

Teads

The Global Media Platform

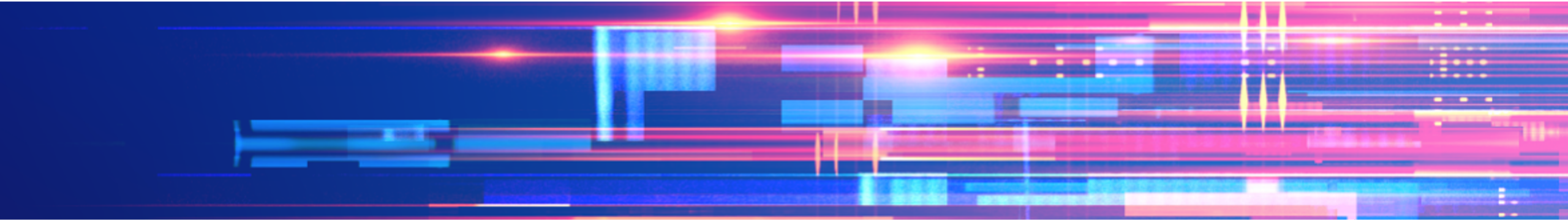
E se il mondo
Cookieless fosse
la soluzione
perfetta?





Elisabetta Corazza Head of Digital Marketing, Danone

Questo approccio come rivoluziona la percezione
del targeting?



Teads

The Global Media Platform

Agenda

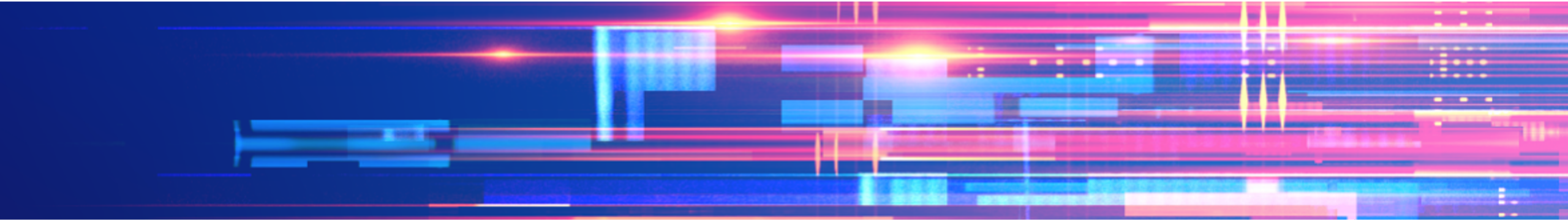
- L'impatto sull'Industry
- Le Soluzioni di Teads
- Strategie Cookieless





Simone Sommariva Responsabile Media Planning, Carrefour

Perché Safari e Firefox hanno ancora una percentuale di traffico accessibile attraverso cookie di terze parti?



Le evoluzioni

Utilizzo tecnico dei cookie

Nuovi browser
che rimuovono i cookie



Utilizzo legale dei cookie

Leggi che rispondono
all'interesse pubblico



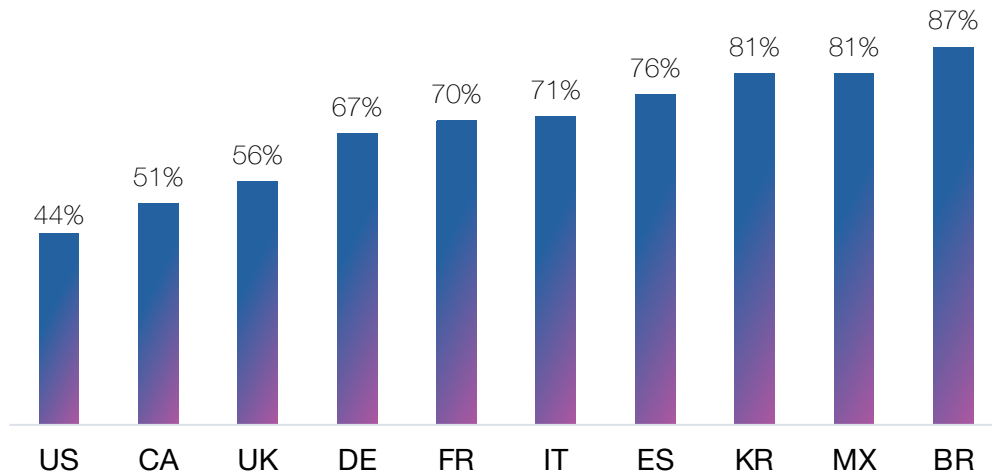
Dal 100% al 65% del traffico
web che supporta i cookie

**La maggior parte degli impatti
sono tenuti nascosti...**



Global Cookie

Supporto per paese



65%

di 1,5 miliardi di utenti globali di Teads
consente cookie di terze parti, con
discrepanze elevate tra i mercati

