

Teads

The Cookieless Future is now!

Justin Drews, Enterprise Solutions & Business Data

April 22

Understand the industry landscape

Cookieless Targeting: Not Shooting Blind, but Shooting Smart

by Mathew Broughton



In this exclusive article for ExchangeWire, Peter Mason (pictured below), co-founder of [Illuma Technology](#), argues that change is long overdue for ad tech and that it shouldn't necessarily be something to fear; cookie-less targeting can be the next evolution.

Ad tech has had a rocky summer. One year after GDPR came into effect in the UK, the Information Commissioner's Office (ICO) has put the ad tech industry on notice, deeming that it appears 'immature' in its understanding of data protection requirements and that 'individuals have no guarantees about the security of their personal data within the ecosystem'.

WHY OFFLINE IDENTITY IS KEY IN A COOKIELESS FUTURE

By Marc Vermut,



Credit: Neustar

By now, everyone in the marketing and advertising space knows that Google is phasing out support for third-party cookies within its Chrome browser, joining earlier moves by Mozilla Firefox and Apple Safari. The result will be an end to current cookie-based targeting and measurement across the digital ecosystem—and the way many marketers are measuring performance today.

Why Addressability Will Flourish In A Cookieless World

by AdExchanger // Monday, February 10th, 2020 – 12:05 am

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"Data-Driven Thinking" is written by members of the media community and contains fresh ideas on the digital revolution in media.

Today's column is written by Scott Howe, CEO at [LiveRamp](#).

Google's recent announcement that Chrome will end support for third-party cookies didn't come as a surprise to anyone who's been paying attention. Safari and Firefox had already moved to block browser tracking, and regulations such as the General Data Protection Regulation and the California Consumer Privacy Act strongly signaled this response to growing consumer privacy concerns.

What is surprising is the irrational idea that advertisers would be willing to pack up all their gains in data-driven performance and go home. Now that the other proverbial



Scott Howe
CEO at LiveRamp
Data-Driven Thinker

The future of identity in a cookieless world

Identity will be even more critical to a brand's success going forward. Acxiom offers a POV on the cookieless world along with the key pillars a future identity solution should entail.

Sponsored Content: [Acxiom](#) on April 7, 2020 at 5:29 am

Publishers: Have no fear of a cookieless future

January 27, 2020 | By Tyler Bishop, CMO – [Ezoic](#) [Twitter](#) [@tylerbishop](#)



In case you missed it, just about everyone has been predicting the death of 3rd-party cookies for Apple has closed loopholes with ITP 2.3. Mozilla, Brave, and Chrome have grossly restricted or eliminated cookies. And Google has further committed to eliminating all 3rd-party cookies along with UA by next two years.

THAT'S THE WAY THE COOKIE CRUMBLES: HOW TO PREPARE FOR THE COOKIELESS FUTURE OF PROGRAMMATIC

The digital world is becoming cookieless

In the last 10 years, the advertising world has harnessed data, mainly via the use of cookies, to learn more about consumer audiences and target them. But, malpractices leading to data breaches or scandals such as the infamous Cambridge Analytica with Facebook have raised concerns with consumers about what data is collected about them, by who, and how it is handled.

This has led the programmatic industry to evolve, putting consumer privacy front and center. The GDPR has led the way data is handled with care, with the CCPA and regulation in other regions following suit. We've also seen voluntary changes in security practices by walled gardens such as Facebook and Google, the latest of which is the removal of third-party cookies from internet browsers. Safari blocked them in 2017, Firefox followed suit late last year, and now Google Chrome, which accounts around 60% of browsing, has announced a two-year transition period to do the same.

What does it mean for programmatic?

So advertising is going cookieless. The question on everyone's lips is how do we support measurement, attribution and

**Various players,
different views.
People feel lost.**



Scope

Identifying a user

Web Cookies

Any devices surfing
on Internet



inApp Mobile Advertising ID

- When using a mobile app
- Also called device ID, IDFA/GAID

Cookieless is already a reality

Responsibly engage your consumers that cannot be accessed with cookies

Technical utilization of the identifier

Browsers
removing cookies



2017



2019

InApp
limiting MAIDs



April 2021

Legal utilization of the identifier

Laws answering
to public concern



Cookieless is already a reality

Responsibly engage your consumers that cannot be accessed with cookies

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Browsers
removing cookies



2017



2019



2023

InApp
limiting MAIDs



April 2021

Legal utilization of the identifier

Laws answering
to public concern



Today

Cookieless = 40%

Immediate opportunity



2023

Cookieless = ~85%

Mandatory readiness

The end of cookies is near,
the end of the world is not.



Review of the main industry initiatives

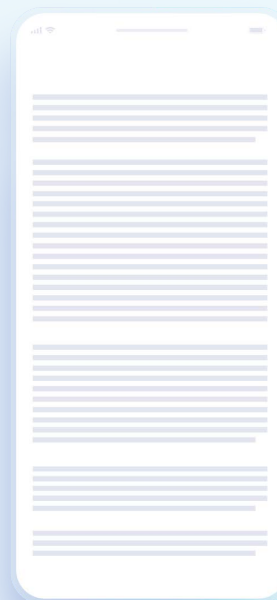
Two main approaches

Targeting solutions in a cookieless world

Cookieless
audience targeting



Contextual
targeting



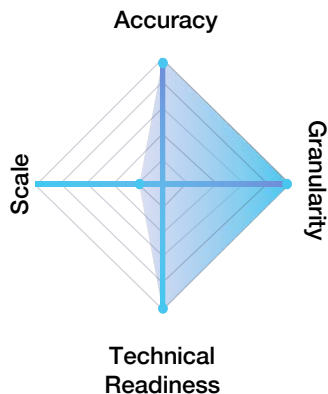
There are actionable alternatives

Cookieless audience targeting

Unique IDs (logins)



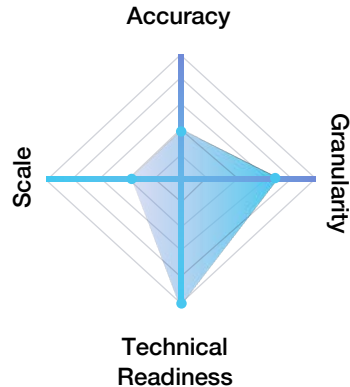
Use a **login** to track and target a user.



Publishers 1st-party data



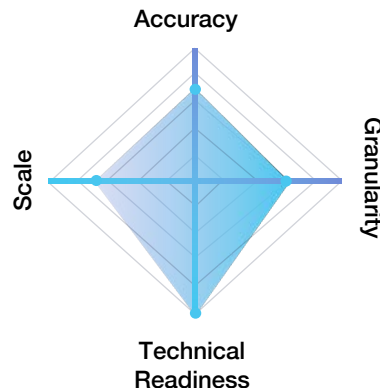
Leverage the **1st-party cookie** and data from premium **publishers**.



Predictive Audiences



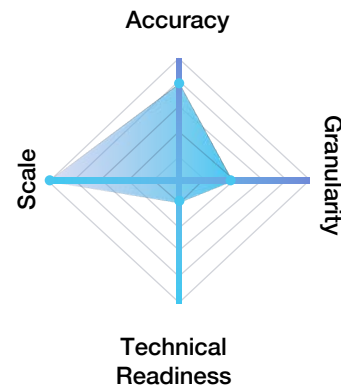
Use **Machine Learning** to associate an **anonymous** user to the right audiences.



Chrome Privacy Sandbox



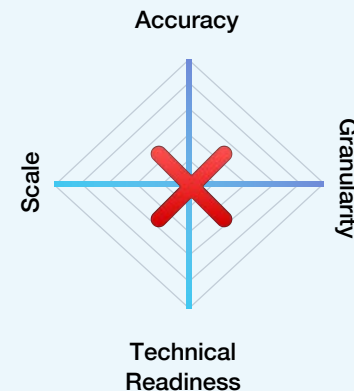
Browser-based approach to associate the users to the relevant audiences (**cohorts**).



