

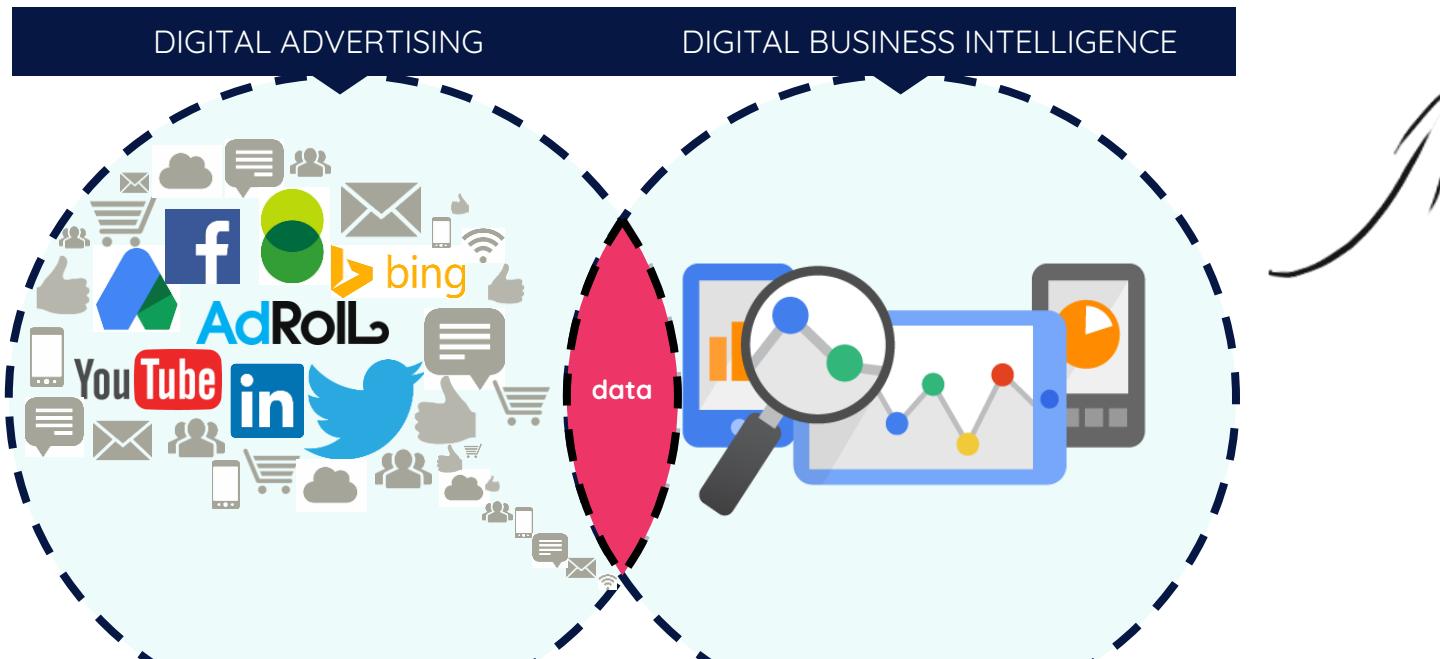


GDPR

Cookies, privacy & the Future

Our services

We offer unique capabilities in the management of digital advertising & digital business intelligence, **data** being their connector



Our Expertise

Fully certified agency

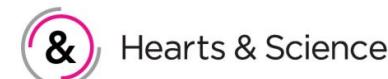


Segment Certified Partner



Semetis: the best of the two worlds

Omnicom
MediaGroup





Emile Cras
E-BUSINESS ANALYST



Grégoire le Hardy
HEAD OF ANALYTICS

Agenda

- 1. Cookies**
 - a. What are they?
 - b. Why, who and how do we use them?
 - c. Why are we getting rid of them? *GDPR, ITP and user (ad blocker)*
- 2. How do we manage consent ?**
- 3. How to handle a cookieless world ?**





What are cookies ?

What are cookies

A cookie is a small piece of data (<4kb) stored in the browser for a website in the form of a key-value pair, it's basically text (string) in a certain format understandable by the browser:

```
"User_id" : "12345"
```

It's temporary info that a browser wants to store for further requests to that website server.

Concretely:

- It's a web-based technology (mobile applications are not depending on cookies).
- In the scope of today, it is mainly meant to identify a user, or more specifically a browser.
- It is widely used for advertising and targeting purposes, but not only.

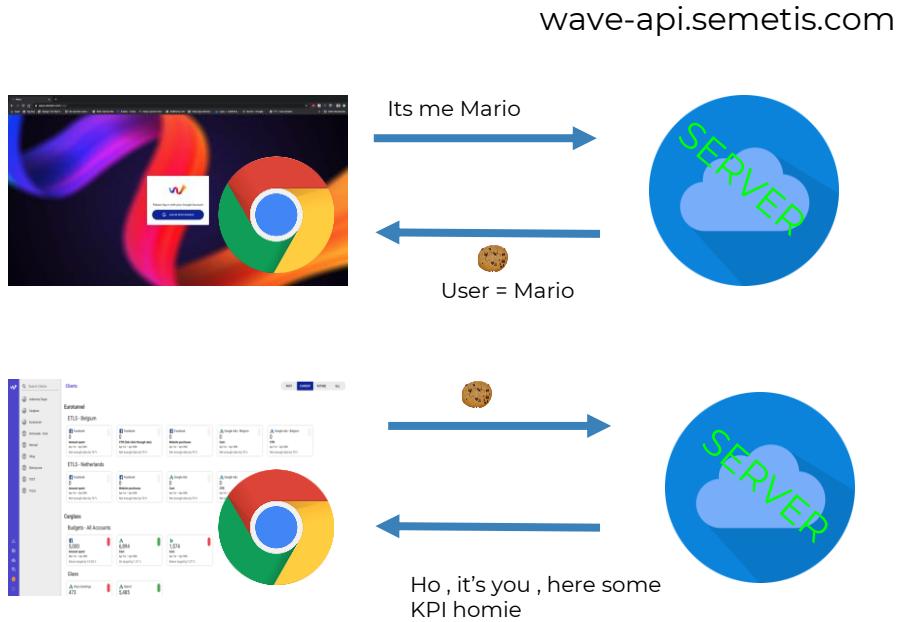


What are cookies

On login, the server stores it and everytime the browser makes a request to the server it sends the cookie back so the server knows who that user is.