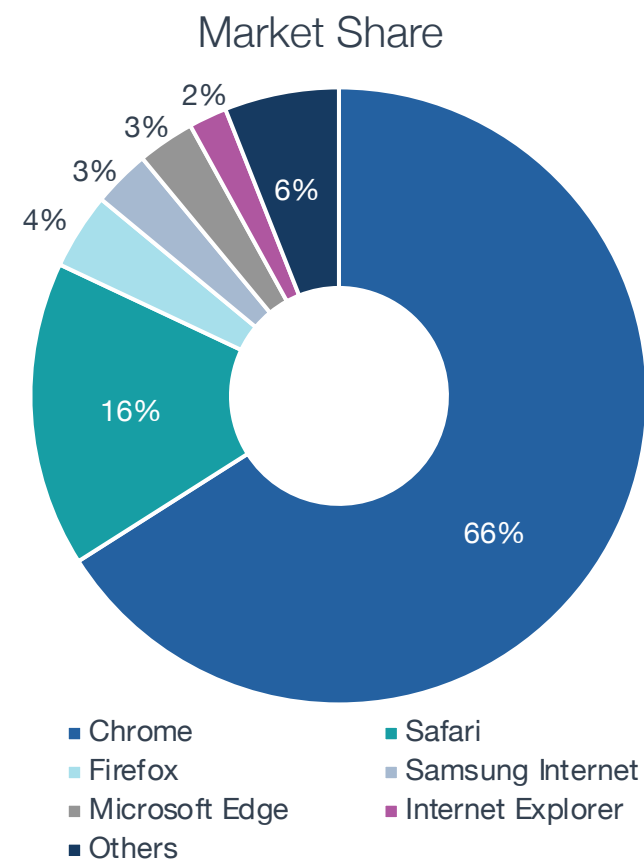
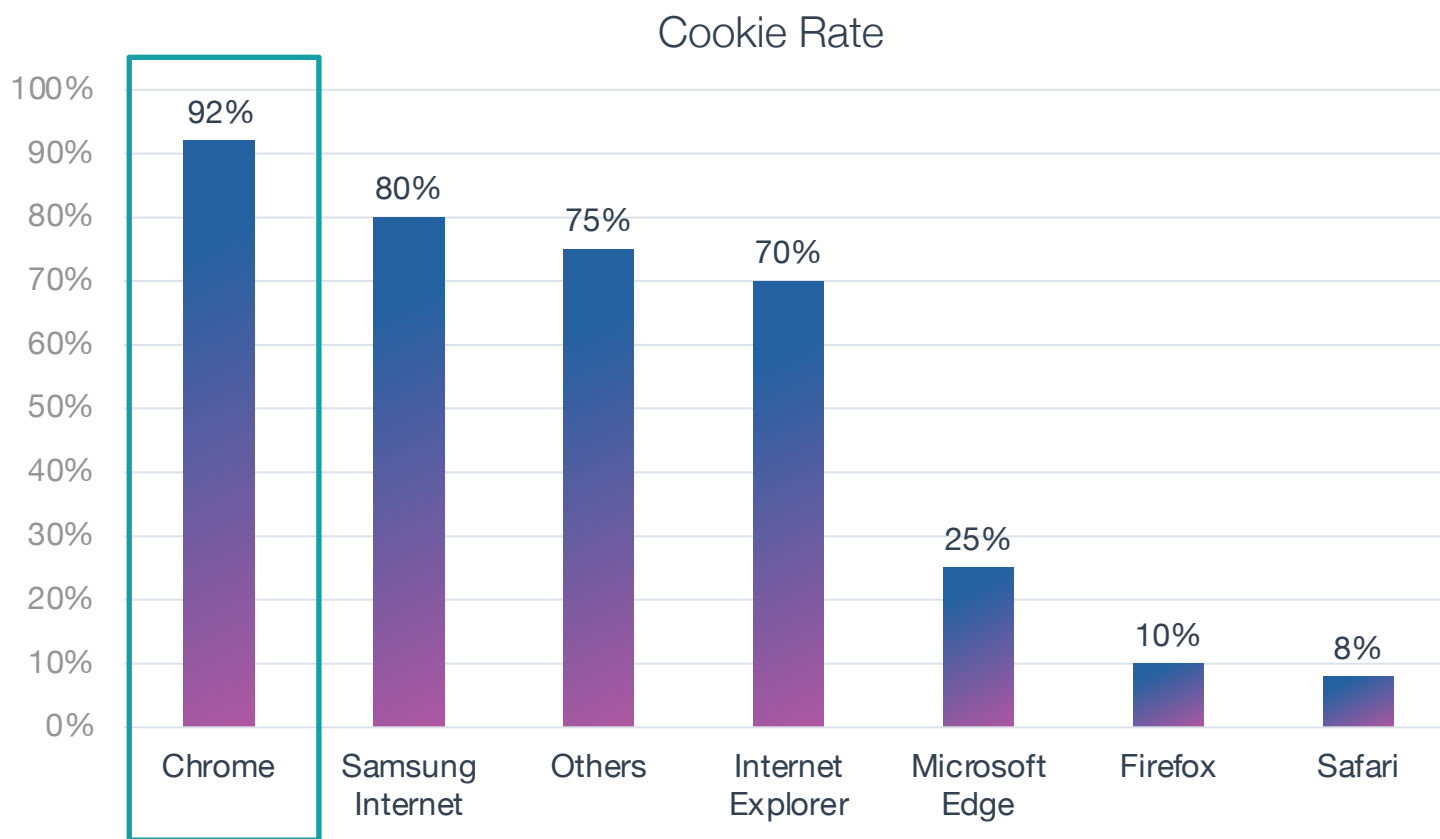
% del traffico che supporta i cookie



44% – 87%

Geograficamente, esiste una correlazione diretta tra la
quota di mercato locale **Apple** e la percentuale di
traffico che consente cookie di terze parti

Browser Focus



Google si sta muovendo...

66% del traffico web

92% di Cookie

Rimozione dei
cookie entro il
2022



Una mossa
audace e
strategica

Dal 65% al
10% di cookie nel 2022?





Marco Potente Head of Global Online Advertising, Enel



Roberta Quercia Media Planning, Suzuki

In che misura sarà impattato il re-targeting?



Marco Mattioli Digital Marketing, Sara Assicurazioni

Come verranno influenzate le DMP dalla scomparsa dei cookie di terze parti? Come potranno ancora essere alimentate?



GLI IMPATTI NON SARANNO PIU' NASCOSTI...



Il vero impatto sul **digitale**

	Targeting	Campaign Delivery	Reporting & Measurement
Impattato:	<ul style="list-style-type: none">- Provider di terze parti- Dati di prima parte Advertiser (DMP)- Re-targeting	<ul style="list-style-type: none">- Frequency Capping- Ottimizzazione di campagna basata su dati degli utenti	<ul style="list-style-type: none">- Multi-touch attribution- Cross-channel reporting
Non Impattato	<ul style="list-style-type: none">- Geolocalizzazione- Targeting di dispositivi- Contextual targeting	<ul style="list-style-type: none">- Lettura dei dati relativi al formato o sito, in generale tutto ciò che non riguarda strettamente l'utente	<ul style="list-style-type: none">- Last-click attribution- Media Reporting (es: CTR, VTR, etc.)

