as one solution. Market Mix Models can provide you with longer term channel mix recommendations. MTA with more immediate digital channel optimisations and incremental measurement with platform specific improvements. Harnessing all three, and integrating them e.g. using incremental measurement to calibrate your MTA credit allocation for a publisher, is where the advanced players are focusing.

Further Resources:
- IAB UK Measuring Digital Advertising in a Multi-Media Context: A Guide and Toolkit
- IAB US The Essential Guide to Market Mix Modeling and Multi-Touch Attribution 2019
- IAB US Digital Attribution Primer 2.0 2016
- IAB UK Attribution White Paper 2015
- IAB UK Cracking the Attribution Challenge 2018
- IAB US Blog With the End of Browser Cookie Support, what will happen to measurement and attribution
- I-COM Whitepaper: Current Issues with Attribution and how to overcome them

Something else to keep an eye on …

WFA cross media principles leading the way for cross channel measurement

The WFA has been pursuing the definition of global, advertiser-centric but industry-wide principles and frameworks, that can underpin a new wave of cross-media measurement services, with a view to going further than what is currently in place anywhere in the world.

Their objective is to expedite the implementation of such services in order to introduce global consistency in approach to cross-media measurement. A key part of this will be how data is shared and used.

While the details are not finalised, it will likely involve a mixture of panels and differential privacy (and other techniques), making it hugely important for the future of measurement and attribution.

See the WFA website for more information on the approach to cross-media measurement

Analytic Partners have conducted a series of experiments that highlight the importance of unified measurement systems. The experiments were designed to better assess the impact of data loss based on business outcomes from measurement across three methodologies - last click, MTA model only, and a Unified Model.
Across the scenarios, a Unified Model outperformed MTA-only and Last Click methodologies. Analytic Partners were able to prove that specific data loss can have a major impact on outcomes relative to randomized loss. These experiments demonstrate that:
- The majority of results after data loss were within +/- 15% deviation from original results
- A Unified measurement methodology minimizes the bias introduced from data loss
- Results degrade with 50% and greater data loss regardless of methodology
- Specific demographic and income loss has a greater impact on outcomes than randomised loss
See Analytic Partners blog for more detail

Sales or conversion lift experiments are a way to understand the incremental effect of advertising. Controlled experiments randomly assign a group of people to a test or control group to observe and quantify the impact of a change in media over a defined period of time. The test group is exposed to a change in media (e.g. your new display advert) whilst the control group sees no change (ideally users are shown a 'ghost' ad which presents a relevant competitive baseline ad). Conversion results are then compared and quantified. This approach is fundamental for accurately measuring incrementality – conversions due to your advertising activity that would not otherwise have happened.

Controlled experiments are distinctive in the random assignment of control and test groups which 'design out' other factors and isolate the impact of specific media. Controlled experiments are flexible and can be deployed across digital and offline channels. They can be particularly helpful in testing the interplay between digital and offline. For example, geo-testing in a controlled experiment design can be used to test the impact of online spend on in-store sales.

It is important to recognise the importance of ensuring robust and sufficiently large enough control and test groups to detect an effect or relationship, if there is one and across multiple channels this can quickly become very resource intensive. Statistical power is an important indicator for helping determine whether there's enough data to be confident about results.

As mentioned, sales uplift, measured through controlled experiments, is the gold standard of understanding the causality of advertising. By comparing to a comparable control cell, you can calculate the incremental conversions/converters/revenue etc generated by the campaign. Gaining understanding into the true performance of your advertising and helping you invest in areas that grow your business.

RELIANCE ON THIRD-PARTY COOKIES

It is of course reliant on the ability to track a relevant outcome e.g. transactions. So how will this be impacted by cookie, browser and mobile SDK changes? In truth, it's varied.

Any outcome signal sent needs to be as complete as possible to reflect the total effect of the advertising. Whilst gaps can be modelled for and sophisticated methods of extrapolating can be used to estimate a total incremental ROI, at some point it becomes more probabilistic than deterministic which creates room for error.

Browsers changes and mobile SDK changes will reduce the number of digital transactions observed at the consumer level and subsequently impact sales uplift methodologies. In simple terms, a proportion of purchases on websites or through mobile apps, will not be able to be matched to a test and control audience which will dilute the results.