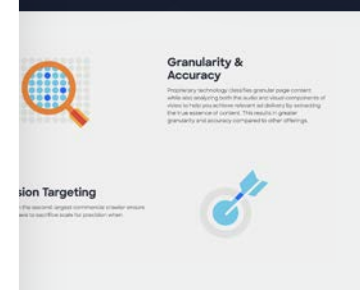
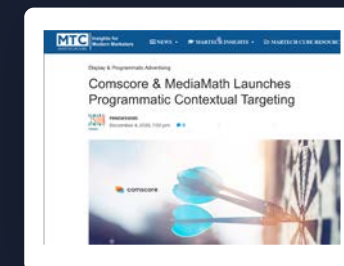
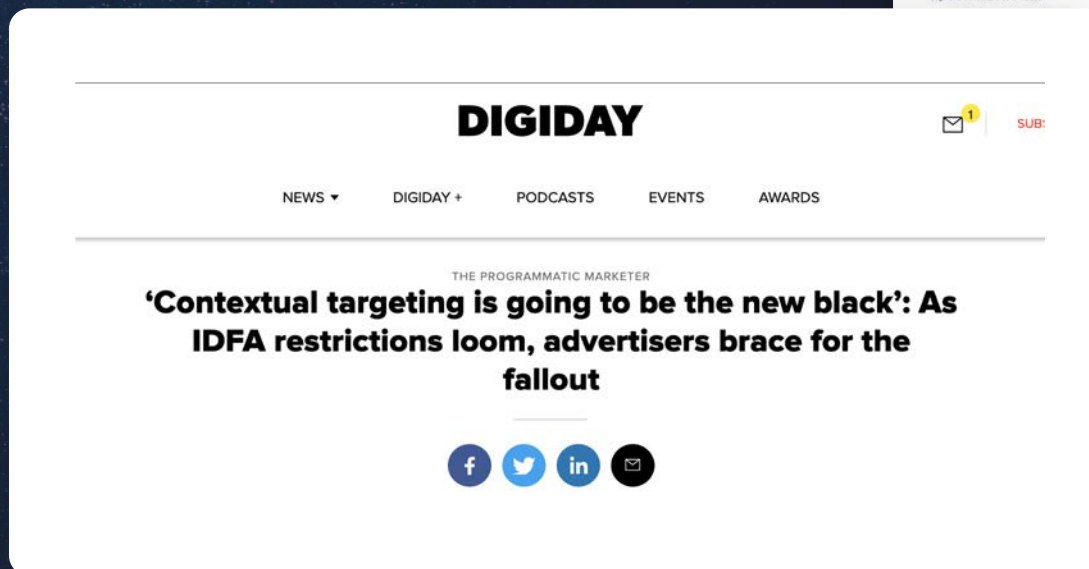
IP address identification



Use **the IP address** to track and target a user.
As well known as **fingerprinting**.