In this case, cookies can be used to identify the user Mario the next time he visits wave and the proper settings can be reapplied.

If this case, it would be used to set the correct language for the identified user and pre-load some default information.

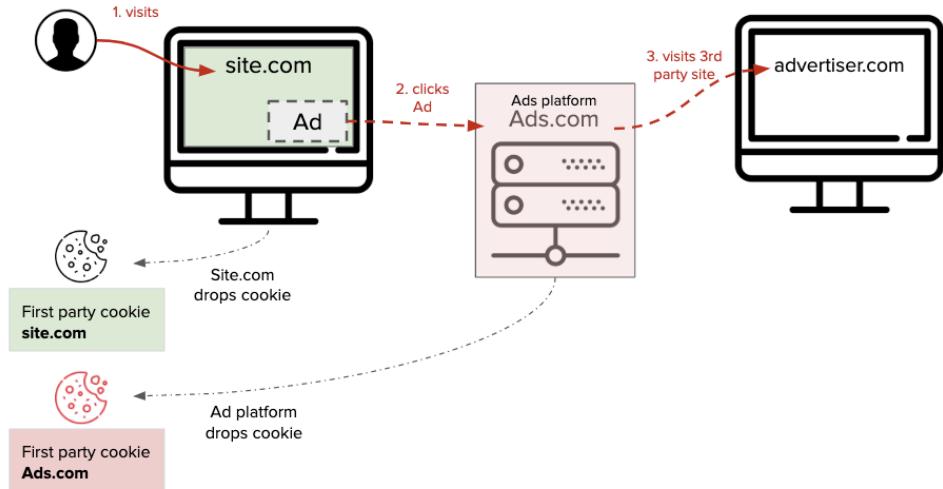


What are cookies

It is important to understand the difference between **first-party cookies** and **third-party cookies**.

First-party cookies are only available for the website owner. It is mainly used to improve the experience of the user on the web (login, default view, etc.).

Third-party cookies originates from other websites and are generally used for advertising purpose. Those are at stake today and should disappear in the coming years.



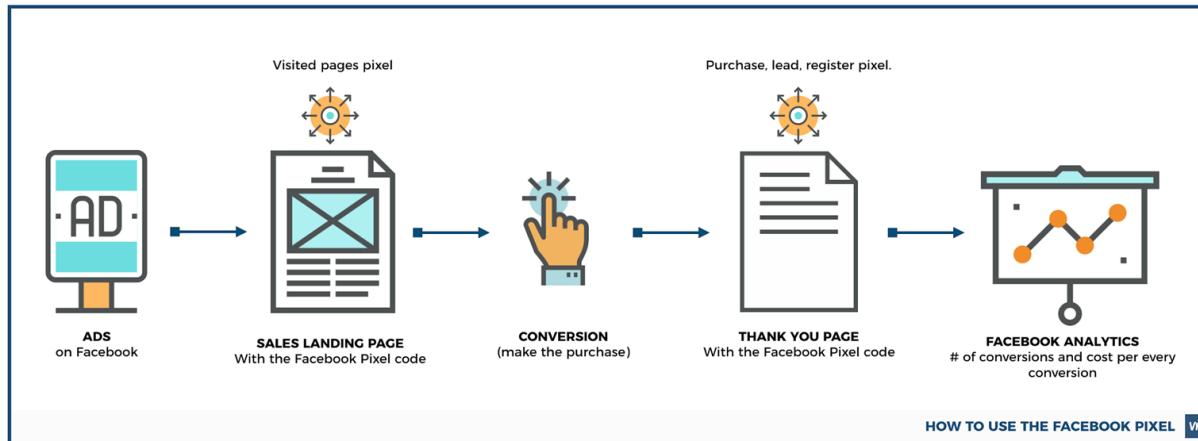
A photograph of a group of people working at a wooden desk. In the foreground, a person's hands are visible on a laptop keyboard. Behind them, two other people are seated, one looking down at their work and the other partially visible. On the desk, there are several items: a small mason jar with a yellow liquid, a white mug, a glass with ice and a dark liquid, an open notebook, and a pen. The background is a plain, light-colored wall.

Why, who and how do we use them?

How do advertising platforms use cookies?

1. Conversion Tracking

Usually a cookie gets set when a user **engages with an ad**. If that user takes one of any **predefined actions** within a **specific time frame** the pixel reads the cookie and **communicates** to the marketing platform that one of its campaigns generated a click (or an impression) that resulted in a conversion.



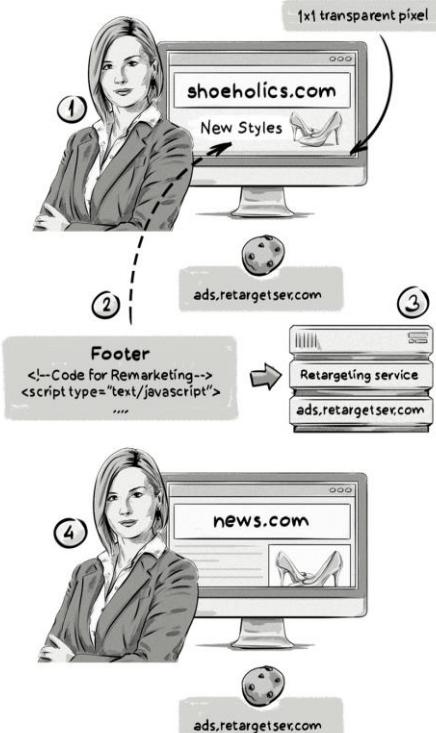
How do advertising platforms use cookies?

2. Remarketing - Showing ads to users that interacted

The process works by placing a 1x1 transparent image on a website. Then, when the page loads, the pixel sends a request to a DSP to retrieve the 1x1 transparent image.

As the image is returned to the web browser, the DSP creates a cookie and saves it on the visitor's hard drive.

Then, when the visitor accesses a different website, the DSP is able to identify that user and show them the retargeted ad – i.e. the shoes they viewed on the previous website.



How do advertising platforms use cookies?

3. Frequency capping - Limit your exposure

Cookies are also used to limit the exposure of your ads to the same user. The user is identified through a third-party cookie.

You can, for example, decide to limit your ad exposure for each user to three times a week. Each identified user will see your ad maximum 3 times within a week.

