



The Personified Advertising Company

Traditionelles Targeting ist tot, lang lebe Personified Targeting

Personas targeten und keine Nutzer, oder:
Wie "**Personification**" und "**ID- und cookielose Insights**"
eure Marketing KPIs am Leben halten.



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Managing Director,
Central Europe,
Ogury



Charlotte Diemer
Global Head of Insights
and Data partnership,
Ogury

D3CON
22.03.2023

d3con

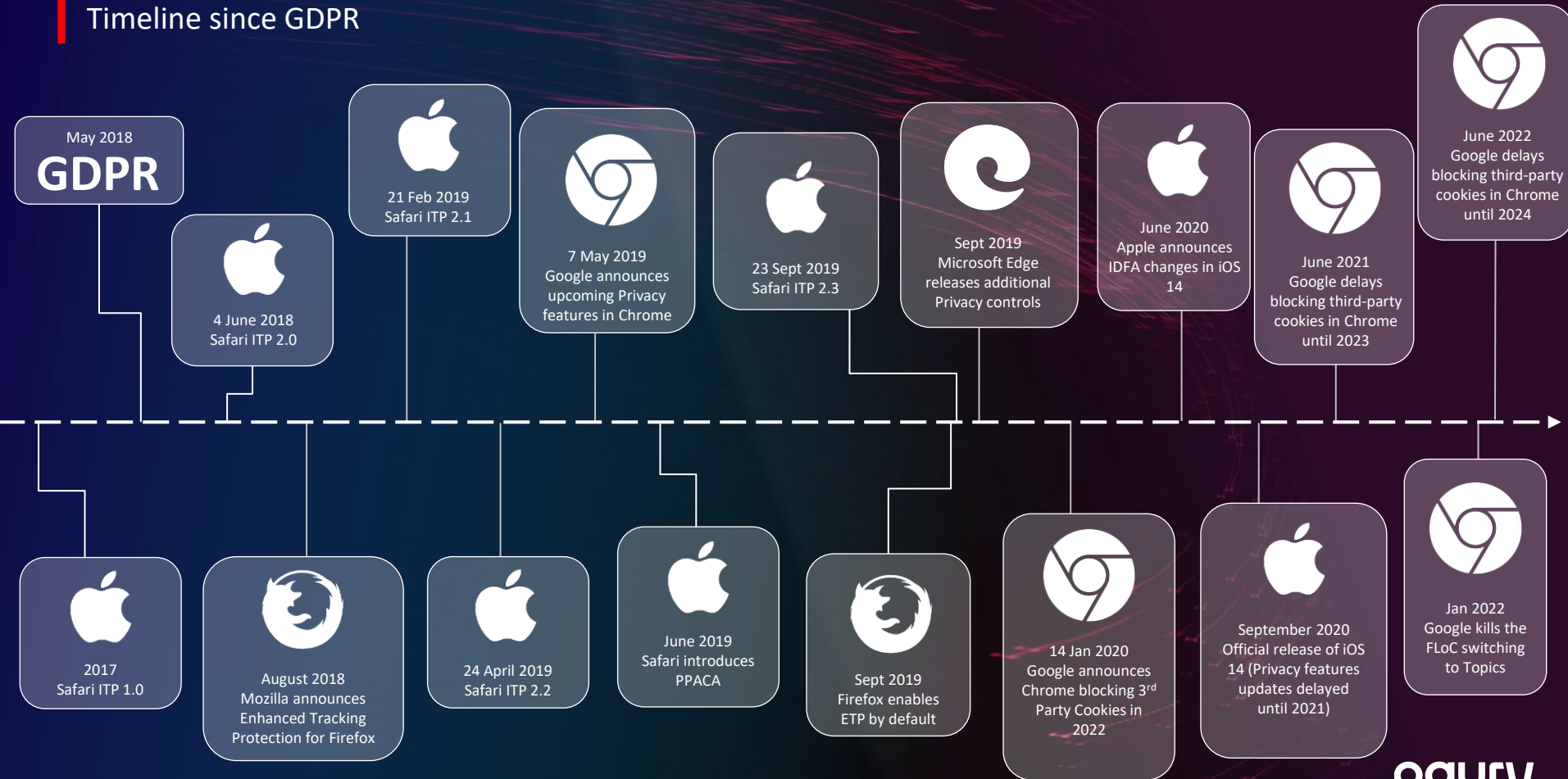
THE FUTURE OF
DIGITAL ADVERTISING

We're entering the era of privacy

- Regulations and institutions are more restrictive than ever (**GDPR, CCPA...**)
- Consumers are **reluctant to share their data**
- Mobile IDs and 3rd party cookies will be gone **by 2024**



Timeline since GDPR



Local Data Protection and Privacy Authorities are implementing further restrictions at local level



Jan 2022
Austrian
constraints for
data storage
outside the EU



10th Jan 2022
Italian new rules
to collect
consent



Feb 2022
Belgian APD
decision on the
IAB Europe's TCF

📅 10 February 2022
📄 blog
📍 austria



The Austrian Google Analytics decision: The race is on

🕒 Feb 7, 2022 📄 Save This

Landmark decision in Austria: use of Google Analytics found to breach GDPR

France joins Austria in finding Google Analytics illegal

By Mathieu Pollet | EURACTIV France | translated by Daniel Eck 🕒 10 feb 2022 (updated: 🕒 15 feb 2022)