WHAT TO DO NOW

There are ways to adapt to make sure your sales uplift tests are as robust as possible, future proof of changes and inclusive of as many conversions as possible.

1st party data with PII
- Advertisers with strong 1st party data or "Offline data" i.e. data captured alongside PII with the appropriate consent, can be directly and securely uploaded to certain ad platforms. This data is then appended to test and control audiences (as previously done through digital tracking) to calculate uplifts.
- The other method which is increasingly rapidly in adoption is connecting online data through API's, such as Google Chrome Sandbox and the Facebook server side API. These tools that let you share key web and offline events, or customer actions, directly from your servers to others.
- With strong PII data and 1st party data collection strategies, it opens up the opportunities for deeper level analytics done in a privacy secure way. Clean rooms offer a safe place that allows partners across multiple companies to bring data together for joint analysis under defined guidelines and restrictions that keep the data secure. Aggregated results can be seen e.g. the uplift in key segments, without having access to personally identifiable information.

Measurement partners
- Companies with unique outcome datasets e.g. supermarket loyalty cards, can also securely append this type of data to test and control audiences through PII matches. Not only do they offer unique outcome datasets, but also independent expertise. With panel sizes likely to increase, this also offers a unique way to close the loop on media investments and understand the incremental impact of advertising.

Geo testing
- Whilst it may sound like a step back in time, sophisticated geo experiments do not rely on browser or mobile tracking and are a great future proof way of doing sales uplifts. Whatsmore They can be either PII or non PII based, increasing their application. Due to the fact they do not need to be run at an individual level, they offer the ability to carry out cross channel experiments. Advances in this areas include randomising postcodes (or any geographic level you can buy both sorts of media at) based on consumer demographics and other sources that enable strong matches of regions.

Further resources:
- IAB Australia Guide to Designing Digital Ad Impact Studies
- IAB UK Measuring Digital Advertising in a Multi-Media

THE BROADER IMPLICATIONS OF COOKIELESS WORLD FOR DIGITAL ADVERTISING AND IDENTITY SOLUTIONS

This paper focuses on the specific implications of the retirement of cookies on advertising effectiveness measurement. To understand the broader implications of the cookie-less world for digital advertising including technical, cost and operational implications and checklists for preparing for cookie independence, we suggest reading IAB Canada's paper 'Moving Towards Cookie Independence: A Guide to Implications and Preparedness'.

The table below from IAB Canada's report outlines the technical realities of a cookie-less world.

Source and further resources:
- IAB Canada Moving Towards Cookie Independence Guide to Implications and Preparedness

	Buy-side	Sell-side
Measurement	• No visibility into frequency capping – reliant on first party traffic data • Aggregated reach reporting through disparate streams • Incoherent measurement when independent properties utilise inconsistent (unaudited/verified) standards	• Increased pressure to invest in multiple verifications to reflect the buy-side requirements • Provision of lost buy-side metrics baked into services – frequency and reach • Enablement of traditionally buy-side mechanism like sequential messaging (assuming scale and frequency can support)
Targeting/ tracking	• Inconsistencies in tracking cross property – cross-platforms • Real time tracking using 3P cookie unavailable to trigger bids or serve appropriate ads at the right moments to the right audiences • Sequential messaging – inability to order or develop messaging without coordination from 1st party data side	• Re-examination on bundling packages as a result of inconsistencies in tracking cross properties/products
Reporting	• Dashboards must be re-created to reflect variance of reporting • Possible normalisation of metrics required to translate values into consistent measures	• Advanced services and APIs to support the need for automated aggregation of data • Standard formats will be required to provide adequate uploads
Scale	• Additional effort to include niche content and independent media outlets to create unique, stand-out media campaigns • Analogue relationships – demanding on time, but necessary to stay on top of opportunities	• Challenges to compete when niched segments are in play • Challenges for stand-alone properties • Increased stimulation to partner with larger networks to deliver scale and provide ability to play in the areas of reach/frequency/dynamic creative
Mobile	• Device IDs while currently not impacted, will be in the near future - must develop a longer-term strategy that does not depend on persistent IDs	• Device IDs will be impacted - must develop a longer-term strategy that does not depend on persistent IDs

IDENTITY SOLUTIONS

In the larger view of a consumer or customer's identity, the IAB believes that an industry-wide holistic solution that is privacy compliant is necessary to successfully continue to measure and act on identity. That is why the IAB is currently working with all the identity consortiums, as well as the browser makers, to come up with a democratized solution that benefits both advertisers and consumers.