Contextual targeting is not a plan B



Teads

Cookieless approach

Teads: Direct integration with premium publishers

Unique knowledge on editorial content consumption

95% Reach in GER



Technology



Sports

Automotive

Fashion

Beauty

Health

Luxury

Sciences

Food & Drink

News

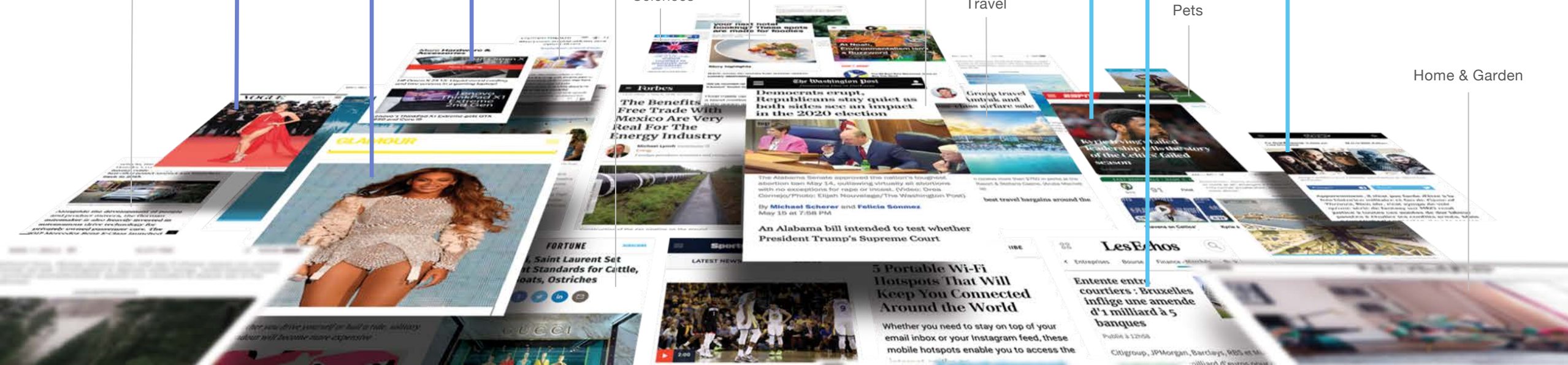
Travel

Finance

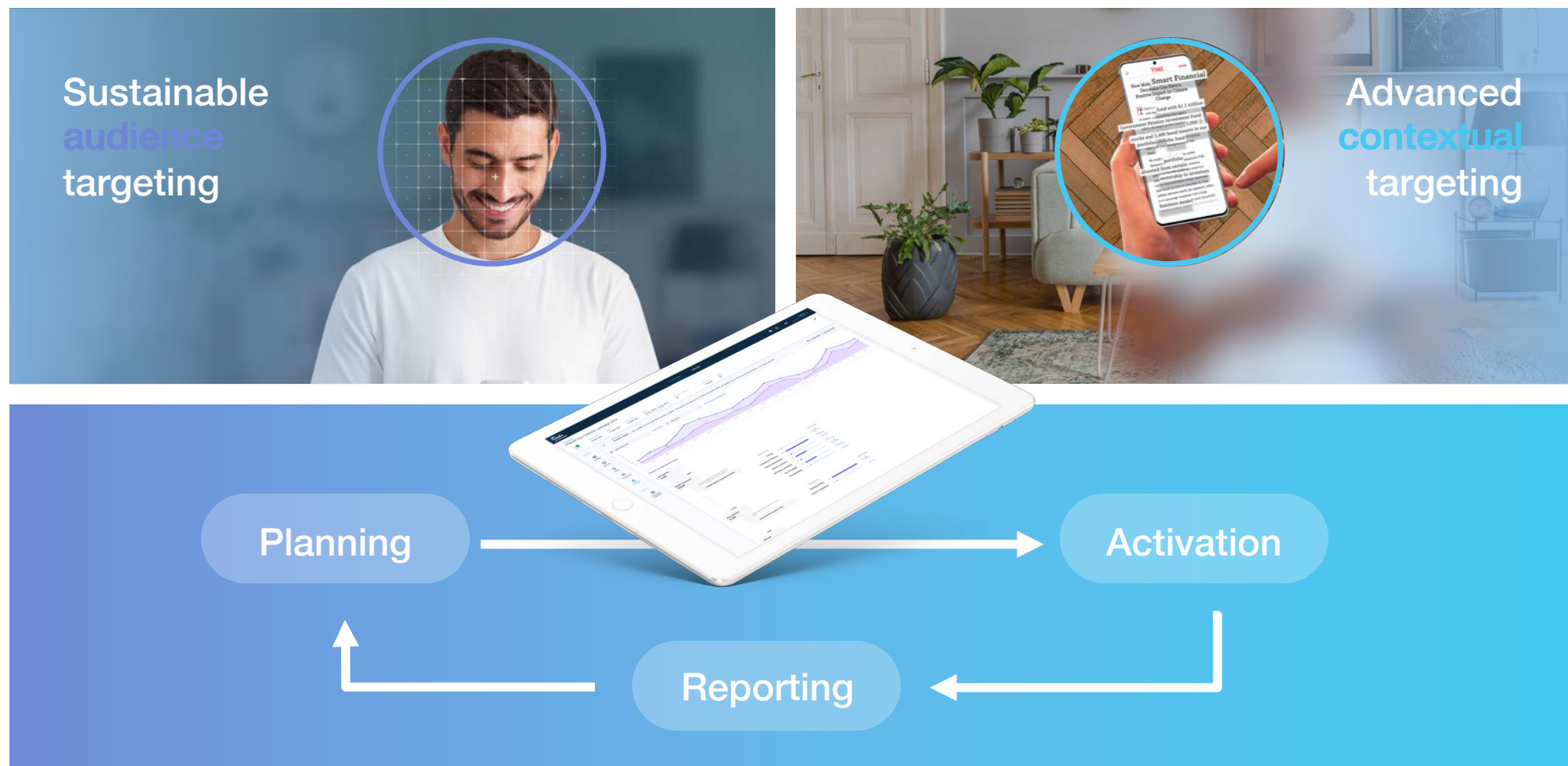
Pets

Art & Entertainment

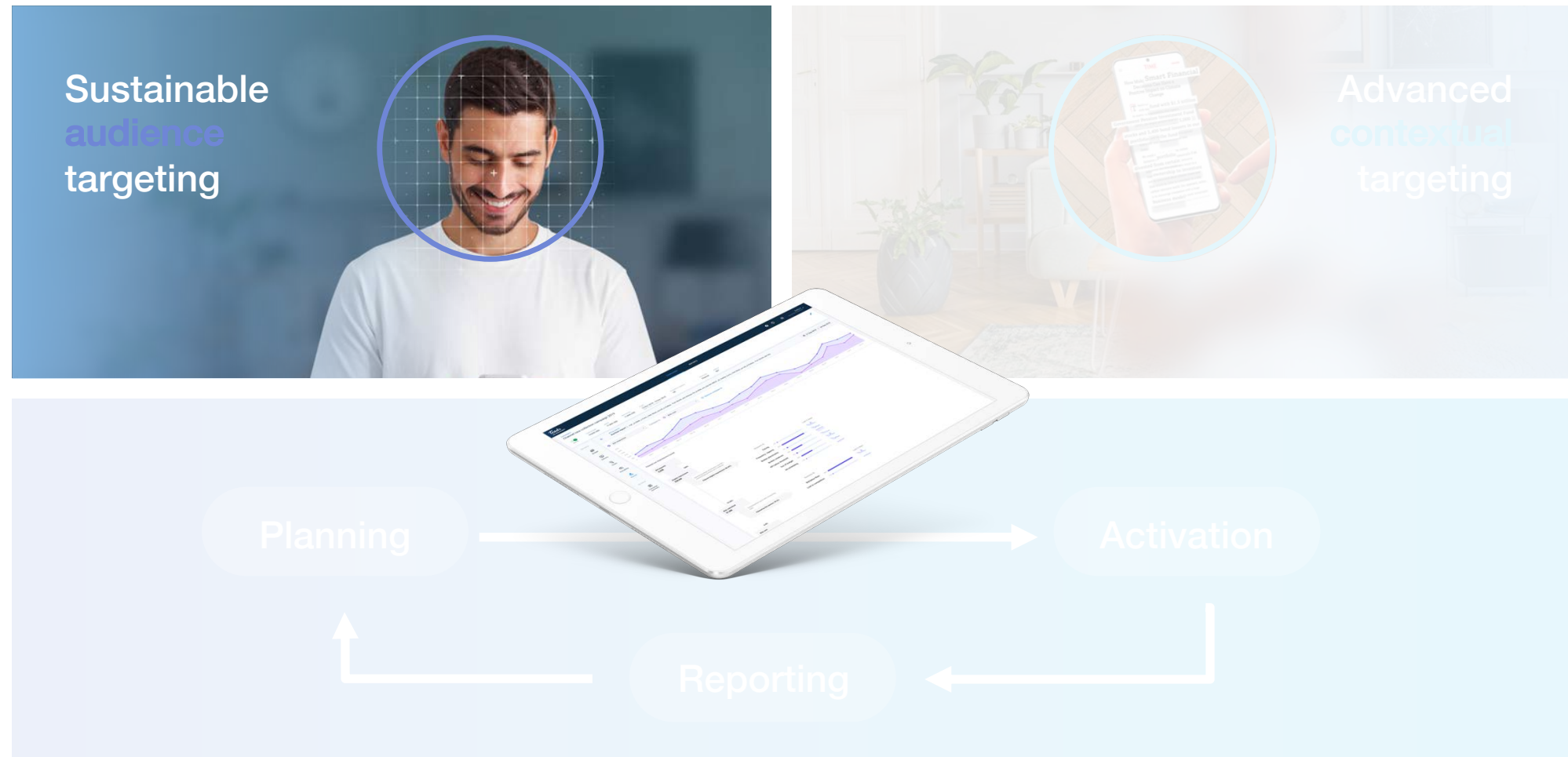
Home & Garden



Teads cookieless suite

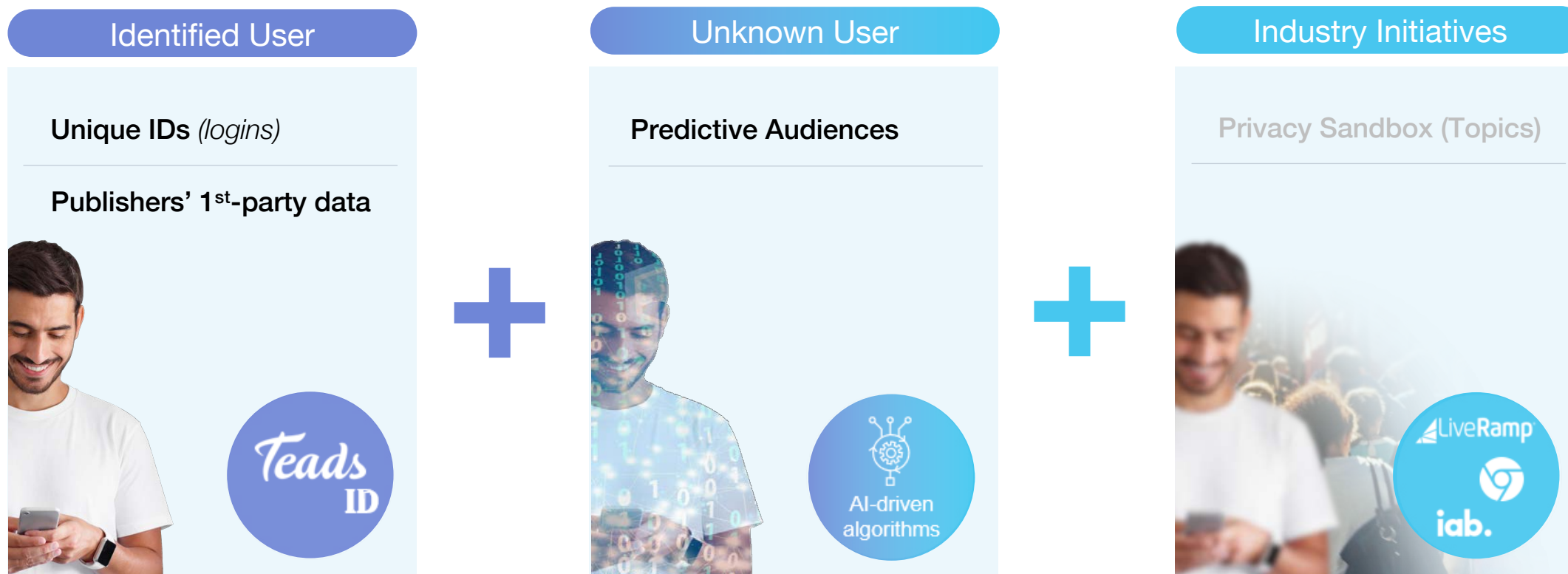


Teads cookieless suite



The combination of different approaches

Future-proofing standard audience targeting



1 to 1 relation with premium publishers at scale

CNN

VICE

BBC

Bloomberg

Forbes

The Washington Post

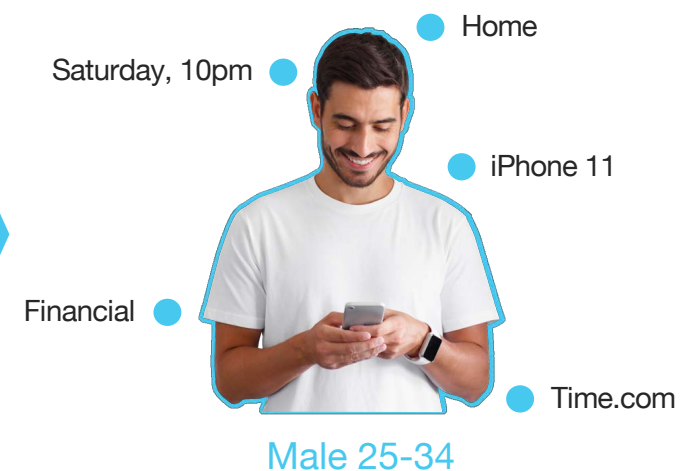
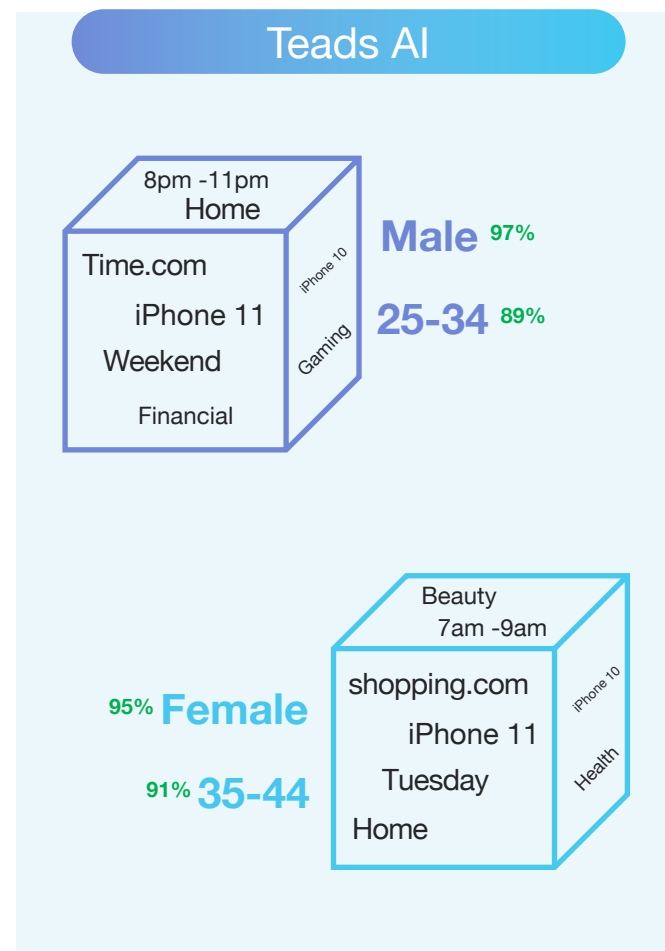