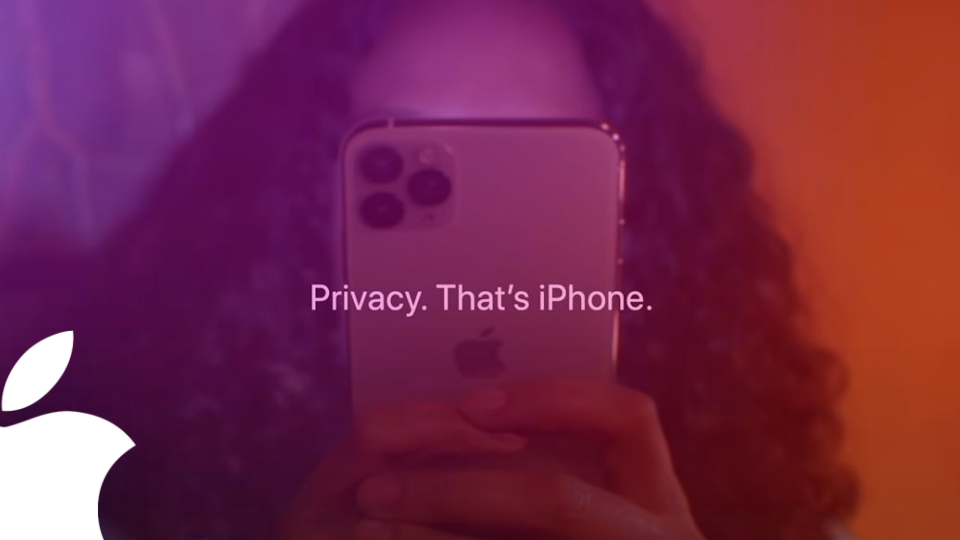
Italian DPA announces new guidelines and tighter deadlines

How can you make sure to navigate data privacy correctly? This article provides you with the relevant information regarding GDPR in Italy.

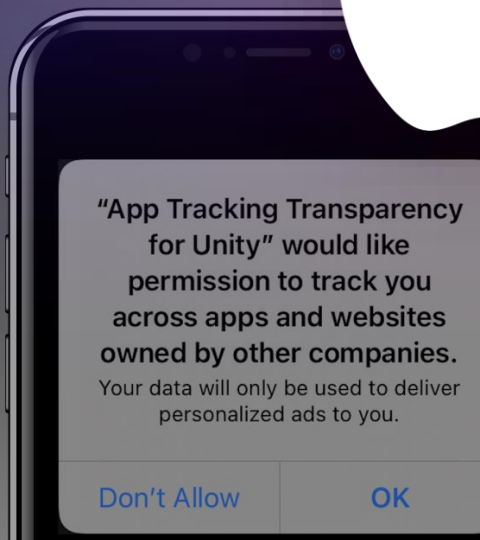
IAB Responds to Belgian DPA Ruling

Italy's New Guidance on Cookies and Similar Tracking Technologies

Belgian DPA ("APD") Decision on IAB Europe and the TCF: IAB Europe Submits Action Plan, A Key Milestone in the Process

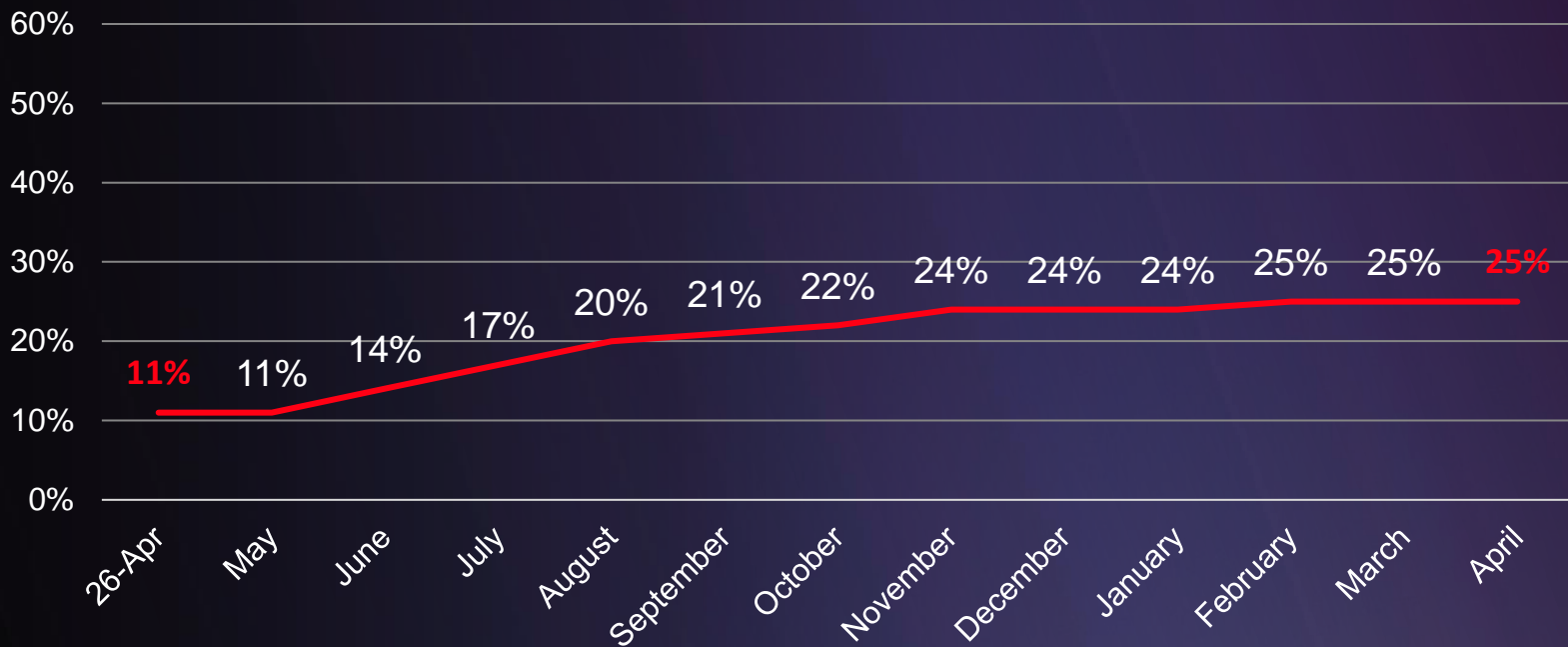


iOS 14 IDFA



Worldwide Monthly Opt-In Rate After iOS 14.5 Launch Across All Apps

% of Mobile Active App Users Who Allow App Tracking Among Users Who Have Chosen to Either Allow or Deny Tracking



Source: Flurry Analytics, Data Through 4/4/2020, n=5.3M daily mobile active app users using iOS versions with ATT framework (iOS 14 and above)

Note: Opt-in rate = app users who allow tracking divided by (app users who allow tracking + app users who deny tracking)





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Personalised advertising is doomed

Gartner Predicts 80% of Marketers
Will Abandon Personalization Efforts by 2025

Industry is placing privacy at the heart

No advertising = no free internet
The industry is switching from the old 'Far West' model to a user-privacy-centric model

The adtech industry can be divided into 3 buckets

1

Walled-gardens and first-party data owner
(e.g. retailers)

2

Traditional adtech players relying on 3rd party ID and/or cookies

3

ID-less and Cookie-less adtech innovators

The question is not "if" – but when: Cookies and IDs are progressively fading away



IDFA



End of third-party cookies



Privacy Sandbox



GDPR



CCPA

Winners of tomorrow will be in buckets 1 and 3

What does the end of 3P tracking mean for advertisers?

