

Teads

The Global Media Platform

Towards a cookieless world

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Technical Solutions

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1. Introduction

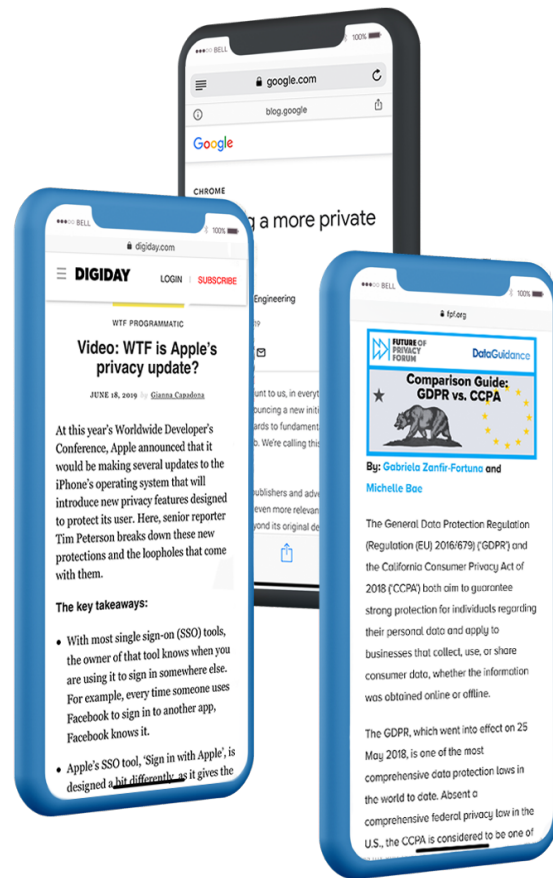
Why are we here?

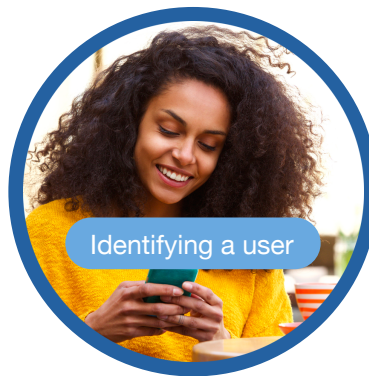
Regulations

News on privacy

Changes led by browsers like Apple's Safari

Google latest announcement





The public face of
the iceberg

InApp

Device ID

- ✓ Unique and persistent
- ✓ Not regulated
- ✓ Also called mobile ID, IDFA/GAID

Web

Cookie

InApp & Web

Personal ID

- ✓ Mail, phone, address, etc.
- ✓ Requires users to be logged-in.

Technical data

- ✓ IP address, device attributes.
- ✓ Also known as fingerprinting.
- ✓ Accuracy & legal challenges

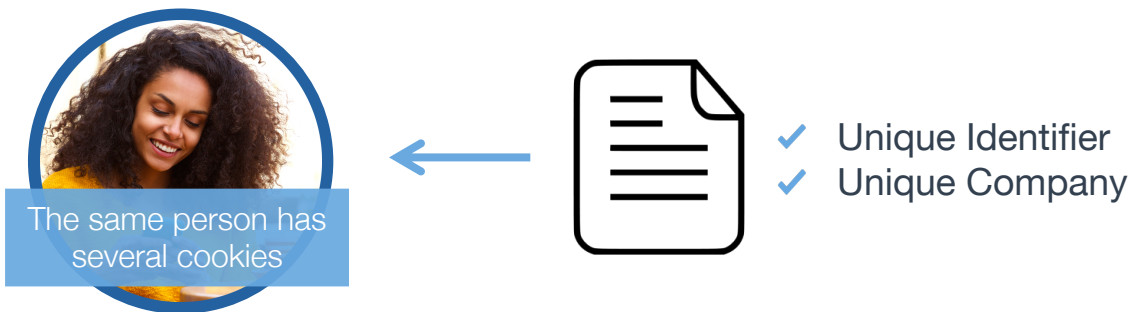
Offline stores


Personal ID

- ✓ Mail, phone, address, etc.
- ✓ Loyalty cards, warranty, etc.

What is a **cookie**?

A **file** created on the **user's device** – for web tracking only




Teads
ID: 1234
Company: Teads


ORACLE
ID: 2345
Company: Oracle



ID: 3456
Company: Google

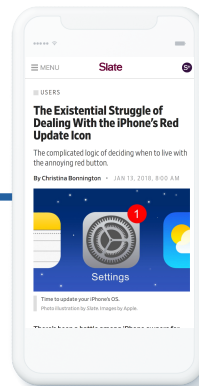
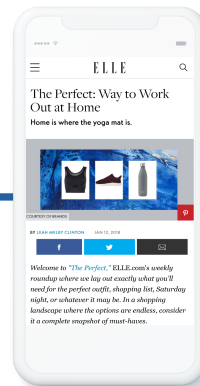
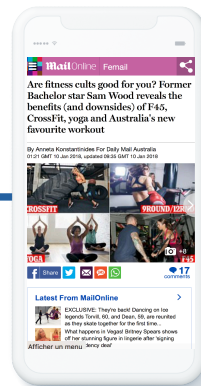
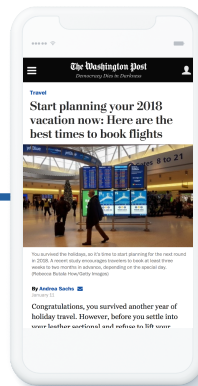
Why are cookies so important?