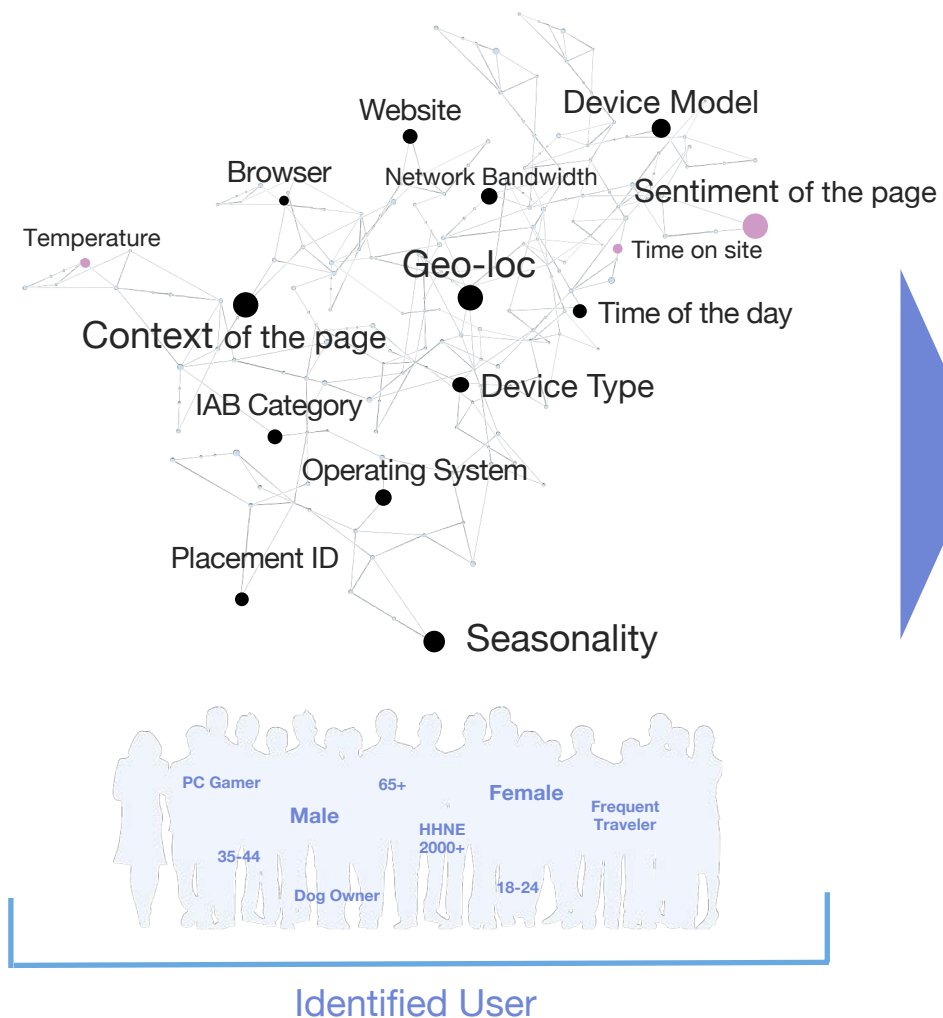
BUSINESS
INSIDER

theguardian

REUTERS

Teads

Teads predictive audiences



Teads Cookieless Audiences

A catalogue of 100+ audiences

The screenshot displays the Teads Ad Manager interface. The main panel shows a list of audiences with columns for ID, Budget, Creative, Format, Reach, and Ad spend. A modal window titled 'Teads Audiences' is open, showing filters for Gender (All, Female, Male) and Age (All, Custom, 18-49). Below the filters, a list of audiences is shown, including 'Automotive' (Interest), 'Automotive - Automotive Interest', 'Automotive - Motorcycle', 'Beauty', and 'Luxury'. The 'Automotive - Automotive Interest' audience is selected, showing a checkmark.

Innovative

Combining Teads predictive audiences with the latest industry initiatives.