WHAT WON'T BE AVAILABLE ANYMORE

TARGETING



DMP-DSP data matching
Retargeting

DELIVERY



Capping
OTS optimization

MEASUREMENT



Conversions
Post view impression attribution
Multi touch attribution



The 1st challenge:

How will brands qualify
and reach their audiences
at scale?

Transitioning from User Centric to Audience Placement Centric

OGURY TECHNOLOGY

2015 to 2021



>2BN DEVICES

Consented users
Cookie / ID Based

Cookieless
Proof

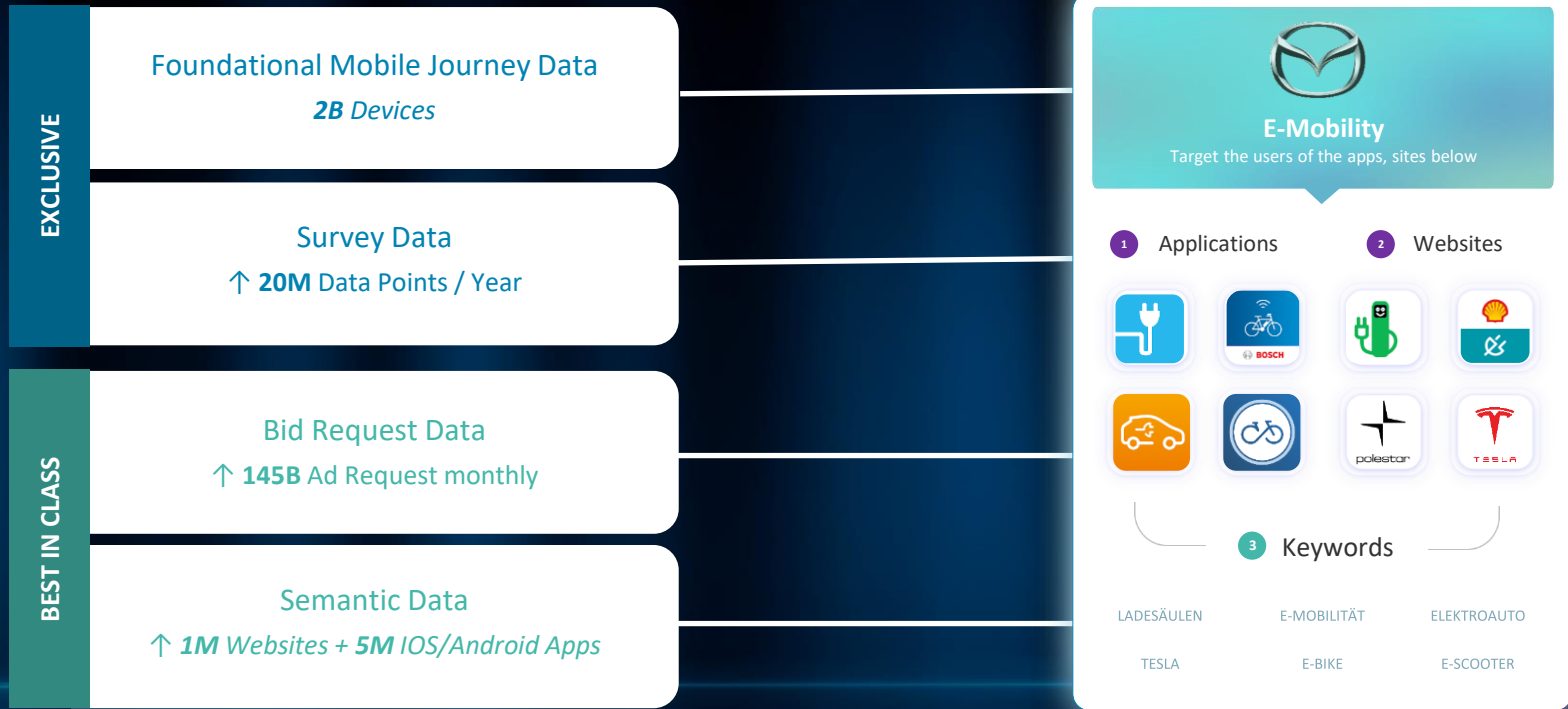