**Quando i
cookie non
sono
disponibili:**

DSP

-25% Media price

-75% di Campagne*

Publisher

-52% Revenue**

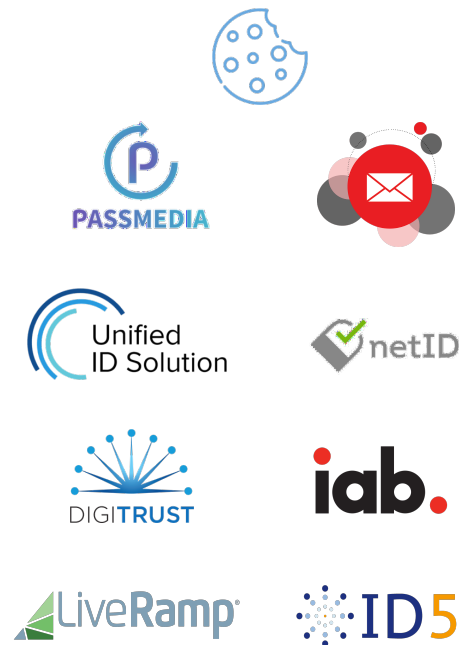
*Internal Teads Studies made on 2 different DSPs in FR, US & UK, Dec 2019

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

I due **approcci principali**

Una sfida è appena iniziata...

Alternative Identifiers



No direct replacement

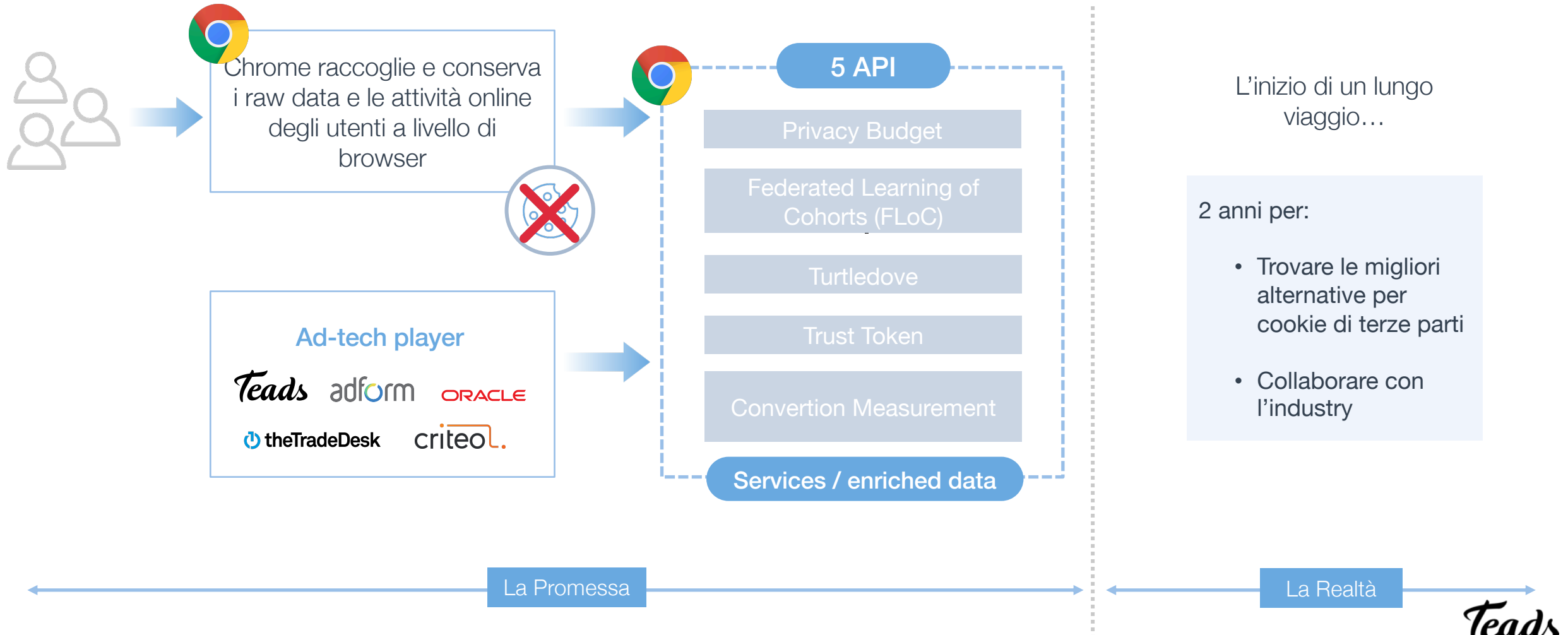
Soluzioni Innovative

Contextual Targeting

Privacy Sandbox

Chrome: Google Privacy sandbox

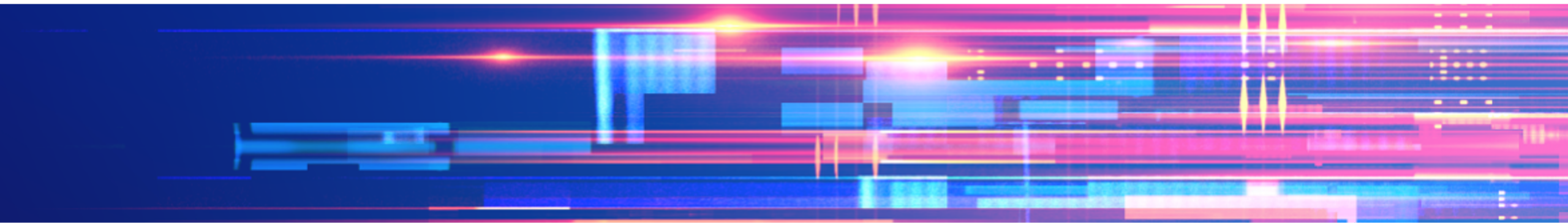
Centralizza l'identificazione e la profilazione dell'utente sul browser





Beatrice Sgorbani Digital Marketing Senior Specialist, Beko

In ottica di ottimizzazione della delivery, quali criteri saranno ancora accessibili?