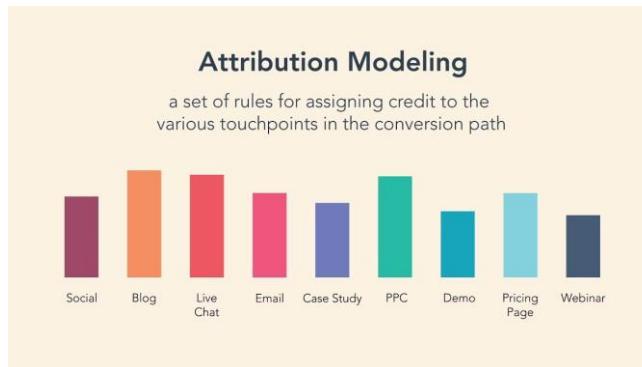


How do advertising platforms use cookies?

4. Marketing attribution - how do I spend my money right?

In our fragmented industry where users have a lot of devices and touchpoints with your brand before making the intended action, attribution can help invest your money the right way by identifying what brings revenue and what does not.

As it's a technology mainly depending on cookies, attribution is at risk.



How do advertising platforms use cookies?

5. Audience targeting - target pre-qualified customers

If you have ever shopped online, you probably noticed how quickly you would be targeted for the category of product you browsed.

Cookies are used to retarget users for products they visited already, but it also allows for the competition to target those users. Your browsing behavior and history will therefore impact the ads you will encounter.



Who is impacted?

1. Publishers

Most publisher are dependant on ad revenue. Those revenues were mostly based on third-party cookies and allowed publishers to propose free content to every users.

With the third-party cookies under threat, publishers will have to find new ways of getting revenues. Subscription was the first example of a switch in revenue model.



Who is impacted?

2. Advertisers

Most campaigns active today are relying on third party cookies for either:

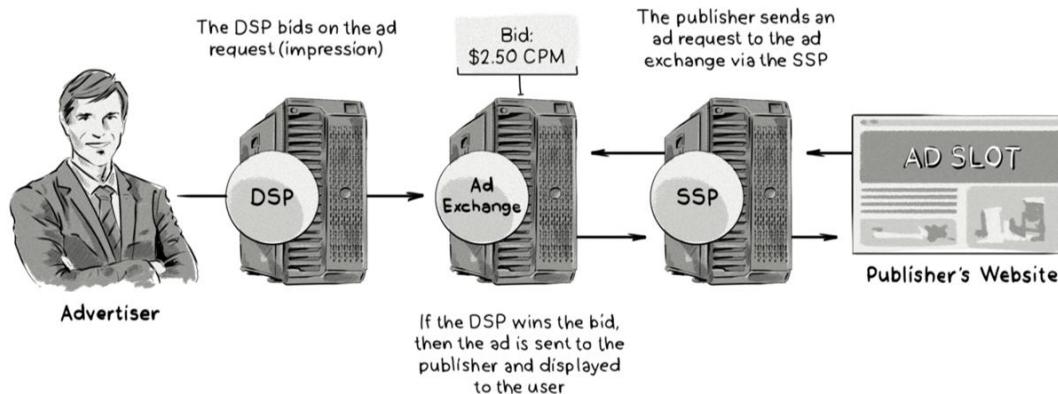
- Targeting and retargeting
- Frequency capping
- Sequencing
- Attribution
- ...



Who is impacted?

3. DSPs and SSPs

DSPs (Demand Side Platform) and SSPs (Supply Side Platform) are advertising platform that make the link between the advertisers, that wants to buy ad space and the publisher that wants to sell it's ad space.



Who is impacted?

	Targeting	Campaign Delivery	Reporting & Measurement
Impacted:	<ul style="list-style-type: none">- 3rd Party Data Providers- Advertiser 1st Party Data (DMP)- Re-targeting	<ul style="list-style-type: none">- Frequency Capping- Campaign optimization relying on users' data	<ul style="list-style-type: none">- Multi-touch attribution- Cross-channel reporting
Non Impacted	<ul style="list-style-type: none">- Geolocation- Device targeting- Contextual targeting		<ul style="list-style-type: none">- Last-click attribution- Media Reporting (e.g: CTR, VTR, etc.)

When
cookies are
not available:

DSPs

-25% Media price

-75% Less Campaigns*

Publishers

-52% Revenue**

*Teads Studies made on 2 different DSPs in FR, US & UK, Dec 2019

** Google Studies, "Effect of disabling third-party cookies on publisher revenue"



A photograph showing four people from an overhead perspective, working on a large wooden panel wall. One person in a blue shirt is at the top left, another in a dark shirt is at the top right, and two others are at the bottom, one in a grey shirt and one in a white shirt. A small digital screen is mounted on the wall, displaying the number "9.00%".

Why are we getting rid of cookies?

Why are we getting rid of cookies?

Apple and Safari: The beginning

2016 - Safari: iOS 9

The beginning...



Impact the competition

Get a better Marketing image

Without turnover impact for Apple



Why are we getting rid of cookies?

Users taking action

The rise of ad blockers



More privacy

No more ads on
websites

Faster navigation



Why are we getting rid of cookies?

Global market following the trend

Technical utilization of the
cookies

New browsers
removing cookies



Legal utilization of the
cookies

Laws answering to
public concern



From 100% to 65% of web
traffic supporting cookies



Most of the impacts are
kept hidden...



Why are we getting rid of cookies?

Google is moving...

66% of web traffic

92% of Cookies

Removing
cookies by 2022



A bold and
strategic move

From 65% to
10% of cookies in 2022?



A photograph of a modern office interior. In the foreground, a wooden desk holds a computer monitor, a keyboard, a small potted cactus, and a bottle of water. A wooden tray sits on the desk. In the background, a man with dark hair is seated at a desk, looking down at his work. The office has large windows, a white shelving unit with plants, and a blue lamp. A large green plant is partially visible on the left side of the frame.

How does the consent work?