The most accessible and open to contribution, content, and formative participation are independent industry solutions. These initiatives, such as IAB Tech Lab's Project REARC are community and partner driven. With fewer concerns about being leveraged for special interests, and a central community-driven approach they provide the most dynamic and powerful opportunity to get involved. These solutions also tend to serve as a baseline and general conduit in both directions; both into regulatory solutions through the educational bodies and advocacy wing of the organisations putting forward the solution and through providing best practice and standards / frameworks (e.g.) or core ideation for further adoption and specialisation in derivative private solutions.

DigiTrust was a standardised ID and neutral namespace service operated by IAB Tech Lab on a shared-cost, shared-benet basis. DigiTrust was founded by ad tech platforms and premium publishers collaborating to deploy and support a standardised cookie-based user token in order to reduce the need for ID syncing and improve match rates across proprietary third-party cookies, while at the same time improving publisher revenues, advertiser reach and consumer experience. DigiTrust, like most cookie-based solutions, is negatively impacted by the deprecation of third-party cookies and on 31st July 2020 the IAB Tech Lab announced the sunsetting of DigiTrust as a result.

Given the impending changes to third-party cookies and other identifiers, IAB Tech Lab is treating Project Rearc as it's number one priority. Project Rearc is a global call-to-action for stakeholders across the digital supply chain to re-think and re-architect digital marketing to support core industry use cases, while balancing consumer privacy and personalisation. IAB Tech Lab is orchestrating a collaborative process to educate member and non-member stakeholders, and to facilitate global input into the development of new technical standards and guidelines driving "privacy by default" addressable advertising and measurement.

Tech Lab proposes to develop rigorous technical standards and guidelines that inform how companies collect and use such an identifier so that:
- Consumers are in control of the use of the ID and any related data. Any privacy preferences attached to the identifier are strictly followed.
- The identifier is sufficiently encrypted so that it cannot be reverse-engineered to identify the person.
- Brands and publishers have auditable, technical assurances that third-party vendors cannot track consumers on this basis without explicit consent.
- Third-party vendors are able to execute on behalf of trusted first parties, without compromising any of the above objectives.
- Tech Lab also proposes the need for standardized consumer-facing messaging, and accountability mechanisms that ascertain responsible privacy practices.

WHAT ARE TECH LAB DOING?

- Acknowledging existing discussions or practices among first parties to utilize consumer-provided, consented identifiers for addressability.
- Proposing that the industry collaborate to ensure responsible use of consumer-provided identifiers with privacy, transparency, and control.
- Suggesting that technical standards and a compliance program will be critical to ensuring that a range of addressability practices – including some employed today – are much more tightly constrained, coupled with privacy and accountability.

WHAT TECH LAB ARE NOT DOING

- Tech Lab is not creating an identifier product/service.
- Tech Lab are not advocating for the broad collection, use or sharing of email addresses or phone numbers as IDs across the ecosystem. We specifically proposed this should NOT happen.

A common myth about our post-cookie future is that it will involve one, singular catch-all solution. The answer, along with the adoption of the industry standards, is the development of people-based marketing solutions and common identifiers with consumer trust at their

Enabling Privacy and Accountability Across a Trusted Supply Chain

Publisher → Third-Party → Third-Party → Marketer

- Ensure responsible use of consumer-provided identifiers.
- Allow third parties to execute on behalf of trusted first parties, without enabling third-party tracking.
- Standardised consumer messaging, policies, disclosures, controls.
- Tech standards and accountability/compliance mechanisms...

NOT a universal identifier!

iab.TECH LAB

Source: *IAB Tech Lab and IAB Australia cookies & iOS 14 webinar*

core. People-based identifiers can become the currency of this trust helping to move from users to publishers and platforms, safely and securely. These solutions are already available by the walled gardens but for the open-web, these solutions can not only automate media buying, they are precise and reach real people with a relevant message across any independent publisher site.