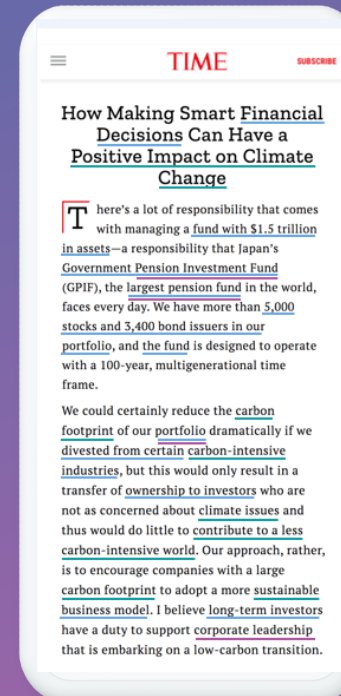


L'approccio cookieless di Teads

Sustainable
Audience targeting



Advanced
Contextual targeting



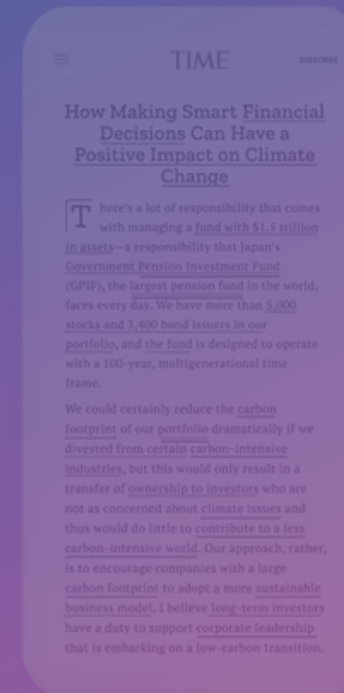
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Audience targeting



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Contextual targeting



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Teads ID, un'alternativa ai cookie

Web

InApp

Cookieless



Cookie



Logged-in
Users

o Personal Identifiers
(mail, phone, name)



IP
Address

+



Device
Caratteristiche

(Browser version, OS...)

Integrazioni continue
con i nostri premium
publisher

Approccio probabilistico
basato sul Machine Learning



Device
ID

Teads

Real Time Profiling

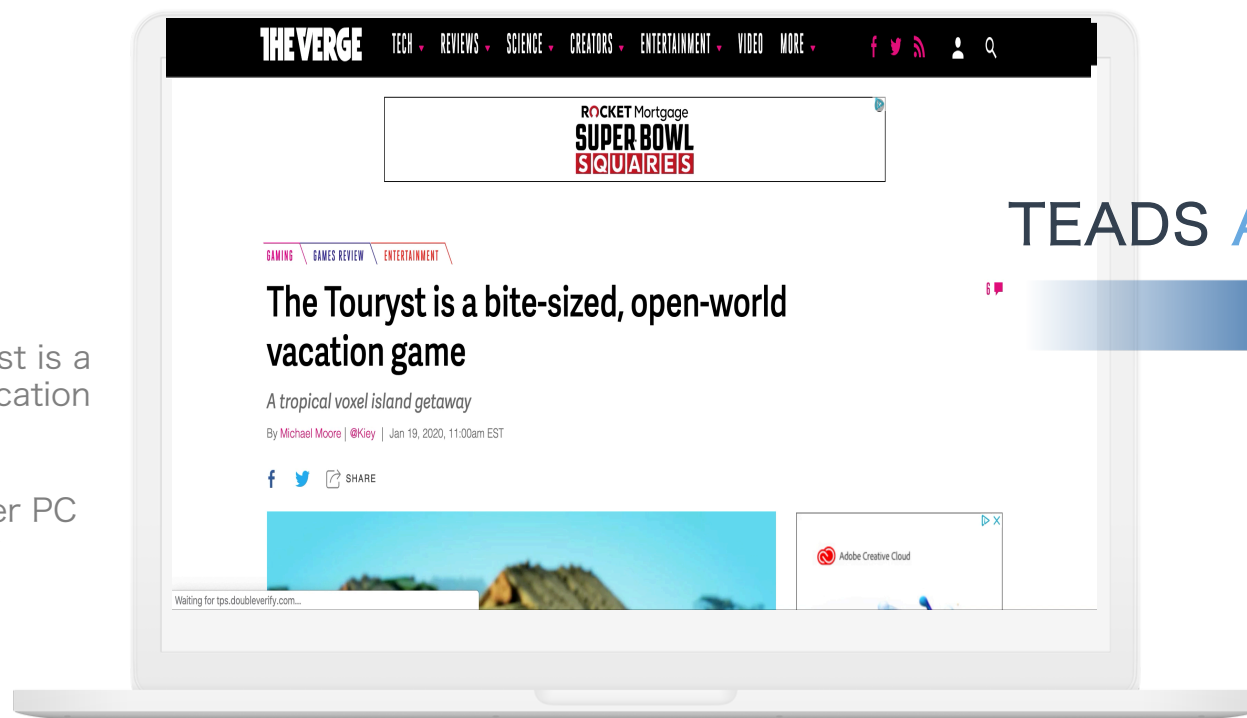
INPUT

Sito: Le Journal du Geek

Orario: 3:44 AM

Argomento: The Touryst is a bite-sized, open-world vacation game

Dispositivo: Cyberpower PC
Gamer xTreme Computer

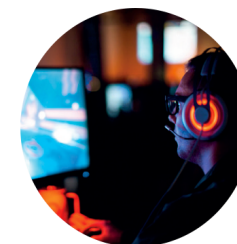


TEADS AI



97%

Male 18-24



95%

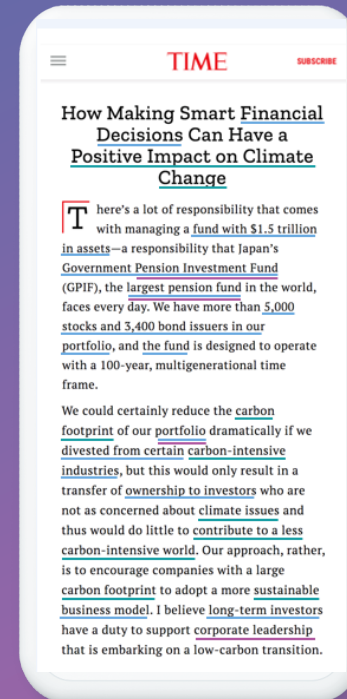
PC Gamer

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L'approccio cookieless di Teads

Sustainable
Audience targeting

Advanced
Contextual targeting



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Giuseppe Brugnone, Senior Digital Marketing Manager, Lego

Com'è possibile garantire la stessa granularità e precisione nella identificazione del target di interesse?



Edoardo Felicori, Media & PCE Manager NIM, Nestlé



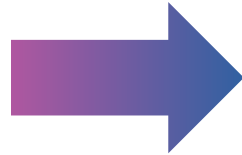
Antonio Oreste, DMP & Data Lead, Nestlé

Come rendere scalabile la soluzione in termini di volumi?