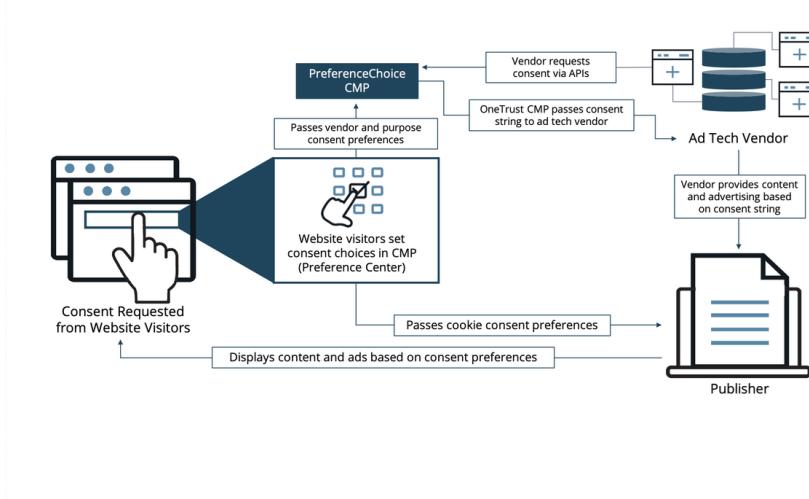
General Data Protocol Regulation

- The General Data Protection Regulation (GDPR) is a regulation in **EU law** on **data protection** and **privacy** in the European Union. It also addresses the **transfer** of personal data outside the EU. The GDPR aims primarily to **give control to individuals** over their personal data.
- Under the GDPR, **cookie consent** is the most frequently used legal basis that allows websites to process personal data and use cookies. GDPR requires a website to **only collect personal data from users after they have given their explicit consent to the specific purposes of its use.**
- In place since 25 May 2018



Transparency and Consent Framework

- The **Interactive Advertising Bureau (IAB)** runs the **Transparency & Consent Framework (TCF)** - The purpose of TCF is to standardize how businesses – publishers, ad tech vendors, and agencies – can continue running advertising in a way that is compliant with GDPR.
- The primary goal of TCF are to **give users transparency into the companies that may be processing their personal data** for advertising or targeted content purposes and **give them control** as well over those companies and the purposes for which they're processing data.



Belgian Data Protection Authority

The **Gegevensbeschermingsautoriteit** (GBA) or **L'Autorité de protection des données** (APD) is an independent institution that **supervises** if the **protection of user privacy** is correctly applied. The institution was established by the Federal government as of 3 December 2017 and is the successor of the Privacy commission. Some of the functions that they serve are:

- Supervision of economical and technological evolutions that could have an impact on the protection of user information
- Establish recommendations for the processing of user data and information
- Investigation of complaints about breaches on user & data privacy
- Dispute eventual breaches on data & user privacy



Belgian Data Protection Authority

Belgian DPA imposes €20.000 fine on Proximus for several data protection infringements



Thursday, 20 August, 2020

BE

The Belgian DPA imposed a fine of 20,000 EUR on telecom operator Proximus for several data protection infringements during the processing of personal data for the purpose of publishing public telephone directories.

The facts

A Belgian citizen (the plaintiff) had requested Proximus, the publisher of a public directory, to retract the publication of his personal data in Proximus' public directory, as well as the publication of the personal data in the directory of other publishers. Proximus, as publisher of its own public directory, had confirmed towards the plaintiff it would no longer publish the personal data, and would also inform other publishers of a public directory to not publish the personal data of the plaintiff. However, a few months later, the plaintiff discovered his personal data had not only been published in the directory of Proximus, but also in the ones of other publishers of a public directory. In its communication towards the plaintiff, Proximus also mentioned it had transferred the personal data of the plaintiff to other publishers of a public directory.

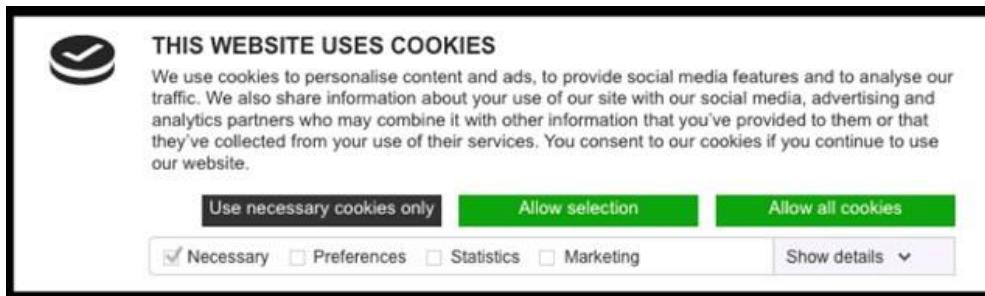
Background: lex specialis of the e-Privacy Directive

In Belgium, the consent for the publication in a public directory is given in accordance with the provisions of national telecommunications law. Those provisions are the national implementation of article 12 of the e-Privacy Directive. Although the e-Privacy Directive forms lex specialis vis-à-vis the GDPR (as lex generalis), as stated in article 95 GDPR, the provisions with regard to consent of the GDPR remain applicable as preconditions for lawful processing with regard to the consent in article 12 e-Privacy Directive .



Get GDPR compliant with Cookie Consent

- Typically, **GDPR cookie compliance** is achieved on websites through **cookie banners** that allow users to select and accept certain cookies for activation rather than others, when visiting a site.
- Although cookies are mentioned only once in the GDPR, **cookie consent** is nonetheless a **cornerstone of compliance for websites** with EU-located users.
- This is because one of the most common ways for personal data to be collected and shared online is through website cookies. The GDPR sets out specific rules for the use of cookies.



Cookie Consent Implementation Process

1	2	3	4	5
Find all cookies that your website is using Have a list of all 1st party and 3rd party cookies that are residing on the website	Map & categorize cookies Decide in which bucket each cookie falls (Strictly necessary, functional, performance, advertising)	Implementation strategy (manual or CMP) Go for a manual implementation or select the CMP you want to work with	Tracking and GTM Implementation Prevent tags from firing in GTM when no consent is given	Analyze impact on data gathering Analyze the impact of the cookie policy on the data

1. Find all cookies your website is using

Go to the Inspect tool > Application > Cookies

Or you can use a third-party tool that will scrape and list all the cookies on your website

The screenshot shows the Yuzzu website homepage on the left and the Chrome DevTools Application tab on the right.