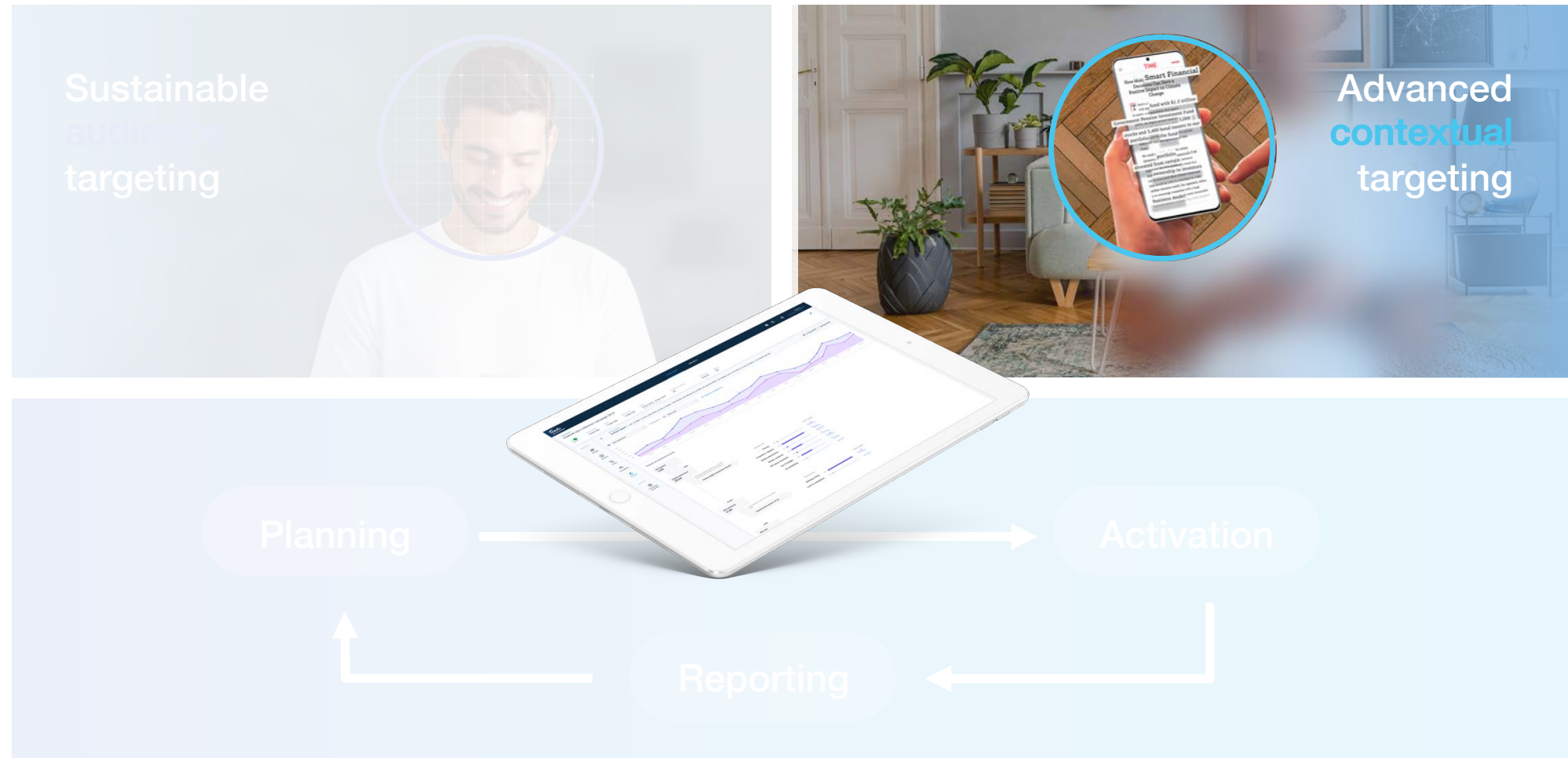
Relevant

Demographic & interests audiences covering most of the targeting needs.

Simple & effective

Usable in two clicks and providing the expected scale and accuracy.

Teads cookieless suite



It all starts with premium editorial content

TIME SUBSCRIBE

How Making Smart Financial Decisions Can Have a Positive Impact on Climate Change

There's a lot of responsibility that comes with managing a fund with \$1.5 trillion in assets—a responsibility that Japan's Government Pension Investment Fund (GPIF), the largest pension fund in the world, faces every day. We have more than 5,000 stocks and 3,400 bond issuers in our portfolio, and the fund is designed to operate with a 100-year, multigenerational time frame.

We could certainly reduce the carbon footprint of our portfolio dramatically if we divested from certain carbon-intensive industries, but this would only result in a transfer of ownership to investors who are not as concerned about climate issues and thus would do little to contribute to a less carbon-intensive world. Our approach, rather, is to encourage companies with a large carbon footprint to adopt a more sustainable business model. I believe long-term investors have a duty to support corporate leadership that is embarking on a low-carbon transition.

The Washington Post
Democracy Dies in Darkness

MANCHESTER, N.H. — Democrats have edged toward the brink of one another in recent days after jarring setbacks that could jeopardize the party's chances against President Trump. President Trump continues to solidify his iron grip over the Republican election strategy.

The infighting focuses largely on the caucus process in Iowa, with national Democratic leaders arguing that the caucus deserves blame, as well as an ongoing bitter dispute over the rules governing the process. The debate gets into future nationally televised debates — a process that could be delayed later this month.

In a particularly stark sign, Sen. Bernie Sanders (I-Vt.) has been bashing the Democratic National Convention.

Prior to Saturday's vote, both parties expressed concern over Taoiseach Leo Varadkar, leader of the Irish government, and Michael Martin, leader of the opposition, who ruled out the possibility of going into government with Sinn Féin.

Both parties expressed concern over Sinn Féin's past ties to the IRA and its policies, which they called anti-European.

Kevin Doyle
@KevDoyle_Indo

Fianna Fáil leader Micheál Martin is no longer saying that there are no circumstances under which he would enter government with Sinn Féin. He hasn't opened the door, but he has unlocked it in case Mary Lou comes knocking. #GE2020

5:47 PM · Feb 9, 2020

99 people are talking about this

BBC Home News

NEWS

Entertainment & Arts

Oscars 2020: 13 in a stir

By Steven McIntosh
Entertainment reporter

7 hours ago

The Oscars



Little Women star Florence Pugh walks the red carpet at the Oscars.

Forbes

I've found multiple cases where federal agencies have been quietly rummaging through database of American citizens' medical histories.

They're doing so via little-known healthcare companies. According to court files I reviewed, the government has found at least one new potential reservoir of medical information: a 10-year-old successful Sunnyvale, California, startup called DrChrono.

It's worth close to \$50 million, according to Pitchbook, and just last month raised \$20 million. DrChrono's aims to make electronic health records easier for doctors and their practices to manage by placing everything from patient histories to medical information in one place in the cloud. It claims its software manages data on around 17.8 million patients and processed more than \$11 billion in medical bills to date.

Sounds useful for the doctors, but it's also a little creepy when they're investigating a crime in which they want to access medical records. The search warrants I discovered show that when cops are knocking with a valid legal request, DrChrono

The Economist

Menu

WELLS FARGO

Pinterest Facebook

added that she flew with the flight attendant well, adding she had "Great vibes in our small plane, you're home a happy one."

been touched by the responses, [Lonely Planet](#).

to the flight attendant Cecilia who's she will be keeping the singing up!" she said.

where the talent at Air New Zealand. On Jan. 27, the airline posted a video (aptly titled "Another rising star") of a musical flight attendant.

over the intercom, he promised something "a little bit special" during his singing into an impressive rendition of "A Little Bit Special" in both English and Japanese. The flight attendant can be seen recording the performance.

Menu

WELLS FARGO

WELLS FARGO

WELLS FARGO

WELLS FARGO

WELLS FARGO

WELLS FARGO

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WELLS FARGO

WELLS FARGO

WELLS FARGO

Sports Illustrated

SELL TO MINNY



T-WOLVES GET

D'ANGELO RUSSELL

JACOB EVANS

OMARI SPELLMAN

SEE NOW

Warriors Gamble

Andrew Wiggins?

Warriors make the right move in

elo Russell for Andrew

Open Floor podcast

MICHAEL PINA · 1 HOUR AGO

WELLS FARGO

WELLS FARGO

WELLS FARGO

WELLS FARGO

WELLS FARGO

In Irish election as count

al outsiders Sinn Féin's general election over

counted but this left-party has pulled off a major victory after a century of dominance by the two main parties (Fine Gael and Labour). The political landscape is forever changed.