Since 2021



UNLIMITED SCALABILITY

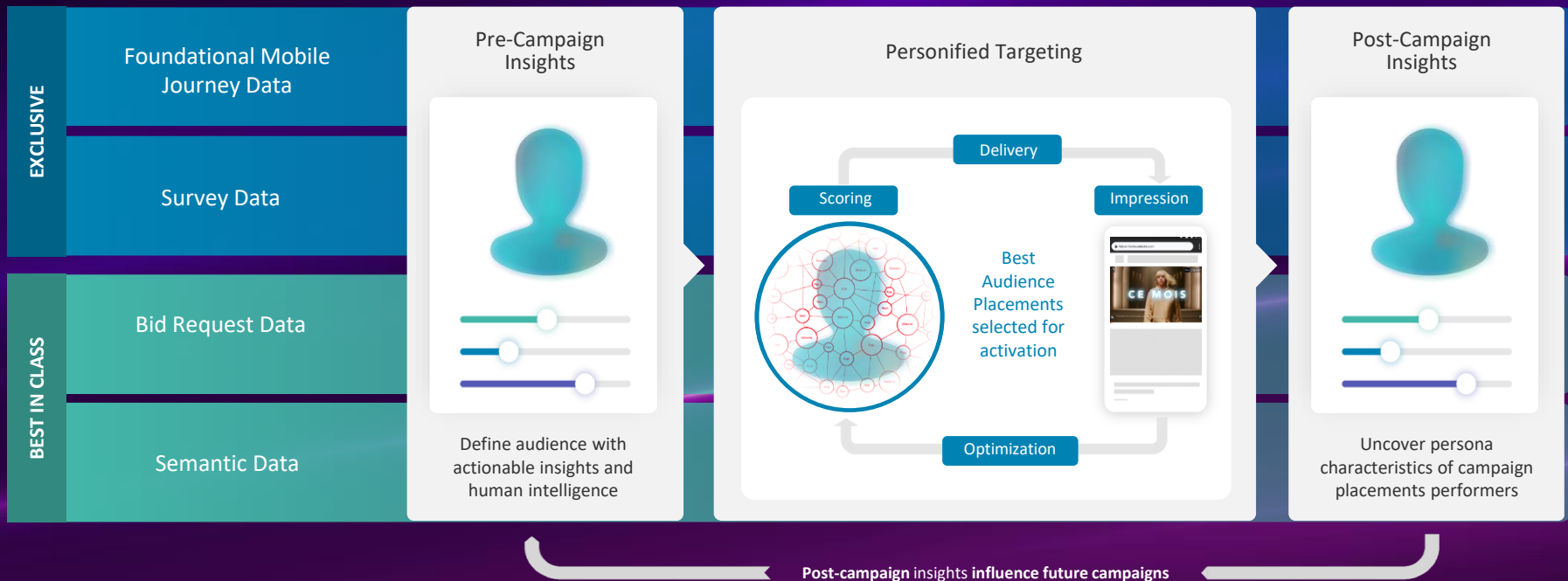
100% Cookie & ID-less proof
100% IOS/Android compliant

Four independent data layers working together for the right targeting of your campaign



Ogury Personified Advertising Engine

Discover audiences you could not access in an ID/cookieless world

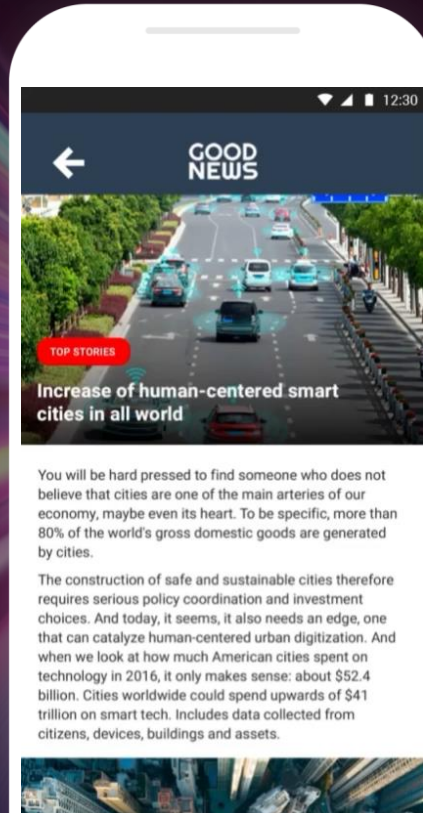




The 2nd challenge:

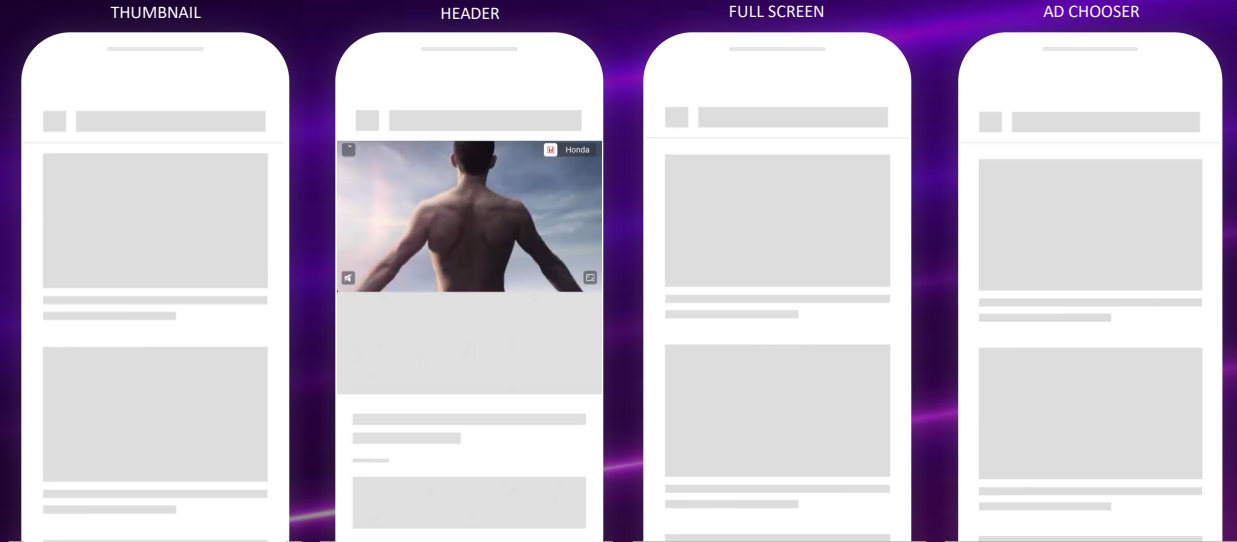
Will people
pay attention?

What brand is it?