There are many ID solutions being developed, some of those are included in the graphic below.

Source: IAB Europe A Guide to The Post Third-Party Cookie Era

Further Resources:
- Project Rearc: An Industry Collaboration to Rearchitect Digital Marketing
- IAB Australia AdTech Q&A: Identity, Third-Party Cookies And Re Architecting Advertising
- IAB Australia Digital Ad Ops Webinar: Enabling True Cross-Screen Measurement
- DigiTrust – The Final Chapter
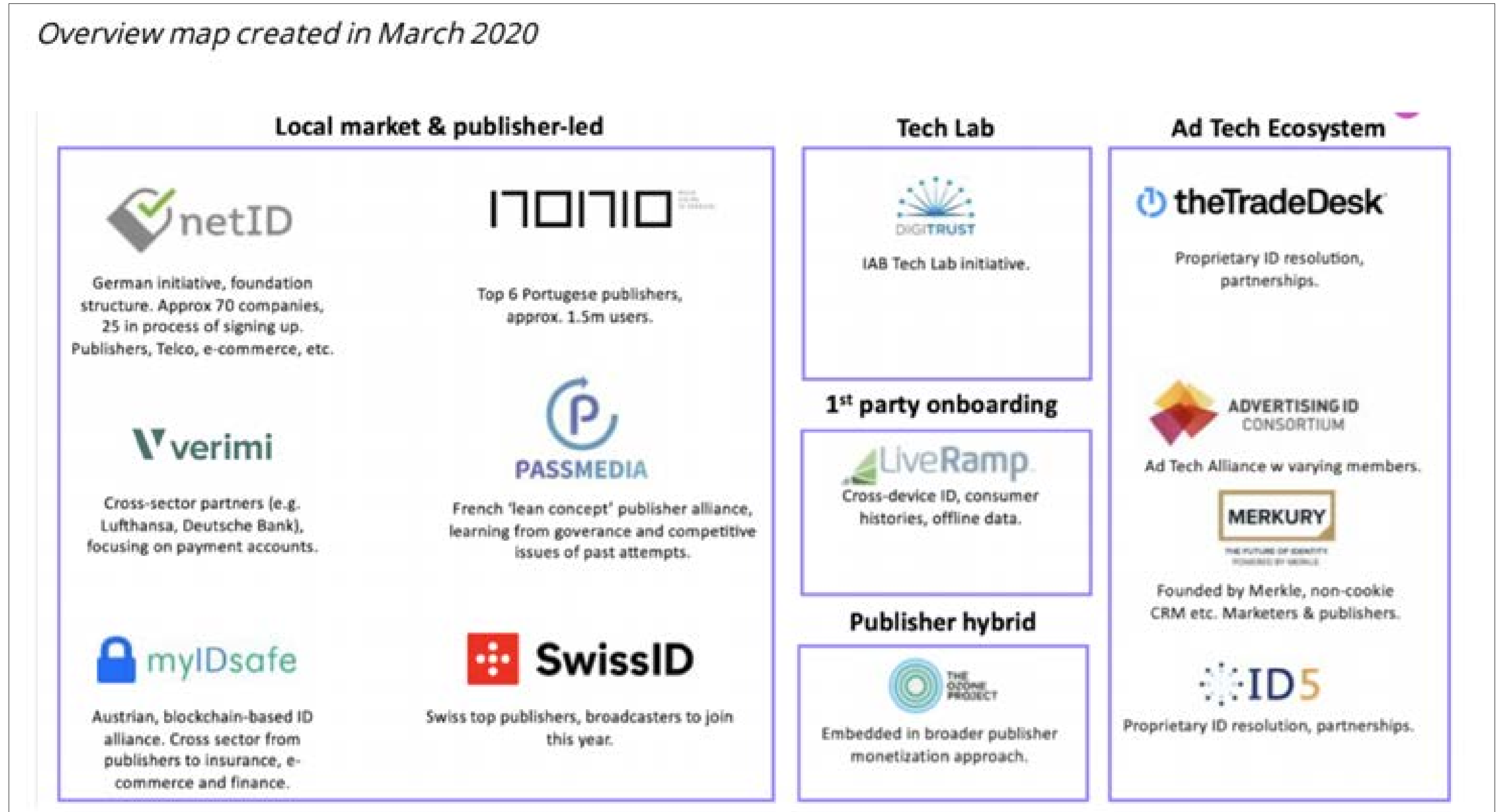
Source: IAB Europe A Guide to The Post Third-Party Cookie Era