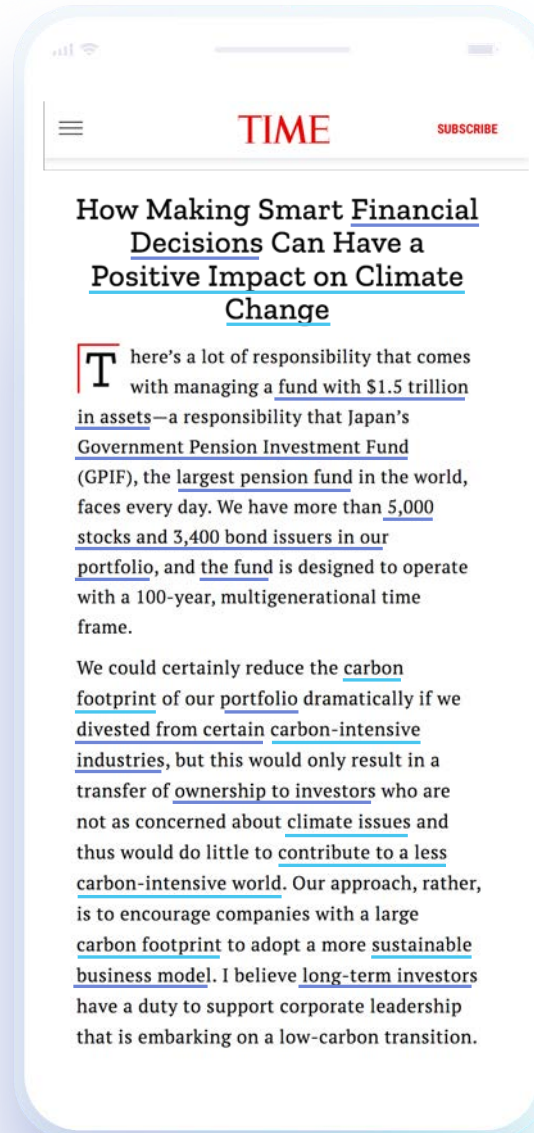
know. Sinn Féin will be in

first-preference votes in transferable-vote

Enriched with a deep understanding of each page

Investment	+++
Financial Industry	++

Climate change	+++
Environment	++



It's not about keywords
It's about the core topics.

Best-in class semantic analysis algorithms

Teads Contextual

The right placement at the right moment

Millions of new articles read by
1.9B+ users per month.

2X+
Average
brand uplift

Finance

Hybrid car ad

Environment

How Making Smart Financial Decisions Can Have a Positive Impact on Climate Change

There's a lot of responsibility that comes with managing a fund with \$1.5 trillion in assets—a responsibility that Japan's Government Pension Investment Fund (GPIF), the largest pension fund in the world, faces every day. We have more than 5,000 stocks and 3,400 bond issuers in our portfolio, and the fund is designed to operate with a 100-year, multigenerational time frame.

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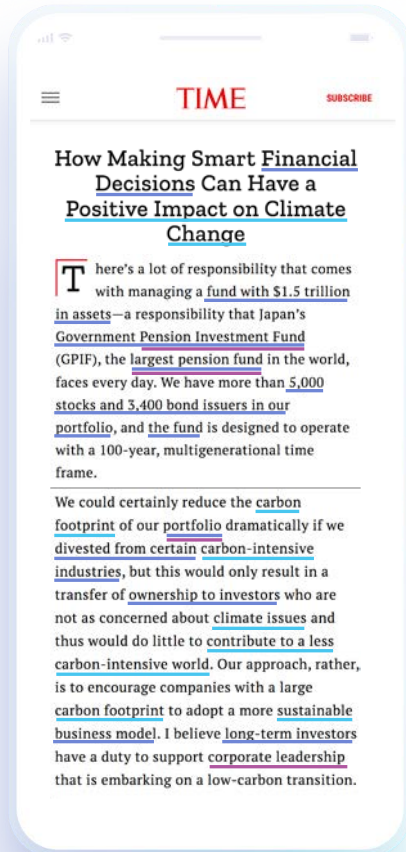
transfer of ownership to investors who are not as concerned about climate issues and thus would do little to contribute to a less carbon-intensive world. Our approach, rather, is to encourage companies with a large carbon footprint to adopt a more sustainable business model. I believe long-term investors have a duty to support corporate leadership that is embarking on a low-carbon transition.

Teads

Teads Contextual

The right placement at the right moment

Teads 500+ contextual segments



AUTOMOTIVE

Auto Body Styles: SUV, Coupe, Off-Road, Vehicles, Family cars, Commercial Vehicles, Van, Pickup Trucks, Commercial Trucks
Auto Type: Budget Cars, Vintage Cars, Hybrid Cars, Luxury Cars, Motorcycles, Electric Cars, Driverless Cars
Auto Equipment: Auto Component, Auto Technology
Other: Auto Maintenance, Auto Services, Auto Buyer

BEAUTY & FASHION

Beauty: Makeup & Accessories, Natural & Organic Care, Beauty & Luxury, Nail Care
Children's Clothing:
Personal Care: Shaving, Bath & Shower, Deodorant
Women's Fashion: Women's Accessories, Women's Handbags & Wallets, Women's Casual Wear, Women's Intimates & Sleepwear, Women's Men's Fashion: Men's Clothing, Men's Shoes & Footwear, Men's Jewelry & Watches

BUSINESS & FINANCE

Business Types: Startups, Small & Medium-Sized Businesses
Careers: Job Search, Remote Working
Finance: Services & Investments, Insurance, Pet Insurance, Loans, Services & Investment, Stocks & Bonds, Tax Credit Cards
Industries: Marketing, Information, Technology & Telecommunications, Healthcare & Pharmaceuticals, Biotech & Biomedical, Civil Engineering, Accounting, Mechanical & Industrial Engineering Industry, Automotive
Job Types: Management, Human Resource, Sales
Real Estate: Real Estate Buying & Selling

EVENTS

Sporting Events: Superbowl, Euro Championship, Games, Olympic games, Summer Olympic games, Seasonality: International Women's Day, Valentine's Day, Father's Day, Easter, Halloween, Mother's Day, Friday & Cyber Monday, Chinese New Year, Ramadan
Personal Life Event: Funeral, Birth, Anniversary, Graduation
Other Events: Political Events, Oscars, Concerts & Festivals

FOOD AND DRINK

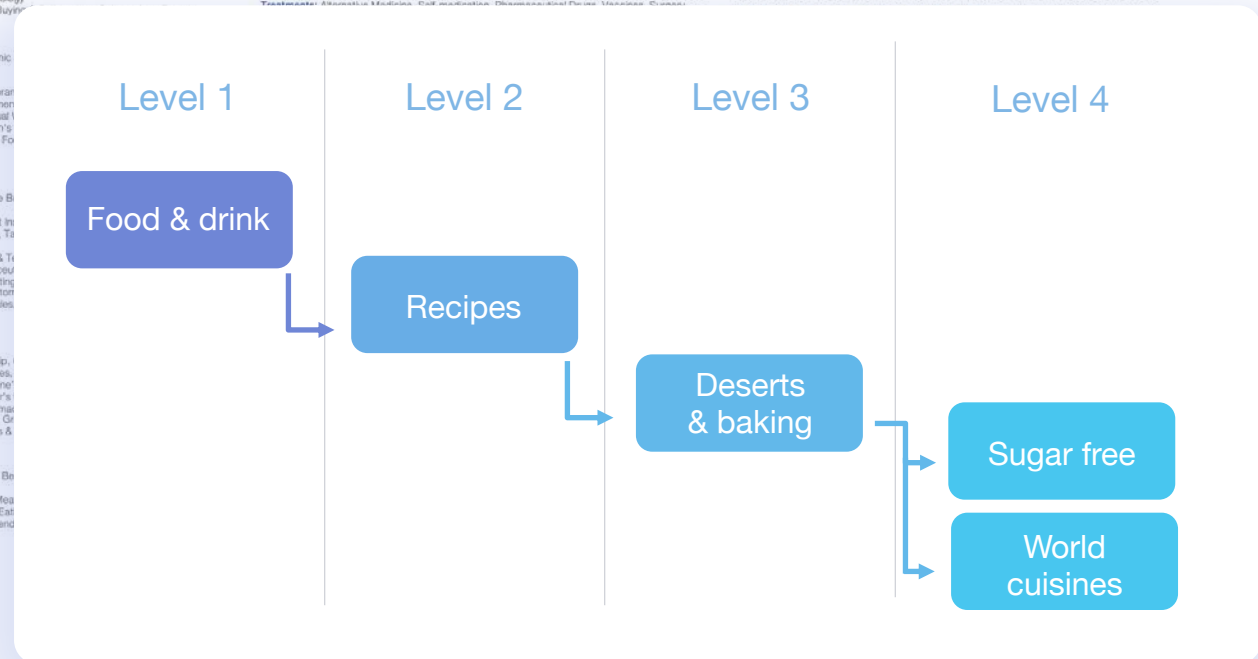
Beverages: Alcoholic Beverages, Non-Alcoholic Beverages
Equipment: Kitchen Appliance
Recipe: World Cuisines, Vegetables, Seafood, Meat & Poultry, Vegan Diets, healthy Cooking & Eat Vegetables, Seafood, Vegetarian Diets, Food Trends