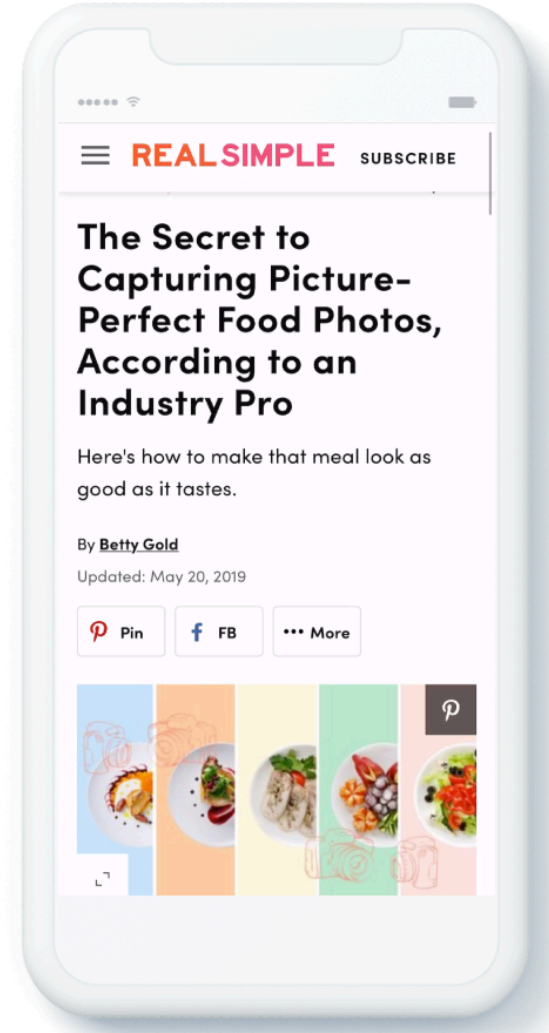


Contextual Targeting: Industry utilization

Verticale: Tech & Telco
Prodotto: **Luxury camera**



**Articoli contenenti
'photos' come keyword**



Sfide:

1/ Accuratezza:
Keyword non significa argomento

2/ Efficienza:
Questo articolo è quello giusto?

Teads Contextual Targeting

Targetizza il giusto context all'interno dei contenuti editoriali premium di Teads

✓ EFFECTIVE

Smartly position your brand and product during moments of receptivity to **drive recall and awareness**



EFFICIENT

Apply relevant article contexts more efficiently than crafting site lists related to each topic(s)



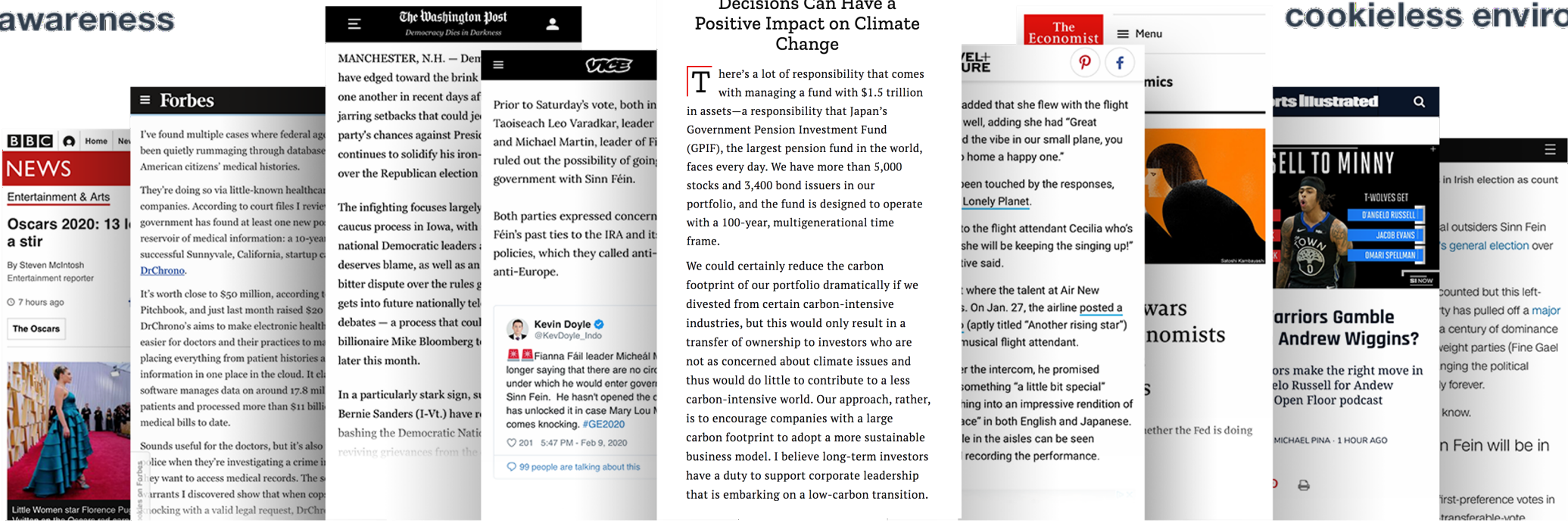
PRECISE

Deliver relevant messaging within core topics using **highly granular targeting options**



SUSTAINABLE & STRATEGIC

Works as well in a **cookieless environment**



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Teads Contextual Targeting

Il giusto posizionamento al momento giusto

Teads

Hybrid Car

Posizionamento nel giusto contesto

Più di 430 categorie granulari di contenuto attraverso la nostra piattaforma di publisher.