THE KEY THINGS MARKETERS CAN DO NOW TO MAP AN EFFECTIVE DIGITAL ADVERTISING MEASUREMENT STRATEGY

Ultimately, marketers have a number of ways to measure the impact and to optimize campaigns to get the most value for their investments. Understanding the benefits and drawbacks of each allows marketers to have a plan that gets them the insights needed to grow business. Which approach is most appropriate will always depend on the activity an advertiser is looking to measure, feasibility of the different approaches in the market of measurement, the data sets and partnerships available in their market and to their brand and the investment level available for measurement.

No single measurement tool can perfectly capture all media-exposure, conversion, and sales data and give you actionable insights on an ongoing basis. To be successful, you'll need to use a blended approach to measuring media impact across channels. Marketers should work towards a tailored combination of Market Mix Modeling (for long-term budget decisions), Multi Touch attribution (for tactical insights and optimisation) and experiments (for validating) that delivers insight for their brand. As the industry continues to change in the coming years other methods may also become possible.

Understand the expected impact:
• Identify what percentage of conversions and media spend is on Safari and Firefox web browsers.
• Find out what cookie-less solutions your agency and tech partners are recommending and working towards.
• Check in with IAB and other industry resources to understand developments.

Move towards people-based marketing:
• Make plans for moving away from cookie-based targeting and measurement. Focus on partnerships that leverage people-based planning and measurement.

Understand non-cookie reliant techniques:
• Use modelled data
    • Especially in the short term, use conversion data from browsers not impacted by ITP and apply across Safari and Firefox.
    • Opportunity to see, or specific media consumption questions can still be used to model probability of exposure where passive exposure tracking is not possible. In some cases this may be the most appropriate methodology to isolate campaign impact. Probabilistic exposure approaches will increasingly be blended with passive exposure approaches. Also, validations versus passive approaches will be used to further render and improve the accuracy of probabilistic predictions.
    • Advanced analytics is currently being used, and can continue to be used to model campaign impact based on various datasets (such as survey, sales, and media spend/delivery data), to understand total return on investment
• Partnerships can be formed with publishers, networks and measurement companies to match passive exposure and respondent data. These integrations may allow for true cross-publisher, and cross-device measurement going forward.
• Controlled exposure (online or in-person) lab approaches are increasingly being used to compare the effectiveness of content across multiple different media contexts. This approach is being used to measure content such as branded and native content that has been tricky to measure in a natural exposure setting.
• Advertisers may use more experimental designs such as A/B split market testing to isolate impact (e.g. designing media plans with dark regions to enable simple measurement).
• Working with publishers who can identify the exposure of

their users on their platforms, and deliver surveys within their live environments ("polling"), will still be possible for single site analysis.
• Other more custom approaches can be developed with purpose-built passive exposure tracking panels (e.g. using mobile metering), but volumes will remain low until management costs can be reduced.

Watch the development of universal identifiers:
• Universal Identifiers that enable targeting and measurement of omni-channel initiatives. This will provide marketers with the return on ad spend from publisher partners irrespective of the channel – web, in-app or CTV.