HEALTH & WELLNESS

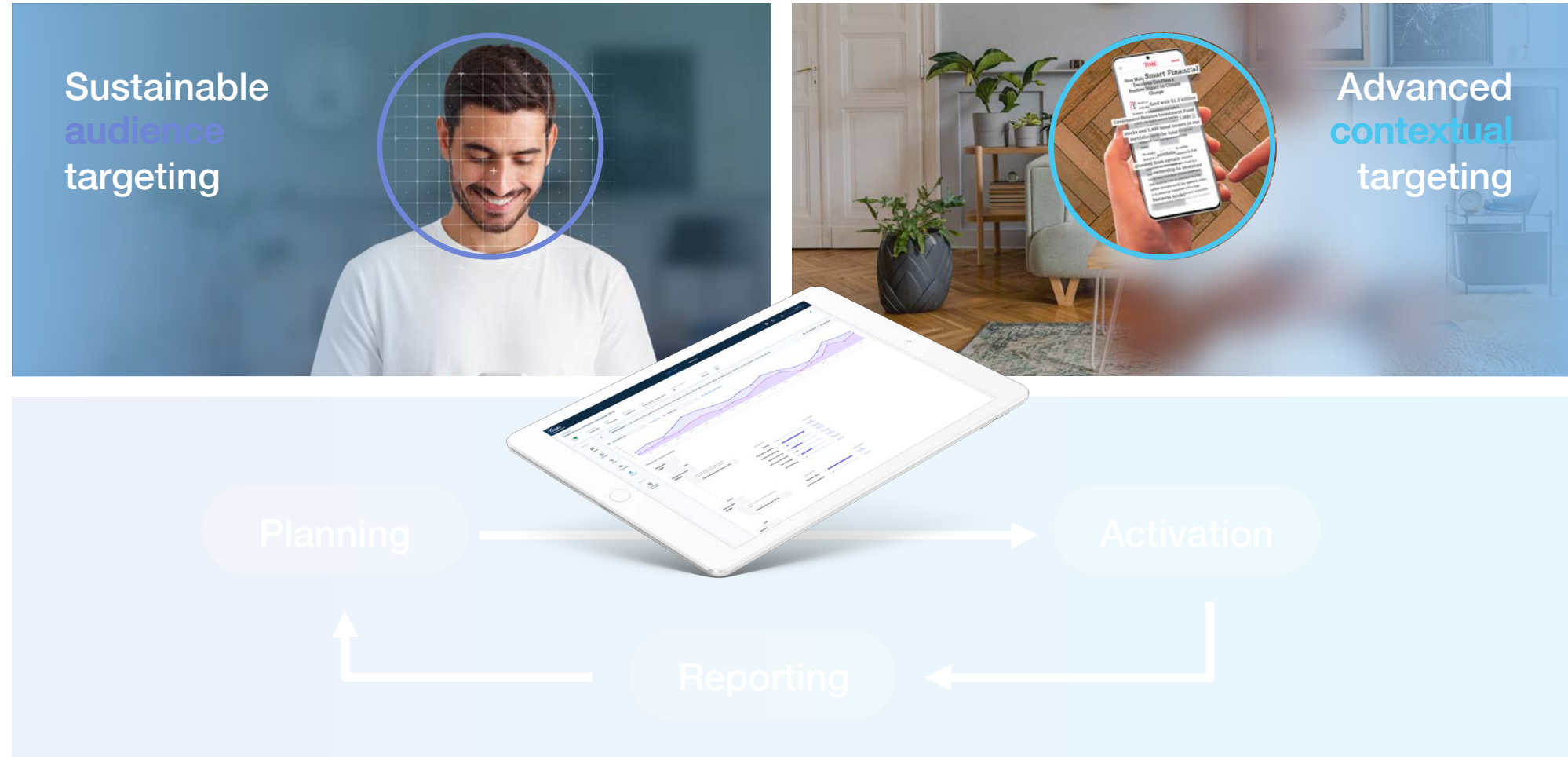
Diseases & Conditions: Allergies, Ear, Nose & Throat Conditions, Cold & Flu, Injuries, Sexual Health, Dental Health, Skin & Dermatology, Eye & Vision Conditions, Digestive Disorders, COVID-19, Cancer, Bone & Joint Conditions, Injuries, Heart And Cardiovascular, Diseases
Gender: Children's Health, Men's Health, Senior Health, Women's Health
Healthcare Infrastructure: Hospitals & Clinics, At home personal care, At home service to persons
Testosterone: Anabolic Steroids, Corticosteroids, Prescription Drugs, Medical Devices

SPORT

Sports: Sports Equipment, Running & Jogging, American Football, Boxing, Cricket, Cycling, Equestrian Sports, Horse Racing, Golf, Ice Hockey, Martial Arts, Poker & Professional Gambling, Rugby, Sailing, Soccer, Swimming, Tennis, Water Polo, Baseball, Basketball, Australian Rules Football, Skiing, Scuba Diving, Fishing Sports, Walking & Hiking, Wrestling, Hunting & Shooting, Lacrosse, Extreme Sports, Surfing & Bodyboarding, Canoeing & Kayaking, Ice Skating, Polo