Non si tratta di parole chiave, ma di argomenti principali

Investment
Financial Industry

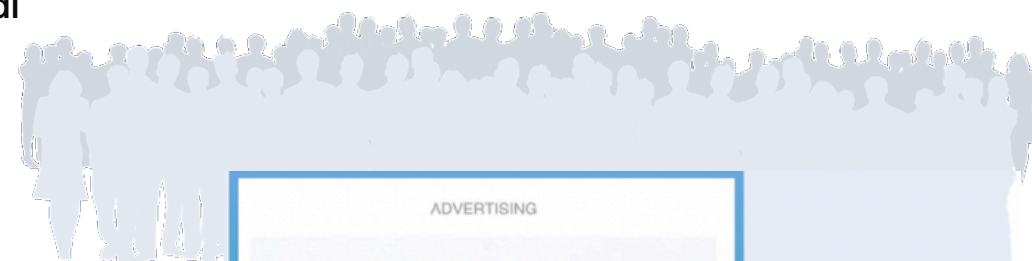
+++
++

Climate change
Environment

+++
++

B2B


+++



ADVERTISING

ALL-NEW
INSIGHT
HYBRID

Proof that hybrids can be st



HONDA

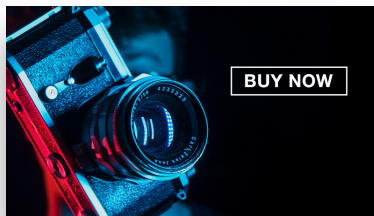
LEARN MORE

inRead invented by Teads

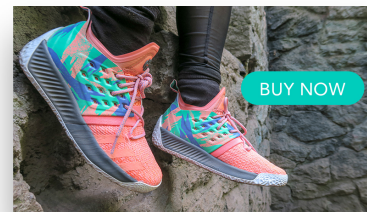
Contextual Targeting

Amplifica il tuo messaggio di marketing in contenuti rilevanti per massimizzare l'attenzione

Momenti in cui ti serve
una macchina fotografica



Momenti in cui consideri
delle scarpe da corsa



Momenti in cui desideri
un orologio di lusso

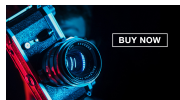


Wedding
topic

weddings SUBSCRIBE

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 pro thinks every celebration should include.



Ad by Teads

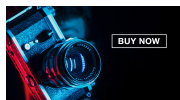
If you're in the thick of wedding planning, you're likely already discovered the importance of prioritizing a select few vendors or details. This priority list, of course, varies by couple. The same is true for the vendors who actually bring weddings to life—they have

Safari
topic

TRAVEL+LEISURE SUBSCRIBE

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?



Ad by Teads

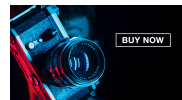
Safari lodge operator Singita has made a name for itself with luxe, low-impact retreats that immerse travelers in their surroundings. Their camp in Zimbabwe's Mallangwe Wildlife Reserve, Singita Pamushana Lodge, reopened in May after a brief renovation, and I have

Honeymoon
topic

BUSTLE SUBSCRIBE

8 Clever Ways To Save Money On Your Honeymoon

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



Ad by Teads

\$4,000 and \$5,000. Yowzers. Fortunately, if you still want to cap off your nuptials with an unforgettable trip, there are clever ways to save money on your honeymoon that you maybe haven't heard of yet. All it takes is a little creativity, careful planning, extra time comparing prices, and

Sport event
topic

ESPN SUBSCRIBE

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 thing of the past. The marathon staff and



Ad by Teads

volunteers break down barricades along the race course. The police escort, along with the medical vehicles and the shuttles, slowly drive up First Avenue in Manhattan announcing to the small number of racers crossing Mile 16 that the streets will open back up to the public soon. It's only a p.m., and those racers still have more than 16 miles to

Fitness
topic

REALSIMPLE SUBSCRIBE

8 Ways to Start a Fitness Routine You Can Stick With

Motivation comes and goes—but a regular workout routine makes fitness as easy as brushing your teeth. Here, eight ways to put exercise on autopilot.



Ad by Teads

At this time of year, I have twice as many excuses not to exercise as I have jog bras. I want to linger in my warm bed a little longer on chilly mornings. The darkness comes too early at the end of each day. Plus, that looming holiday break seriously upended my daily

Healthy Food/Living
topic

Health SUBSCRIBE

What Is a Pescatarian Diet—and Is It Healthy?

A nutritionist weighs in on this increasingly trendy eating plan.

By Cynthia Sass, MPH, RD
February 05, 2020



Ad by Teads

The pescatarian diet hit the news this week after actress-singer Janelle Monáe claimed the eating plan led to mercury poisoning, and Kim Kardashian declared that 4-year-old daughter North eats pescatarian. So just what is a pescatarian eating plan, and is it

Time Management
topic

Forbes SUBSCRIBE

Leaders: 4 Simple Ways You Can Manage Your Time and Engage Your Team

Time management is invaluable to being a highly effective leader. The biggest challenge new leaders often face is knowing how to manage their day-to-day while showing up for their team. In an effort to prove



Ad by Teads

themselves, new leaders will take on more than they can handle and assume their team is capable of fully functioning without them. Not only does this hurt the morale of the team, but it also creates a poor client experience due to delayed communication and growing resentment from the neglected customers. Your leaders already do

Personal Success
topic

TIME SUBSCRIBE

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 [LBJ](#) and [Robert Moses](#).



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He identified six traits that were keys to success. Pfeffer was thorough in that he did not just note the qualities all successful people had, but specifically sought out the elements that were

Leadership
topic

Forbes SUBSCRIBE

How Warren Buffett's Shareholder Letter Can Enrich Your Life

Laura Rittenhouse Contributor Leadership Strategy

Warren Buffett released his 54th shareholder letter to the world five days ago. As in the past, he reported on the year's results at Berkshire Hathaway. He also



Ad by Teads

offered life lessons, which define the Berkshire culture. They have guided the company from its origins as a small textile parent manufacturer to becoming the fifth largest company in the S&P 500 just behind tech giant: Microsoft, Apple, Amazon, and Facebook.

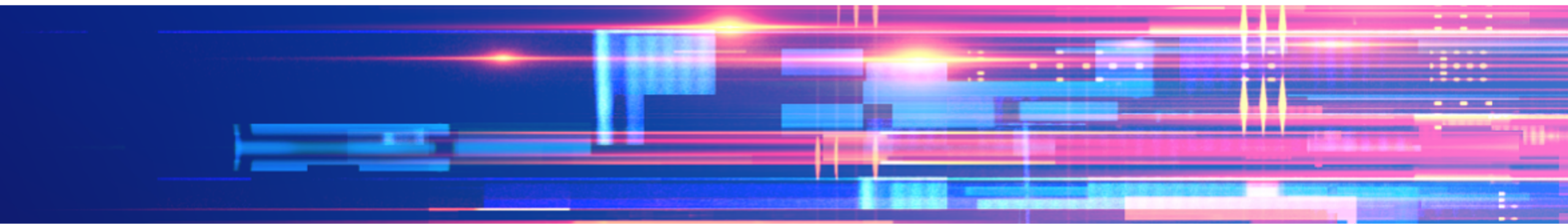
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Luca Morpurgo Chief Operating Officer, First Look Srl

La soluzione di contextual targeting permette di intercettare il pubblico basato sul contenuto della pagina, invece con i dati correlati ai cookie è possibile creare dei cluster di utenti sulla base dei loro Interessi/ navigazione/ behavioral. Si passa quindi da uno "user" based ad un "content" based. Come pensate di poter colmare questo gap e quali soluzioni si possono avvicinare all'obiettivo?