Fully Visible Formats

That's why it's important that ads are fully visible



Available via:



or



Programmatic

Managed Service

Video + Display
Fully On-Screen

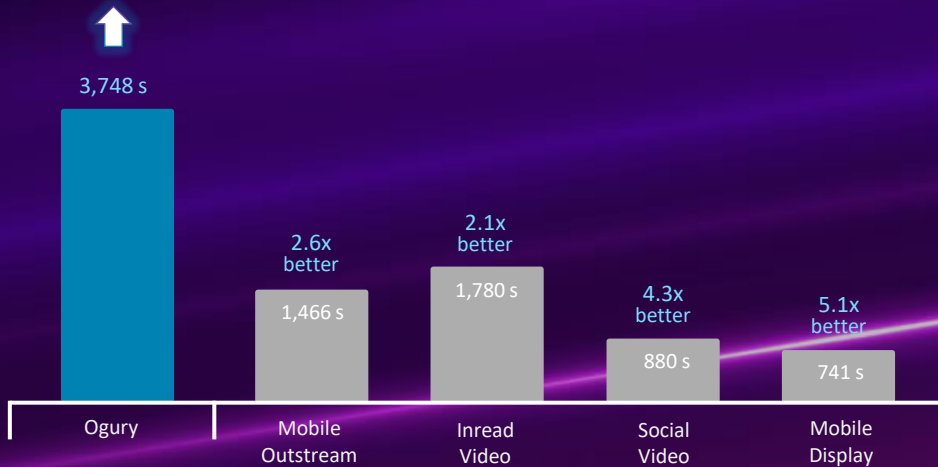
Video + Display
Fully On-Screen

Video + Display
Fully On-Screen

Video
Fully On-Screen

Fully-on-screen formats also drive superior attention performance

Attentive seconds per 1,000 impressions
 $\% \text{ Impressions Viewed (Eyes on Ad min. 100ms)} \times \text{Av view time} \times 1000$

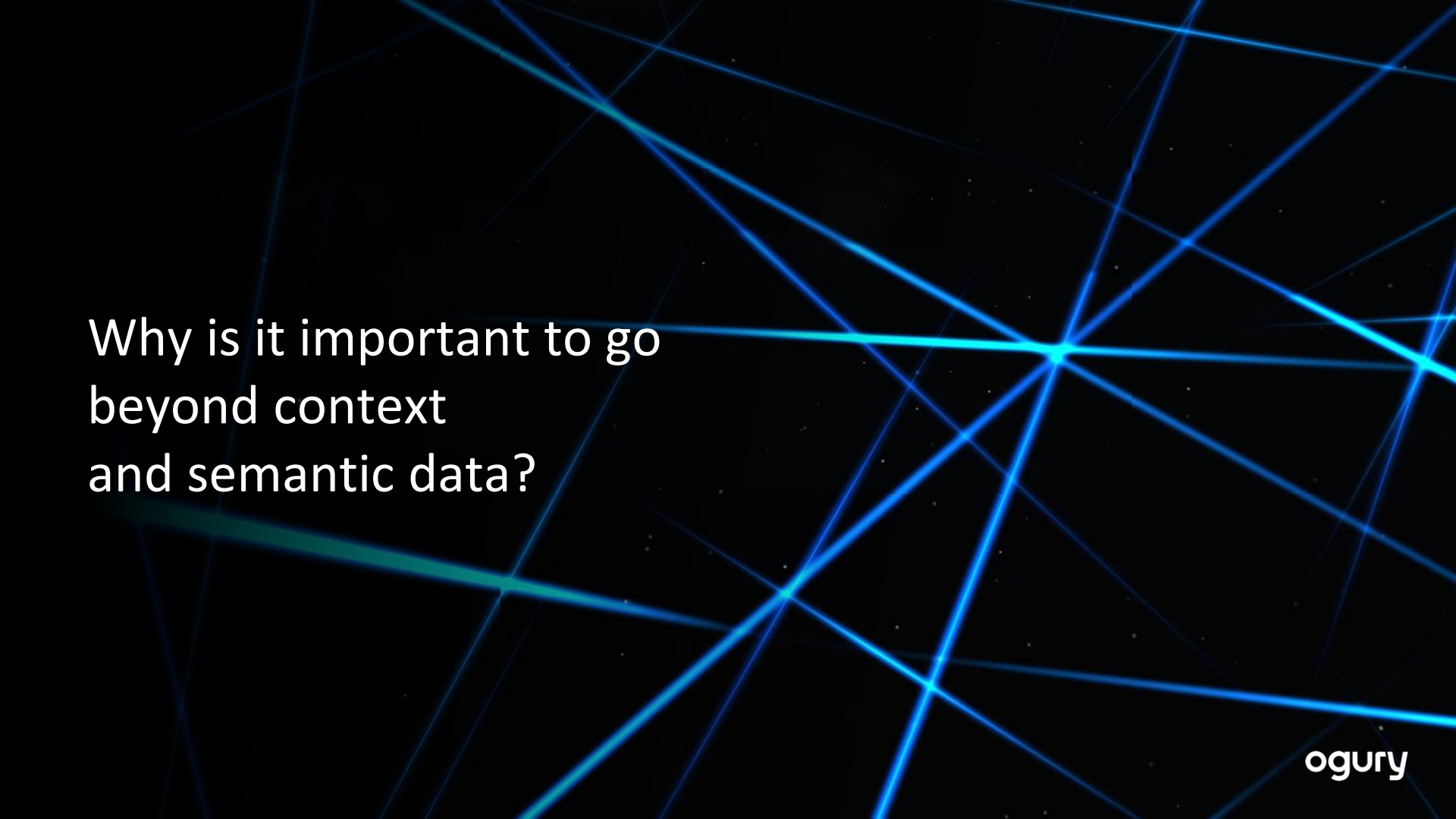


Ogury generates attention
at least 2x more
than all other mobile
channels

Sources: Ogury x Lumen, Jan 2022, US, UK
Teads x Lumen, Dec 2021, US, UK

LUMEN

ogury

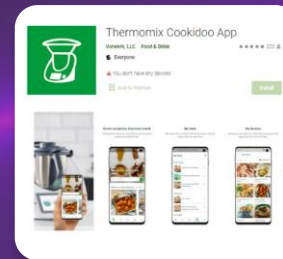
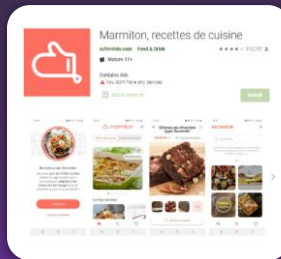


Why is it important to go
beyond context
and semantic data?