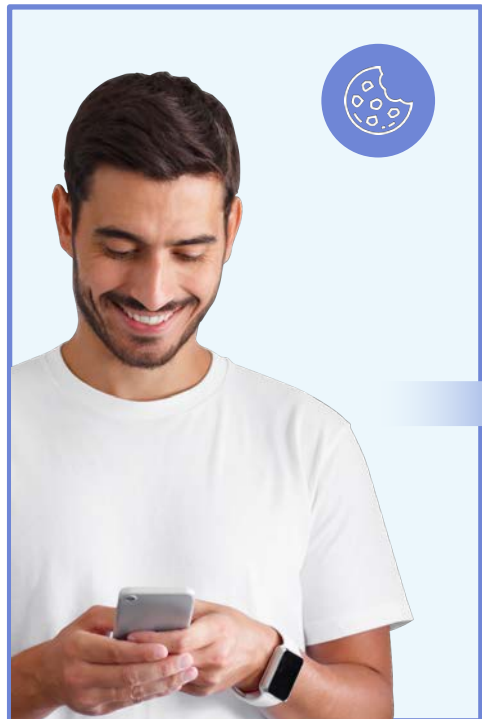
Teads cookieless suite



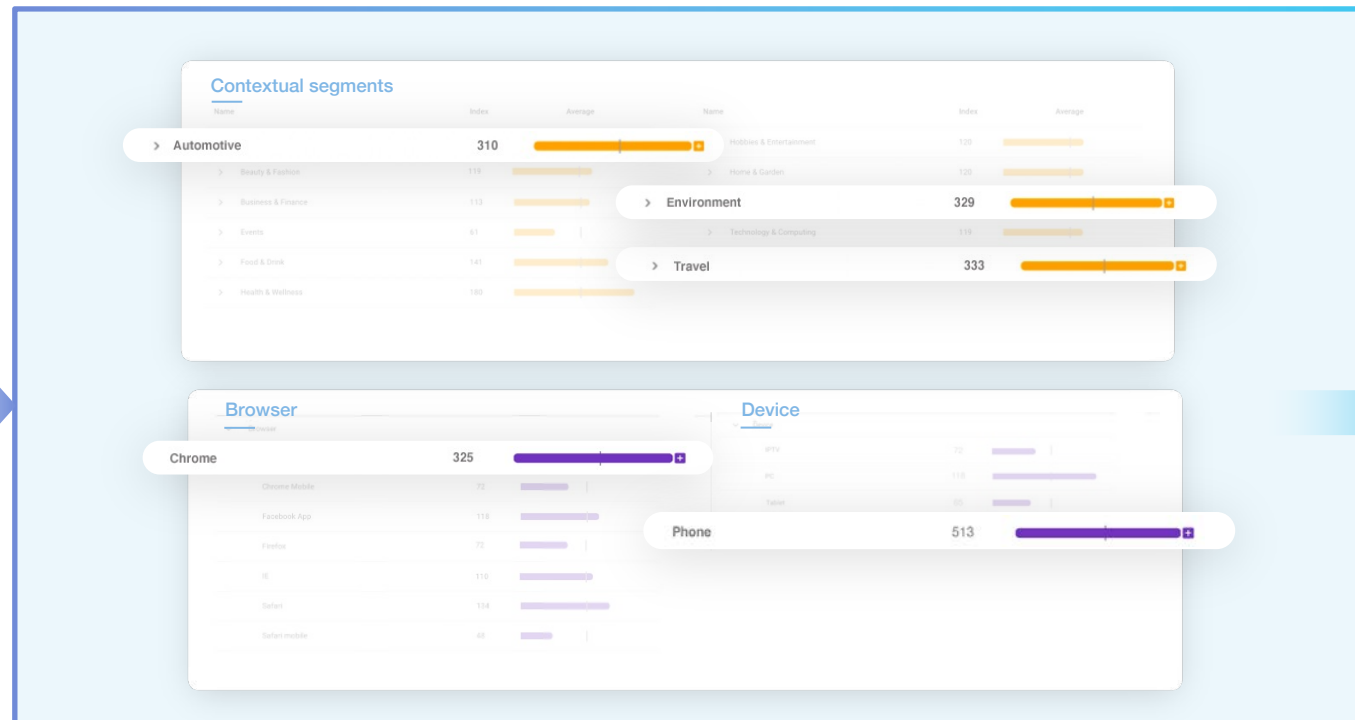
Teads cookieless translator

Leverage your custom & 1st-party audiences in cookieless

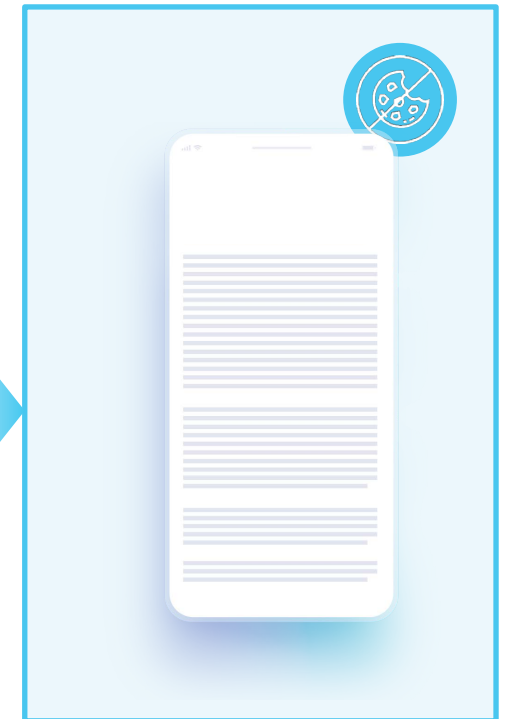
A certified audience



Mapped to Cookieless signals



For Cookieless activation



High value customers

- ✓ Chrome +
- ✓ Phone +
- ✓ Environment

Teads

Teads Cookieless Translator

3 steps to make any audiences available in cookieless

The screenshot shows the 'Translate audience' interface. At the top, the 'Audience source' is '3131072 - High Net Worth Individuals'. The 'Cookieless audience' section shows '25/25 Combinations selected'. Below this, there's an 'Accuracy level' slider and 'Cookieless dimensions' including Gender, Age, Device Type, Device Name, Browser, OS, Website, and Contextual. A table lists 8 combinations with their respective Index and Ad Opportunities. At the bottom, there are 'GENERATE' and 'DOWNLOAD' buttons.

Rank	Combinations	Index	Ad Opportunities
1.	Female 21+ Mobile Industries	624	79.1M
2.	Female Mobile Industries	622	81.7M
3.	Female 18+ Mobile Media & Publishing Industry	630	12.9M
4.	55-64 Mobile Industries	573	38.3M
5.	Desktop Safari Industries	604	9.9M
6.	Female 18+ Tablet Industries	643	4.89M
7.	Female Mobile Careers	574	16.3M
8.	Female Mobile Accounting & Finance	619	1.78M

Step 1: Select a cookie-based audience

Create or choose an existing custom or 1st party audience.

Step 2: Translate it to cookieless

Teads translator projects the profile of your audience into the most relevant combinations of cookieless signals.

Step 3: Use it for cookieless media activation

- Generate the related targeting rule for immediate activation.
- Or export the results to use it outside of Teads ecosystem.

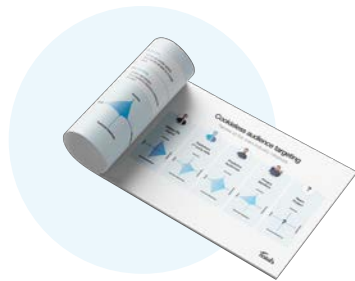
Extend your Audience

Find more people that are interested in your brand and translate to Cookieless



Teads Cookieless Activities

From education to pioneering cookieless media activation



Teads Cookieless Bootcamp

250+ educational sessions
with top clients & agencies.



Teads Cookieless Readiness Program

50+ successful cookieless
campaigns supported by A/B tests.

SAMSUNG

LVMH
MOÏT HENNESSY • LOUIS VUITTON



amazon

DANONE



P&G

Nestlé



Pernod Ricard



RICHEMONT



KERING

Teads

Example of cookieless test

Head-to-head comparison

Use-cases



Cookieless

1. Cookieless Audience targeting
2. Contextual targeting



Cookie-based

Cookie-based Audience targeting

VS.

Brand Uplift



Cookieless

VS.

Cookie-based



+17%

+8%

Brand Awareness lift

Media KPIs



Cookieless

VS.

Cookie-based



79%

VTR

76,5%

73,4%

Viewability

71%

10,23 sec

MOAT avg.
In-View Time

9,08 sec

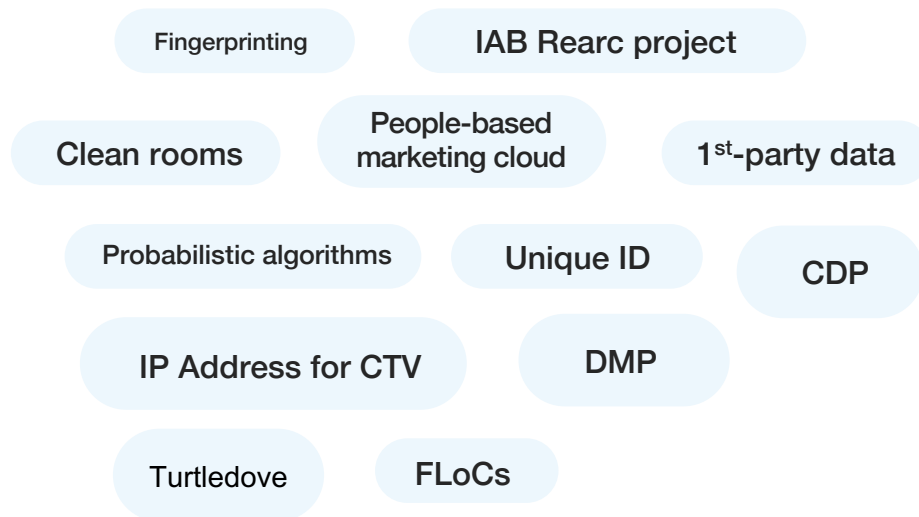
\$12.55

eCPM

\$14.53

Onboard with the next generation platform

The industry talks about it...



We make it actionable

Teads
AD MANAGER



Teads

Thank you.