FIRSTLOOK

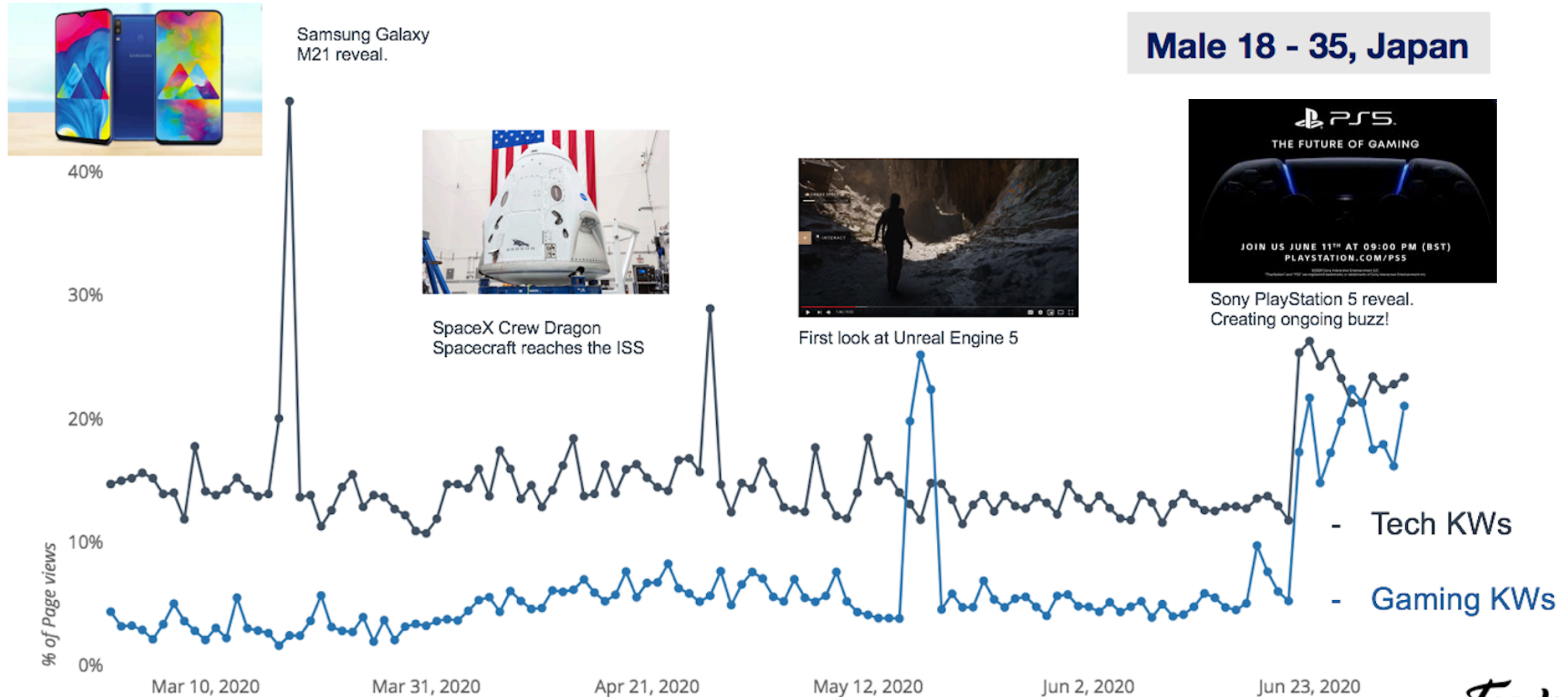


Context Signal Aggiuntivi



Gli eventi attivano momenti di alto consumo editorial che amplificano l'impatto dei contenuti

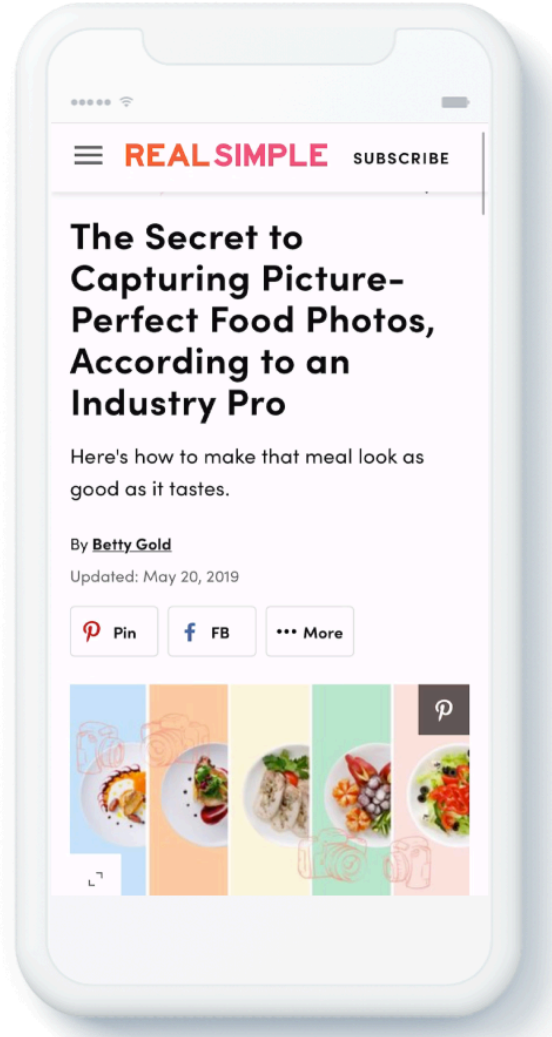
Teads fornisce opportunità di visibilità esclusiva e massima esposizione sull'inventario con l'offerta a Contextual-Reachcast



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Contextual Targeting: Strategie chiave



Rispondere alle sfide:

- **Definizione del contesto**
- **Pianificazione: trovare il momento giusto**
- **Testare, misurare, imparare, ripetere**

Teads Cookieless Roadmap Program 2021

Contextual Targeting

Come soluzione autonoma

Demographic Targeting

Traduzione di Custom Audience in segmenti Contextual

Attiva **Advertiser 1st-Party Data**.
Custom Audience con **Cookieless Dimension** aggiuntive.
Test di Audience Targeting con **Privacy Sandbox**.