Yuzzu Website (Left):

- Header: Yuzzu, Auto, Moto, Camionnette, Habitation, Famille, Questions fréquentes, Contact, 02 505 66 00, FR / NL
- Main Content: Bienvenue chez Yuzzu, le nouveau nom de Touring Assurances. Obtenez une offre gratuite pour votre assurance en 5 minutes !
- Services: Auto, Moto, Camionnette, Habitation, each with an icon and "En savoir plus" and "Calculez votre prime" buttons.

Chrome DevTools Application Tab (Right):

- Shows a list of cookies for the domain https://www.yuzzu.be
- Headers: Application, Filter, Elements, Console, Sources, Network, Performance, Memory, Application (highlighted with a red box), Settings, Help.
- Table columns: Name, Value, Domain, P..., Expires / M..., S..., H..., S..., P...
- Cookie entries (partial list):
 - _Secure-3P... AJ14Qf... .googl... / 2021-10-29... 91 ✓ ✓ N... H...
 - _Secure-3P... UHqc2... .googl... / 2022-10-29... 51 ✓ ✓ N... H...
 - _Secure-3P... 2wfbU... .googl... / 2022-10-29... 65 ✓ ✓ N... H...
 - SIDCC AJ14Qf... .googl... / 2021-10-29... 81 ✓ H...
 - SID 2wfbU... .googl... / 2022-10-23... 74 ✓ H...
 - APISID laKuJQ... .googl... / 2022-10-23... 40 ✓ H...
 - APISID laKuJQ... .googl... / 2022-10-23... 40 ✓ H...
 - SSID ASNCC... .googl... / 2022-10-23... 21 ✓ ✓ H...
 - HSID AaEB2... .googl... / 2022-10-23... 21 ✓ H...
 - _Secure-3P... 2wfbU... .googl... / 2022-10-23... 85 ✓ ✓ N... H...
 - _Secure-3P... UHqc2... .googl... / 2022-10-23... 51 ✓ ✓ N... H...
 - SSID A1aWZ... .googl... / 2022-10-23... 21 ✓ ✓ H...
 - HSID AbEVL... .googl... / 2022-10-23... 21 ✓ H...
 - SAPISID UHqc2... .googl... / 2022-10-23... 41 ✓ ✓ H...
 - SAPISID UHqc2... .googl... / 2022-10-23... 41 ✓ ✓ H...
 - SID 2wfbU... .googl... / 2022-10-23... 74 ✓ H...
 - spin r10029... .facebook... / 2020-10-30... 46 ✓ ✓ N... M...
 - fr 0KMXV... .facebook... / 2021-01-27... 84 ✓ ✓ N... M...
 - presence EDfF3... .facebook... / Session 74 ✓ ✓ N... M...
 - Background Services
 - Background Fetch
 - Background Sync
 - Notifications
 - Payment Handler
 - Periodic Background Sync
 - Push Messaging
 - Frames top

Select a cookie to preview its value



2. Map & categorize cookies with involvement of different departments

Once you discovered which cookies your website is using you need to **categorize cookies** into the different buckets:

- **Strictly necessary cookies:** These cookies cannot be turned off as they are needed to run the website properly, they do not store any personal information. Always opt-in.
- **Functional cookies:** These cookies remember choices you make (such as language or location) and tailor the experience to improve your experience.
- **Tracking & performances cookies:** These cookies gather information about how you use a website, for example which page you visit most often. Used to improve user experience of the website.
- **Targeting & advertising cookies:** These cookies collect information about your browsing habits and your interests in order to make advertising relevant to you.

It is important to **align with all the departments** (marketing, IT, legal) on how to categorize each cookie. From a marketing point of view people might categorize a cookie differently than from a legal point of view. That is why all departments need to be involved to decide in which category the cookie will be mapped and if this is compliant with the GDPR policy and no personal information is collected.

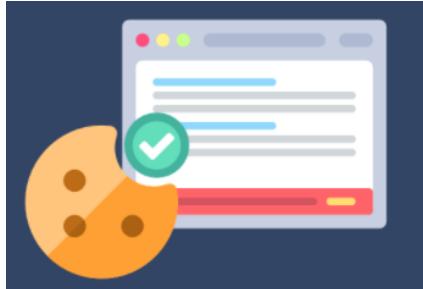
Keep in mind that from a marketing point of view we want to gather as much data as possible. In some cases, you might take the decision to go for a **light GA tracking** (Google Analytics will be on by default) or Consent Mode where you still measure pageviews without consent. This will allow you to still measure website data without sending any personal information to GA.



3. Two ways to implement cookie consent on your website

Manual implementation

- Custom Javascript cookie banner
- Manual tag exclusion triggers in GTM
- Manual scraping of the website cookies
- No storage of cookie consents



Consent Management Platform (CMP)

- Pre-defined cookies banner templates
- Auto-blocking of tag scripts
- Automatic scraping of the website
- Storage of cookie opt-ins

Company	# of Sites	Industry
OneTrust	639	Privacy compliance management
Quantcast	425	Marketing analytics and audience insights
TrustArc	199	Privacy compliance management
Cookiebot	191	Pure-play CMP
Crownpeak	105	Marketing analytics
Sourcepoint	102	Content compensation platform
Tealium	75	Data hub and tag management
AdThrive/CafeMedia	74	Ad monetization platform
CivicUK	69	Digital agency
Ensignthen	40	Security and performance management
Iubenda	34	Legal compliance tools & software
Verizon Media	31	Media conglomerate
Venatus Media	31	Entertainment advertising platform



4. Tagging and tracking Implementation

A **tag** is a piece of JavaScript code that is **commonly used to set cookies**, although they can be used to set other types of code such as tracking pixels. These ‘tags’ **collect unique visitor behavior** information.

Tag management systems like Google Tag Manager allow website owners to **create and manage how these tags are deployed** by their website. Instead of having to hardcode separate code for each tag they want to use, Google Tag Manager creates the code and embeds it on the site.

Website owners can use tag managers to **deploy cookies after the user takes a specific action**. For example, when they visit your page or when they agree to cookies on your cookie banner. This makes it possible for website owners to only **drop cookies once they have permission** to do so.



4. Tagging and tracking Implementation

In general we will utilise 2 different kinds of triggers to implement the cookie consent in GTM:

- Accept triggers
- Block triggers

These will block or enable your tags in GTM from firing when a certain type of cookie is accepted or not.