Have a plan for evolving your measurement framework:
• Clients that can harness multiple measurement systems across various degrees of aggregation will gain competitive advantage.
• Continuously experiment with and test and validate measurement strategies while incorporating an adaptive and aggregated approach.
• Look towards a more holistic business success or performance goal, and re-evaluate how digital ad effectiveness fits into your overall measurement plan.
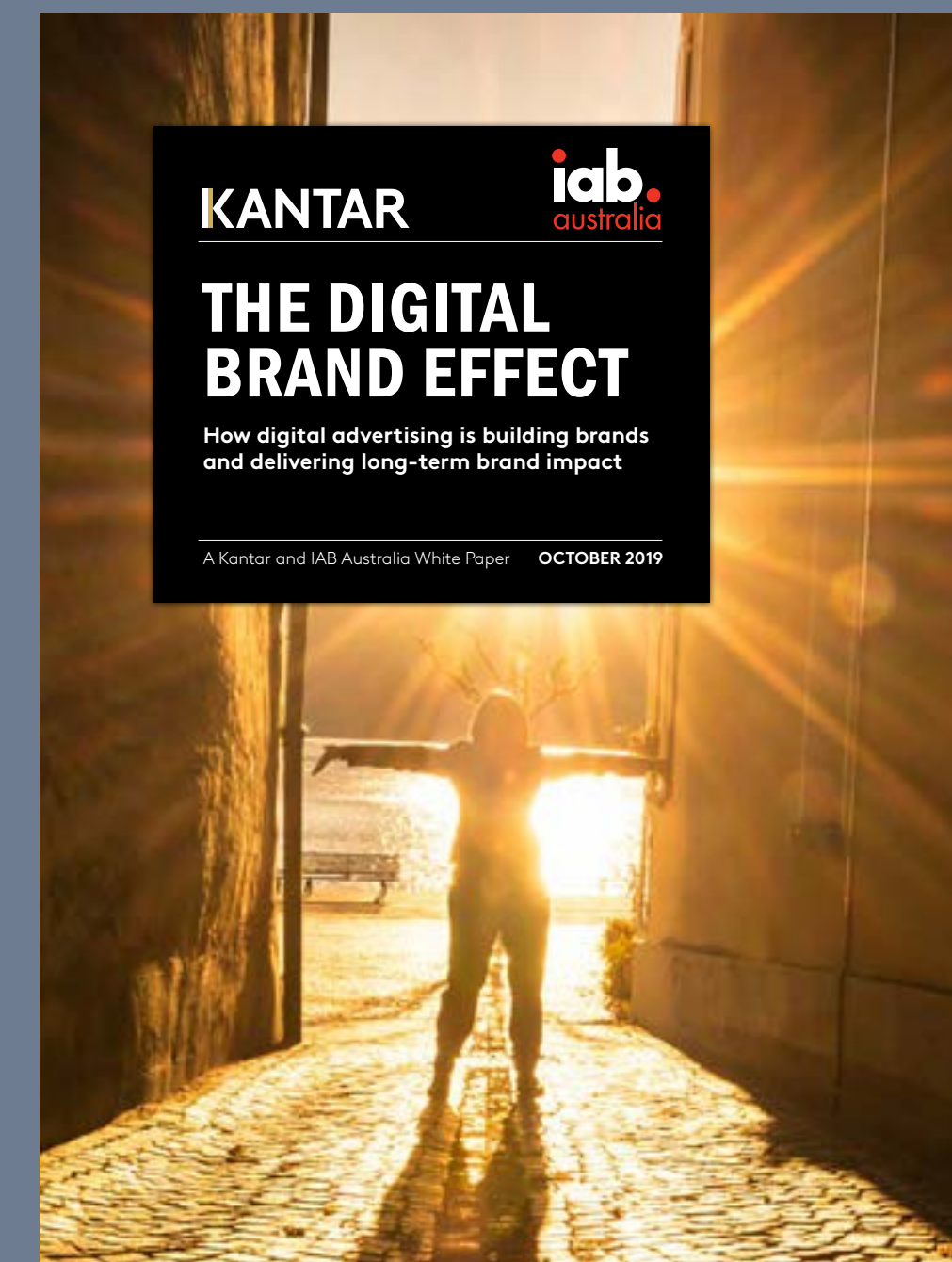
OTHER IAB AD EFFECTIVENESS RESOURCES

ADVERTISING THROUGH ECONOMIC DOWNTURN

DIGITAL AUDIENCE TARGETING FOR SUCCESS

THE DIGITAL BRAND EFFECT REPORT

A GUIDE TO DESIGNING DIGITAL AD IMPACT STUDIES

COOKIES, IDENTITY, PROJECT REARC & POTENTIAL IMPACT OF IOS 14 - WEBINAR (SEPTEMBER 2020)