Q1

Q2

Q3

Q4



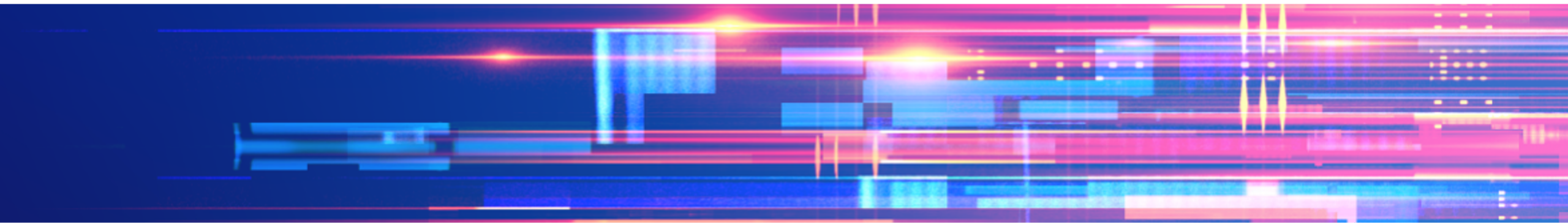
DataLab | Teads

DEFINISCI, CREA, MISURA.

Una sessione di full immersion con i massimi esperti di dati di Teads. **Brainstorming, creazione dell'audience e di una strategia dati ad hoc**, strutturata per rispondere in maniera accurata alle tue esigenze di campagna.



Come si devono comportare i publisher a fronte di questo cambiamento?

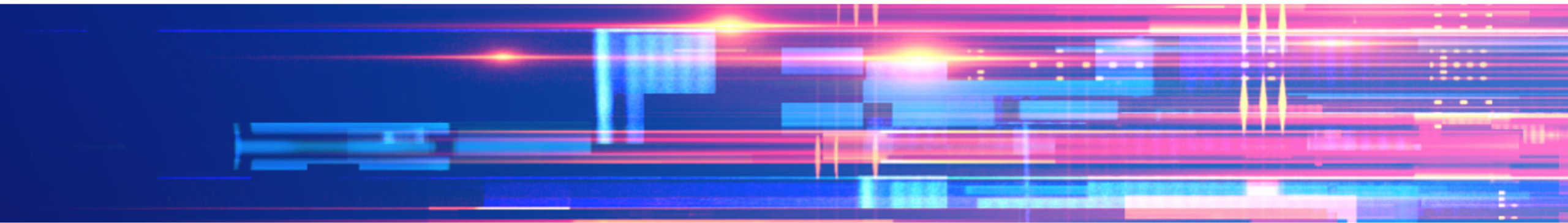




Massimo Russo Chief Product Officer | Europe , Content &
Consumer Experience Managing Director | Italy

Da alcuni test di campagne cookieless, in cui il target era stato selezionato attraverso sistemi di anonimizzazione dei profili, mi risulta che il ROI sia aumentato fino al 50%. Avete evidenze simili che potete condividere?

HEARST EUROPE



LA NUOVA PIATTAFORMA E- LEARNING

Teads ACADEMY

Registrati a Teads Academy
per scoprire tutti i contenuti di
approfondimento

<https://academy.teads.com/register>

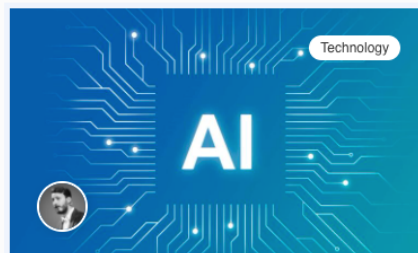


BRAND SAFETY: L'APPROCCIO DI TEADS

Come assicurarsi che il media vendor abbia un'efficace struttura tecnologica di brand safety. Coniugare brand safety e scalabilità durante il COVID-19. Tutti i layer tecnologici di Teads e le soluzioni...

🕒 26 min

WATCH NOW



TEADS PREDICTIVE AI AND GUARANTEED OUTCOMES - ITALIA SERIES

Fare leva su un sistema di algoritmi per garantire la massima esposizione in target alla tua campagna e alti livelli di ottimizzazione. Luca Aiello, Head of Business Development Teads Italia,...

🕒 22 min

WATCH NOW



ACQUISIZIONE DI TRAFFICO QUALIFICATO TEADS TRUE VISITS: BEST PRACTICES

Le attuali sfide del mercato digital advertising e i KPI di oggi che più contano. La soluzione Traffic Acquisition Teads True Visits per supportare le tue strategie di brandformance.

🕒 37 min

WATCH NOW

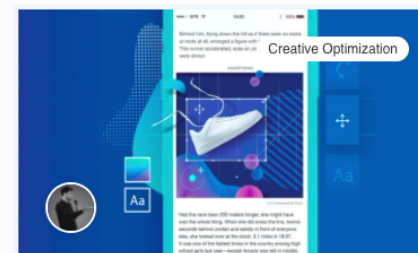


VERSO UN MONDO 'COOKIELESS'

Quali sono gli effetti prevedibili dell'eliminazione del cookie di terze parti in termini di targeting, ottimizzazione della campagna e misurazione? Quali le soluzioni previste dal settore tra l'implementazione di un...

🕒 38 min

WATCH NOW



TEADS STUDIO: MASSIMIZZARE L'ATTENZIONE ATTRAVERSO ACCORGIMENTI CREATIVI ORIENTATI AI RISULTATI

Come guidare l'utente al centro dell'esperienza pubblicitaria facendo leva sui nuovi meccanismi tattili di interazione con il mobile? Coinvolgere il consumatore in un universo mobile-first nell'era dell'intrattenimento: scopri le ultime...

🕒 18 min

WATCH NOW



Se hai ulteriori domande, contattaci a sales-it@teads.com.

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