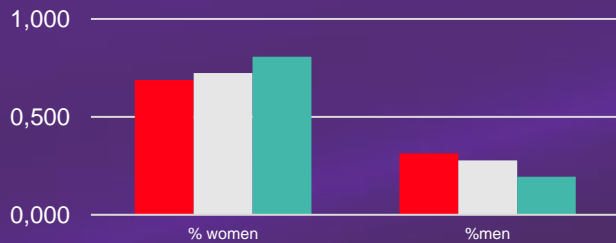
At first glance, some apps have a similar audience based on socio demographics and semantics

Let's take 3 cooking apps in France:

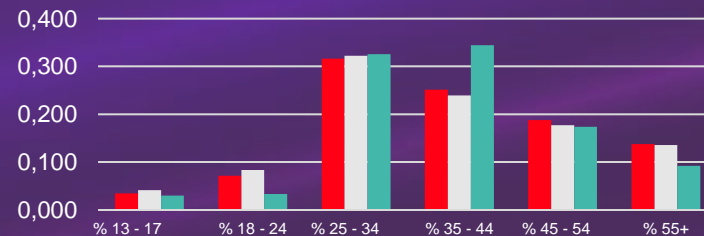
25-54 year old female audience



same gender distribution...

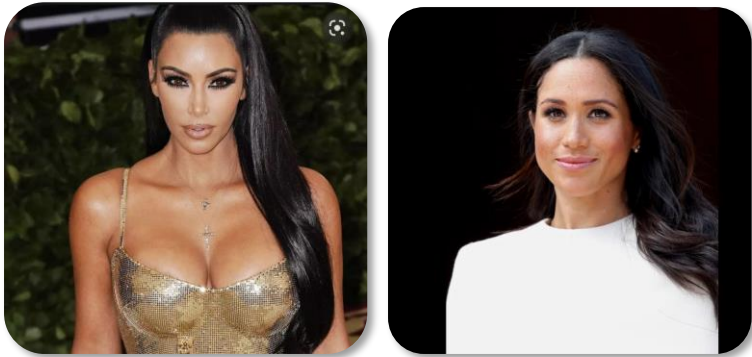


same age distribution...



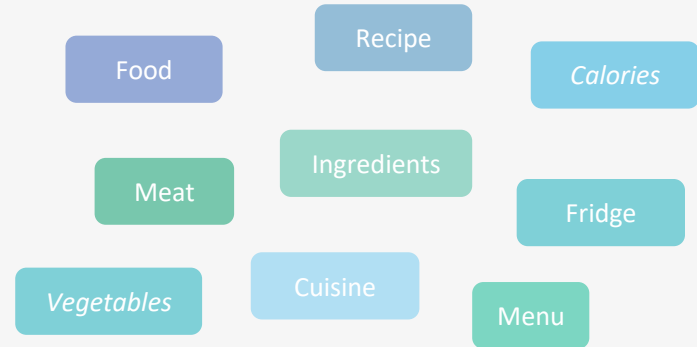
Marmiton 750G Thermomix

The 3 apps have very similar socio demographics...



... but you can have the same demographics as your neighbours and not the same interests

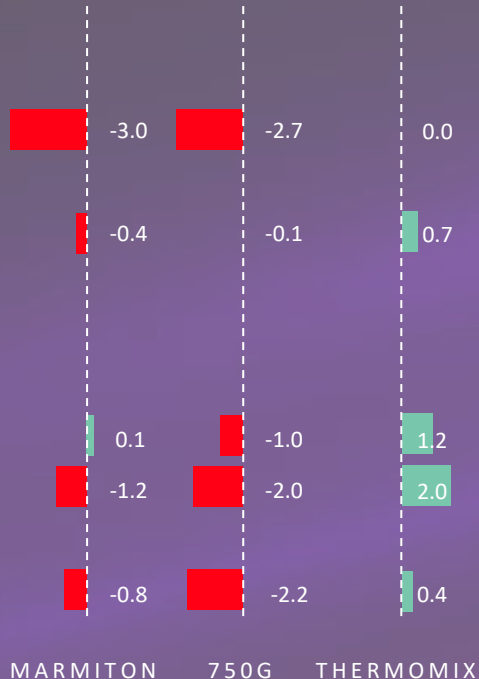
They also have similar keywords



... what differentiates these audiences is not fully known by webpage

But interests differ depending on the assets

Asking the audience directly provides a more accurate picture of the placement's audience



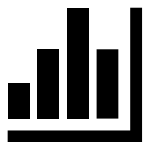
- *Are you strongly interested in electric or hybrid cars?*
- *"Paying with my smartphone's mobile wallet is quick and safe"*
- *Do you shop online more than 3 times per month?*
- *Do you exercise more than 3 times a week?*
- *Do you have a kid less than 7 years old?*

Ogury's unique surveys fuel target qualification

A framework designed to qualify audiences & inform campaign delivery

Exclusive

Core surveys



**Socio-demographics |
Lifestyles | Attitudes**

Qualify audiences
across assets for campaign
targeting

Always-on across markets

Campaign surveys

Mindsets



Purchase Drivers



Brand Perceptions



Ogury Brand Index



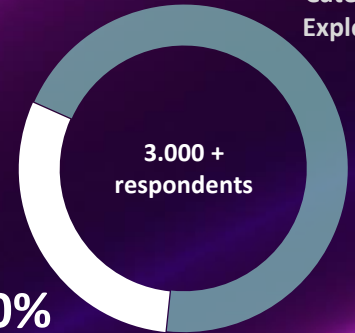
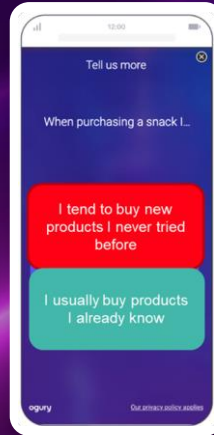
Make your ads extra relevant by uncovering insights into the consumer “type”



Mindsets

Understand if consumers are:

- Impulsive / reflected buyers |**
- Research / influenced by peers |**
- Purchase cycle length |**
- Trying new vs sticking to old**