The screenshot shows the Google Tag Manager interface with two triggers defined:

- Accept - analyticsCookieAccepted - cookieConsent event**:
 - Targeted to **All Pages**
 - Has no exceptions
- Block - analyticsCookieAccepted - Event**:
 - Targeted to **All Pages**
 - Has no exceptions

Both triggers were created "a month ago".



4. Tagging and tracking Implementation

Accept trigger

Mogen we even uw cookie-toestemming?

Wanneer u de Carglass® website bezoekt, kan er informatie in uw browser worden opgeslagen of eruit worden opgehaald, voornamelijk in de vorm van cookies. Sommige cookies zijn noodzakelijk voor de goede werking van de website en plaatsen we automatisch. Andere cookies worden gebruikt voor analyse, marketing of andere functionaliteiten met als doel om uw gebruikservaring te verbeteren. Hiervoor vragen we graag uw toestemming. Door op "Aanvaard alle cookies" te klikken gaat u akkoord met het opslaan van alle cookies op uw apparaat. U kan uw voorkeuren uiteraard ook zelf instellen..



```
dataLayer.push({  
  'event': 'cookieConsentAccept'  
  
  'cookieConsent': {  
    'functionalCookieAccepted': true  
    'analyticsCookieAccepted': true  
    'advertisingCookieAccepted': true  
    'othersCookieAccepted': true  
  }  
};
```

Trigger Configuration

Trigger Type

Custom Event

Event name
cookieConsentAccept

This trigger fires on
dL - advertisingCookieAccepted contains true

Block trigger

Mogen we even uw cookie-toestemming?

Wanneer u de Carglass® website bezoekt, kan er informatie in uw browser worden opgeslagen of eruit worden opgehaald, voornamelijk in de vorm van cookies. Sommige cookies zijn noodzakelijk voor de goede werking van de website en plaatsen we automatisch. Andere cookies worden gebruikt voor analyse, marketing of andere functionaliteiten met als doel om uw gebruikservaring te verbeteren. Hiervoor vragen we graag uw toestemming. Door op "Aanvaard alle cookies" te klikken gaat u akkoord met het opslaan van alle cookies op uw apparaat. U kan uw voorkeuren uiteraard ook zelf instellen..



```
dataLayer.push({  
  'event': 'cookieConsentAccept'  
  
  'cookieConsent': {  
    'functionalCookieAccepted': true  
    'analyticsCookieAccepted': false  
    'advertisingCookieAccepted': false  
    'othersCookieAccepted': false  
  }  
};
```

Trigger Configuration

Trigger Type

Custom Event

Event name
* ✓ Use regex matching

This trigger fires on
cookie status - analyticsCookieAccepted matches RegEx false|undefined



Other things to keep in mind

- Keep record of consent with an **event** in your analytics system
- Mask the **IP address** if there is no consent
- Prevent from recording the **User ID** and personal data if there is no consent
- Prevent from loading the **advertising features** if there is no consent
- Prevent users from being included in **remarketing lists** (all advertising networks) if there is no consent
- Sanity check to make sure there's no **PII** in your analytics system



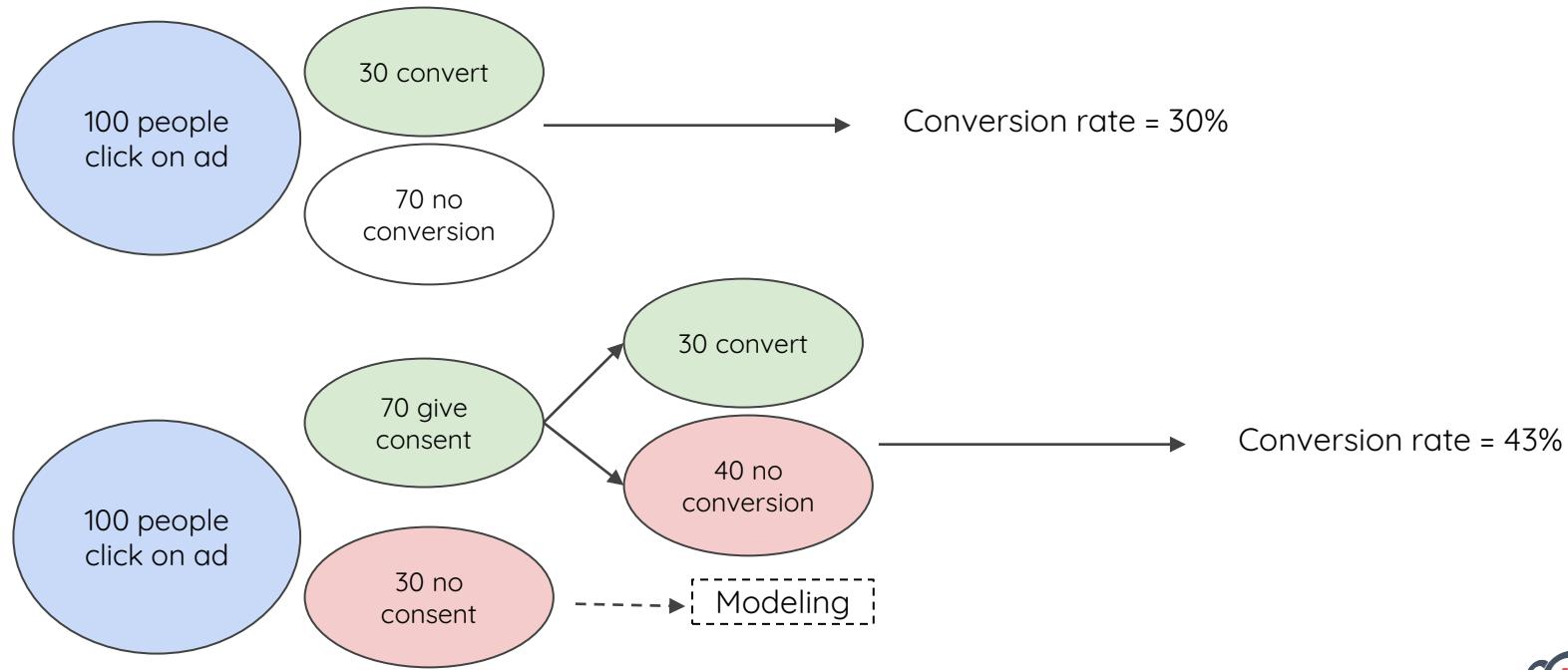
What's next? Google Consent Mode

New measurement solution to address cookie-less world. Future-proof **conversion measurement** when cookies drop that enables **better ways to report** conversions and **model** the smart bidding algorithms



What's next? Google Consent Mode

Example



A photograph of a group of people working together at a wooden desk. There are several laptops, notebooks, and a smartphone on the desk. The background shows a bright, modern office or study room with plants and shelves.

What's the future like in a cookieless world ?

What's the future like in a cookieless world

What's the status in the industry today?

- Everyone is kind of lost.
- Changes need to happen fast but a lot of stakeholders need to be involved.
- It is a fairly technical topic.



What's the future like in a cookieless world

There are mainly two approaches today:

Alternative Identifiers



No direct replacement

Innovative Solutions

Contextual Targeting

Privacy Sandbox



Unique ID alternatives

Based on 

- ✓ Created to optimize cookie matching
- ✓ Not a solutions in a world without cookie

Based on 

- ✓ Solutions based on hashed emails - true solution to cookieless
- ✓ Scale challenge: players and users have to participate to this solution
- ✓ Open question: Is logged-in data a sustainable answer to user privacy?

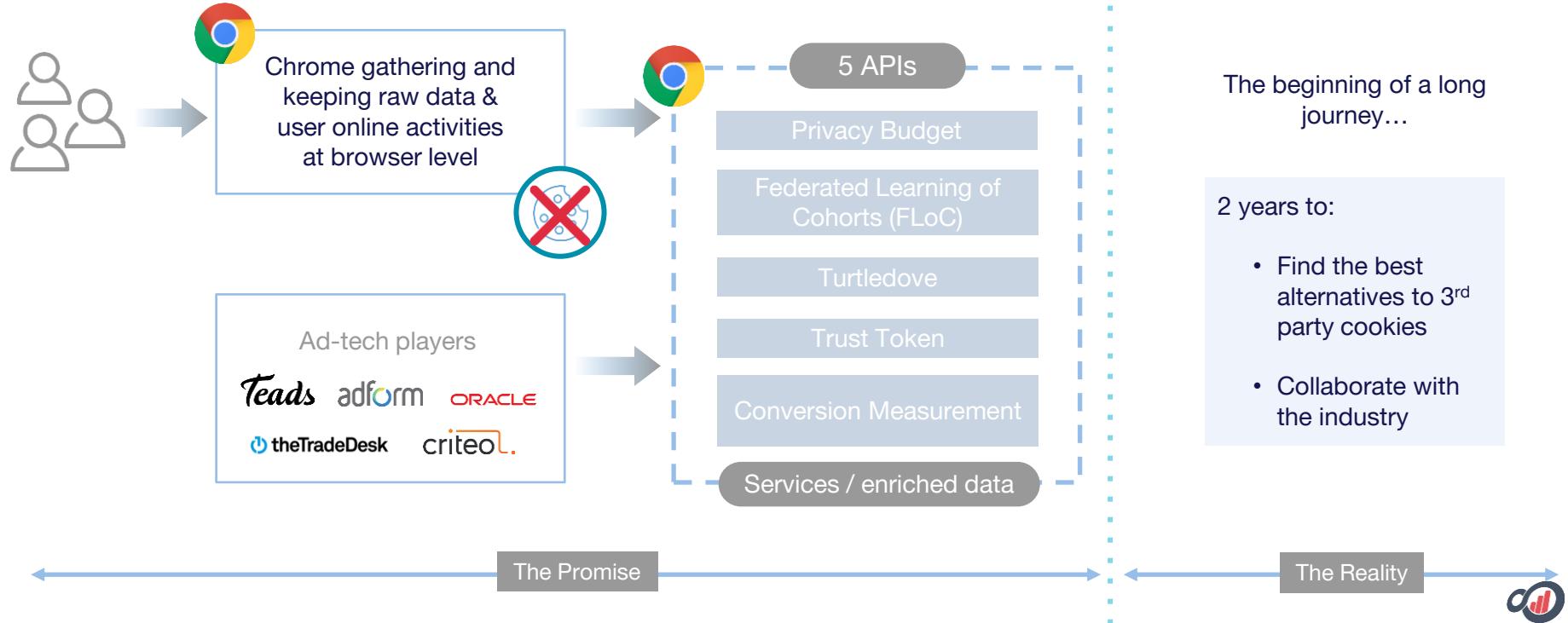
Other initiatives



- ✓ Research Project: make the industry re-think and re-architect digital marketing to support core industry use cases, while balancing consumer privacy and personalization
- ✓ Browser IDs: could a 'browser' device ID be a solution?



Google Chrome Privacy Sandbox



Contextual targeting

Moments when you need a camera



Moments when you consider running shoes



Moments when you want new productivity tools



Wedding topic

weddings

The Insider: Event Planner Lynn Easton Shares Her Wedding Essentials

From providing top-level transportation for guests to kicking off your party with a 20-minute dance set, here's what the pros think every celebration should include.



Safari topic

TRAVEL

This Newly Renovated Safari Lodge in Zimbabwe is the Stuff of Vacation Dreams

Do you think the folks at Singita Pamushana would let me move in?



Honeymoon topic

BUSTLE

8 Clever Ways To Save Money On Your Honeymoon

The cost of a honeymoon is enough to make any newlywed couple say, "Yeh, we don't really care about seeing the world!" According to CreditSavvy, the expenses of the average honeymoon add up to somewhere between



Sport event topic

ESPN

The astonishing stories behind New York City Marathon's final finishers

ON THE FIRST SUNDAY in November, as the sun begins to set and the temperature drops to the mid-40s, the TCS New York City Marathon starts to become a blur of red, purple, and black as thousands of



Fitness topic

REAL SIMPLE

8 Ways to Start a Fitness Routine You Can Stick With

Most people come and go—but a regular workout routine makes fitness as easy as brushing your teeth. Here, eight ways to put exercise on autopilot.



Healthy Food/Living topic

Health

What Is a Pescatarian Diet—and Is It Healthy?

A nutritionist weighs in on this increasingly trendy eating plan.