30%
Habit-led

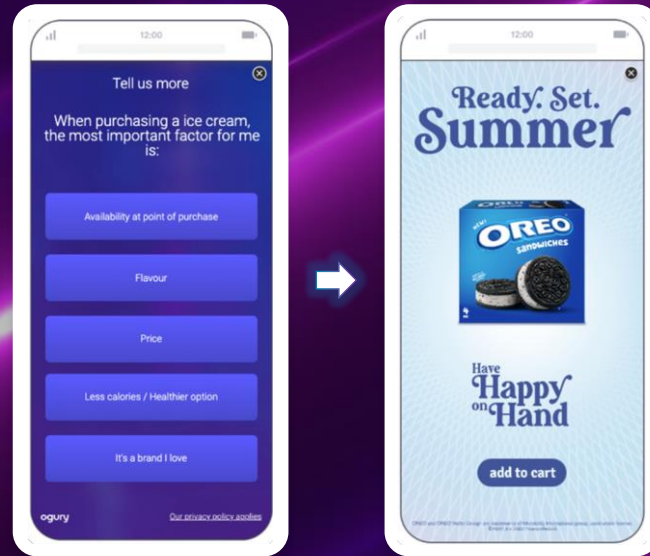
70%
Category Explorers

Understand which factors drive a purchase



Purchase Drivers

Price | Promotion | Design |
Physical availability | Store location
| Client service | Loyalty program,
etc...

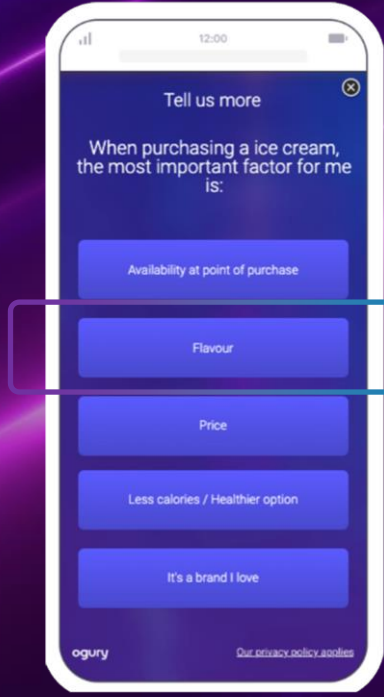


And use this information to tailor your creative for increased effectiveness!



Purchase Drivers

Highlight the flavour characteristics, and make the brand prominent



Purchase Driver preference

Engagement with the Ad

▶	8.1%	▶	1.3%
▶	47.5%	▶	1.5%
▶	10%	▶	12.5%
▶	15.5%	▶	6.4%
▶	19%	▶	18.2%

Measuring the effectiveness of a media campaign will be more complex in a cookieless and ID-less world – but not with a Personified approach.



Brand Perception

Branding | Familiarity |
Favourability | Relevance |
Uniqueness | Meets Needs
| Consideration

User is exposed
to the ad



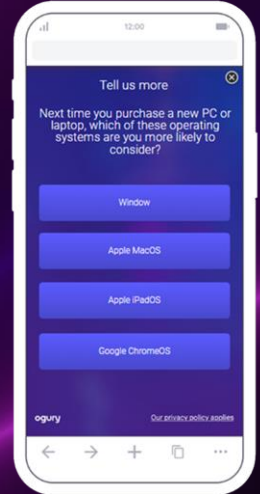
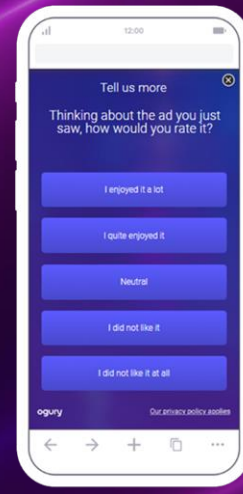
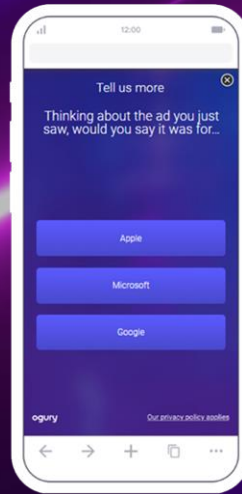
Question #1
Brand recognition



Question #2
Ad likeability



Question #3
Consideration

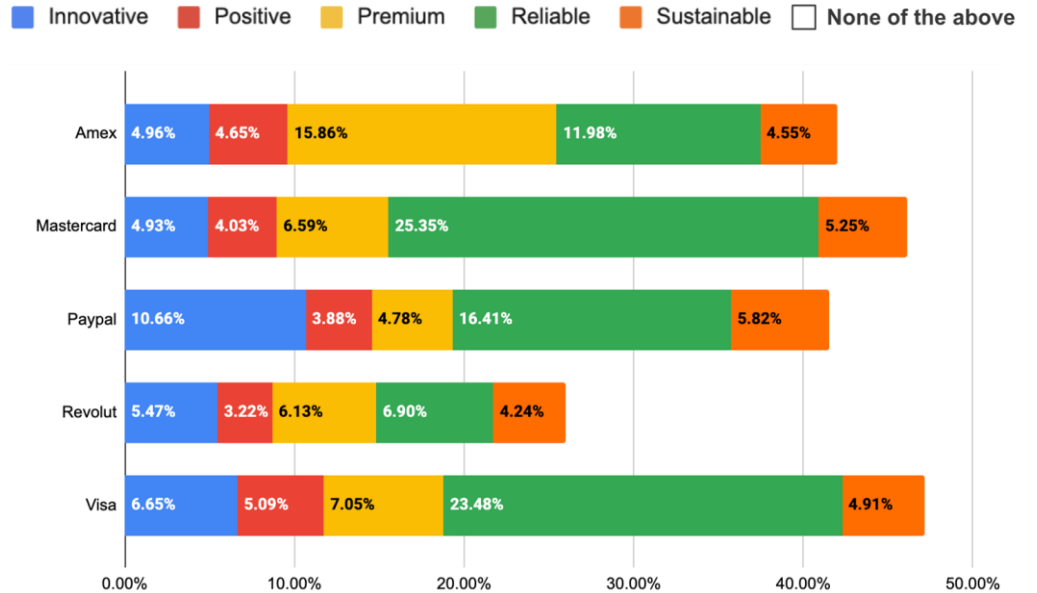


Mapping brand growth among mobile users



Ogury Brand Index

Monitor key brand equity parameters that are vital for business growth in the 21st century





ogury

The Personified Advertising Company

Case study:

Leveraging surveys for audience understanding & campaign impact

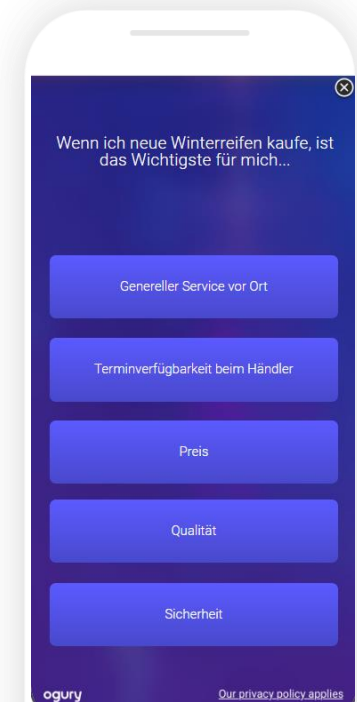
Purchase Drivers show what matters when people buy new winter tires



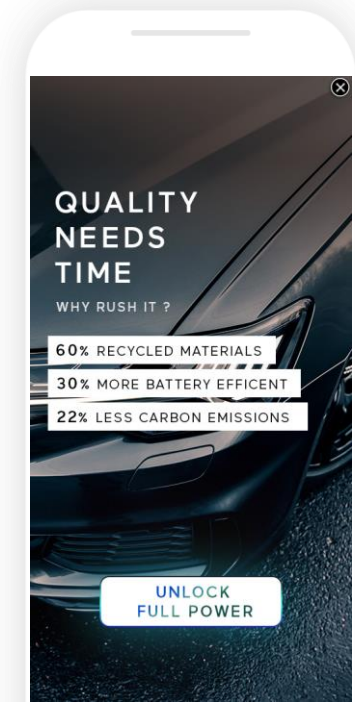
Automotive Brand
Germany, Autumn 2022
Target Audience: Drivers

Buying Type: CPC
Campaign KPI: CTR

Type of Survey: Purchase Driver
Survey Respondents: 2.967



Pre-Ad



Ad Delivery

While price & quality are relevant, click-throughs come from those who indicated service & appointment availability



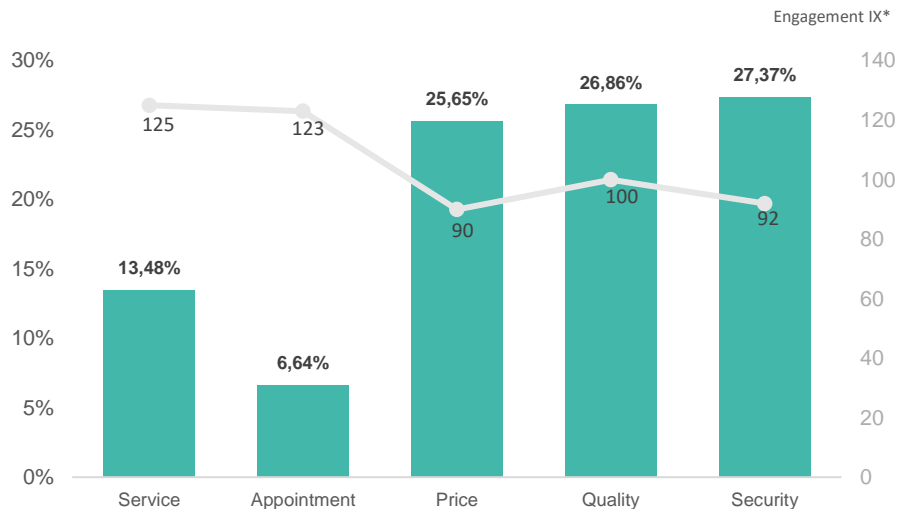
This is well matched with the campaign angle.

The special offer 3+1, combined with the CTA to secure an appointment, responded to the audience needs.

! Tip: check appointment availabilities!

« When purchasing new winter tires, the most important factor for me is.... »

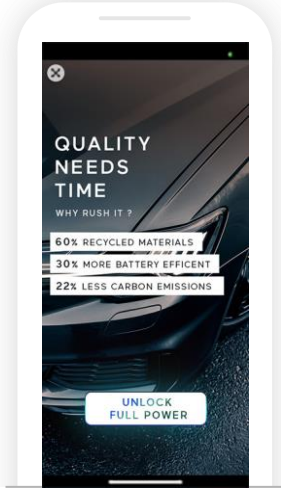
Responses per Purchase Driver / Engagement-IX



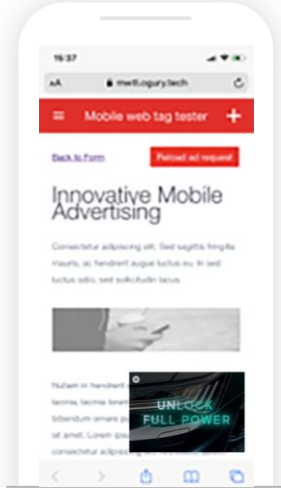
Purchase Driver: Responses in % per Purchase Driver on the Survey **before** seeing the Ad
***Engagement IX:** shows the Index on which Purchase Driver the **Clicks on the advertising** were higher/lower in comparison to the responses.

The insights-based approach led to a successful campaign

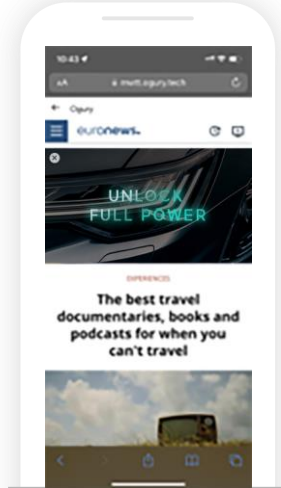
Multi-Format Display



Full Screen



Thumbnail



Header

3,7% CTR

94,87%
Viewability

0,09%
Invalid Traffic

8.229.179 Impressions

How to future-proof your targeting:



Invest in a **cookieless**
and **ID-less** audience
strategy



Drive superior **attention** in
premium environments
using fully on-screen
formats



Generate market-leading
performance by engaging
personas at scale



Uncover the full picture
of your audience by
going beyond
contextual and
semantic targeting

We Can't Wait to Partner With You!



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