Time Management topic

Forbes

Leaders' 4 Simple Ways You Can Manage Your Time And Engage Your Team

Time management is invaluable to being a highly effective leader. The legend challenge new leaders often face is knowing how to manage their day-day tasks without getting lost in them. In an effort to prove



Personal Success topic

TIME

Keys to Success: 6 Traits the Most Successful People Have in Common

Stanford MBA school professor Jeffrey Pfeffer looked at the research on success and power along with studying the lives of such high achievers as *LinkedIn* founder



Education topic

Bloomberg Businessweek

If Home-Schooling Your Children Overwhelms You, Narrow Your Focus

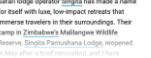
"There's no need for parents to reinvent the wheel."



If you're in the thick of wedding planning, you've likely already discovered the importance of prioritizing a select few vendors or details. That priority list of course, varies from couple to couple. The ones listed below



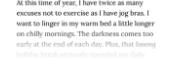
Safari lodge operator Singita has been making forays into luxury lodges in their surrounds that immerse travelers in their surroundings. Their camp in Zimbabwe's Mallowane Wildlife Reserve, Singita Pamushana Lodge, reopened in May after a total renovation, and have



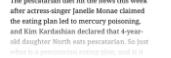
SAIDOU and ELLOOB. Vessels. Fortunately, if you don't want to cap your vacation with an unforgettable trip, there are clever ways to save money on your honeymoon that may not have been heard of yet. All it takes is a little creative thinking and some research online and you'll



At this time of year, I have twice as many excuses not to exercise as I have good ones. I used to figure in my 30s was a little trigger-happy, but now that I'm 40, I'm more likely to just sit around and do nothing. The darkness comes too early at the end of each day. Plus, that looming holiday break can tempt me to do



The pescatarian diet hit the news this week after actress-singer Jessie J claimed the eating plan led to mercury poisoning, and Kim Kardashian declared that 4-year-old daughter North eats pescatarian. So just when is a pescatarian diet good for you?



therefore, new leaders will take on more than they can handle and wonder if their team is capable of fully functioning without them. Not only does this hurt the morale of the team, but it can create a poor client experience due to



leaders being through in that he did not just note the qualities all successful people had, but specifically outlined the characteristics that made

books his students recommended spending two hours a day with younger children on books—a mix of reading aloud, solo reading, audio books, and reading apps such as Epic, a digital library of 45,000 titles, some of which the app and read aloud. They want to

The use of AI & ML

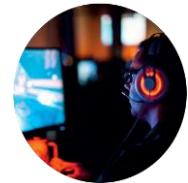
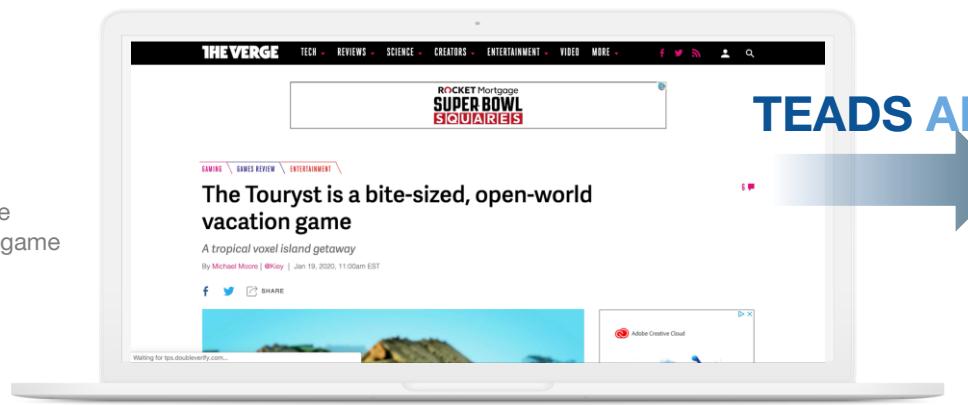
INPUTS

Website: The Verge

Time: 3:44 AM

Topic: The Touryst is a bite-sized, Open-world vacation game

Device: Cyberpower PC
Gamer xTreme Computer



97%
Male 18-24

95%
PC Gamer



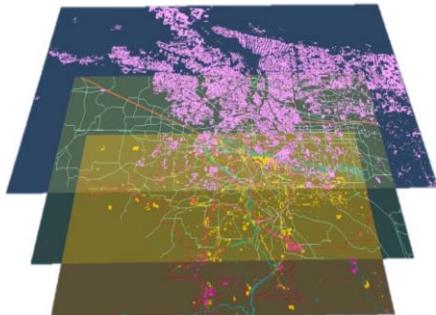
Cookieless targeting services

More and more Cookieless services will arrive:

Digiseg

The Power of Offline Audiences

Privacy by Design



- Online data
- Geo-position
- Offline data

Free From Personal Data

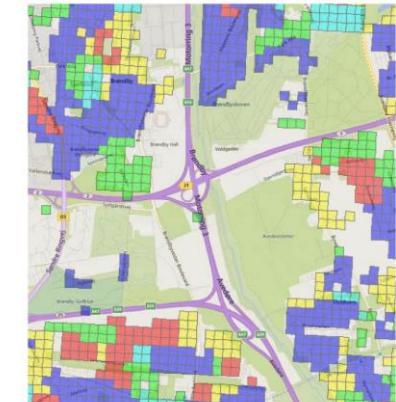
Neighborhood Level Statistics Digitized



Probabilistic on Device level



Build to uphold
GDPR and CCPA



Advertisers to focus on 1st party data

- First party data will increase in value. We can expect an increase in login and account creation requests.
- The different actors are expected to give users an incentive to login.
- As remarketing capabilities will be reduced, the first impression will get more and more crucial. Advertisers might spend more resources on improving their digital assets.
- Use Lookalike Audiences as these are built 100% on first party data + still leveraging the big data from Google / Facebook.
- ITP has no impact on Contextual targeting, Geo targeting and device targeting as no ID is needed.
- Customer Data Platform (CDP) get more and more traction.



A photograph of a diverse group of professionals in a meeting. Five people are visible around a light-colored wooden conference table. On the left, a Black man in a tan jacket looks down at his laptop. In the center, a woman with curly hair and glasses, wearing a light blue blazer, leans over the table. To her right, a man with dark hair and glasses, wearing a brown turtleneck, also looks at the laptop. On the far right, a woman with dark hair tied back, wearing a pink blazer, is partially visible. On the table, there are several items: a white laptop, a blue mug, a black coffee cup, a white coffee cup, a white notepad, and some printed charts or graphs.

Thank you ! Any
question ?