01

Identify and track the user



Cookie:1234



02

Communicate between platforms

Teads

Cookie:1234

Google

Cookie:2345

theTradeDesk

Cookie:3456

ORACLE

Cookie:4567



Also called:
Cookie matching

Teads

Definitions

Terms & Definitions Referenced



1st-party cookies:

Cookies created by the domain of the website. These are typically the **publisher's own cookies**.



3rd-party cookies:

Cookies created from a website different than the domain. These are typically **advertising / ad tech cookies**, created from a publisher network.

2. Industry Changes

History

A brief History

Safari: iOS 9

- ✓ Removal of ad-tech cookies
(3rd-party cookies)
- ✓ Single website tracking
available (1st-party cookies)

Safari

Beginning of ad-tech
workarounds and ITP

2016

2017

2018

2019

2020

2022



criteo.

Google

A smart move to start the story

Teads

A brief History

Safari: iOS 9

- ✓ Removal of ad-tech cookies
(3rd-party cookies)
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available (1st-party cookies)

Safari

Beginning of ad-tech
workarounds and ITP

Firefox

Removal of ad-tech cookies

Chrome

Ad-tech cookies
are removed?

Chrome

Privacy sandbox
principle

Legal initiatives & browsers catching-up

GDPR

~30% less cookies in EEA

CCPA

~1% Opt-out
facilities

Others

Brazil / India...

Browsers



Safari

- ✓ ITP 1 / 2.0: Removal of 3rd-party cookies
- ✓ ITP 2.1: 1st-party cookies usable during 7 days
- ✓ ITP 2.2: 1st-party cookies usable during 1 day
- ✓ ITP 2.3: 1st party cookies re-useable during 7 days while removing local storage capabilities



Firefox

- ✓ 3rd-party cookies removed
- ✓ 1st-party cookies still allowed



Chrome

- ✓ More control & transparency
- ✓ “Privacy sandbox”: early stage



Others

- ✓ Brave: Removing 3rd-party cookies
- ✓ Others: Slightly more transparency & control

Legal



- ✓ User consent has to be explicitly granted
- ✓ This has to be used for tracking & targeting
- ✓ ~70% of the EEA top markets traffic contains consent info
- ✓ ~5% only of the users are not providing consent

→ **Cookie reduction in EEA**



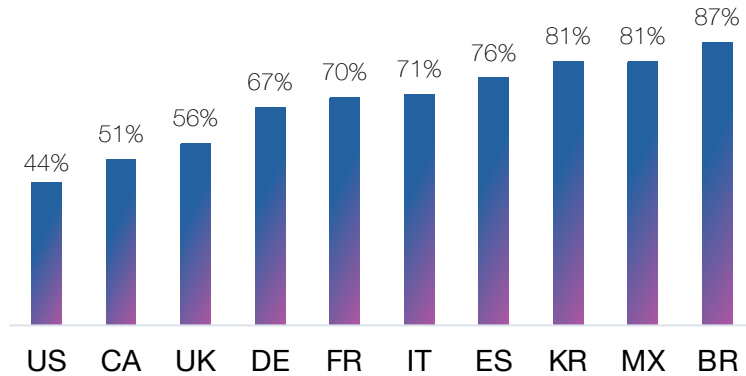
- ✓ Californian law.
- ✓ For technical reason – being implemented at US global level.
- ✓ Opt-in by default but possible opt-out.

→ **Technical challenge without foreseen business impacts**

3. Market Snapshot

Global Cookie

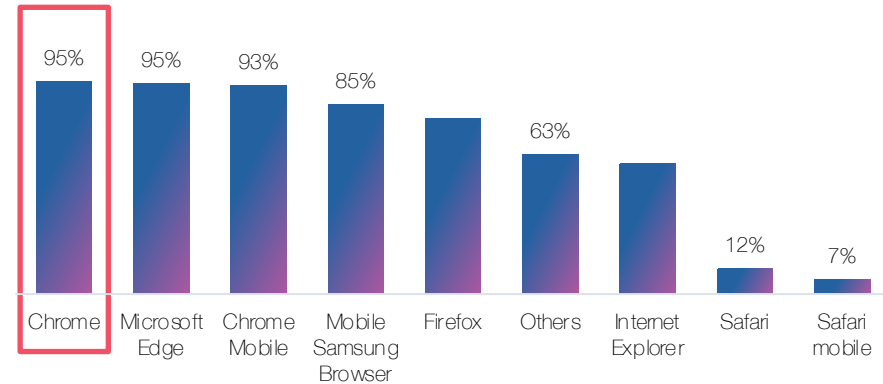
Support by country



65%

of Teads' 1.5B global users
allow 3rd party cookies, with
high discrepancies across markets

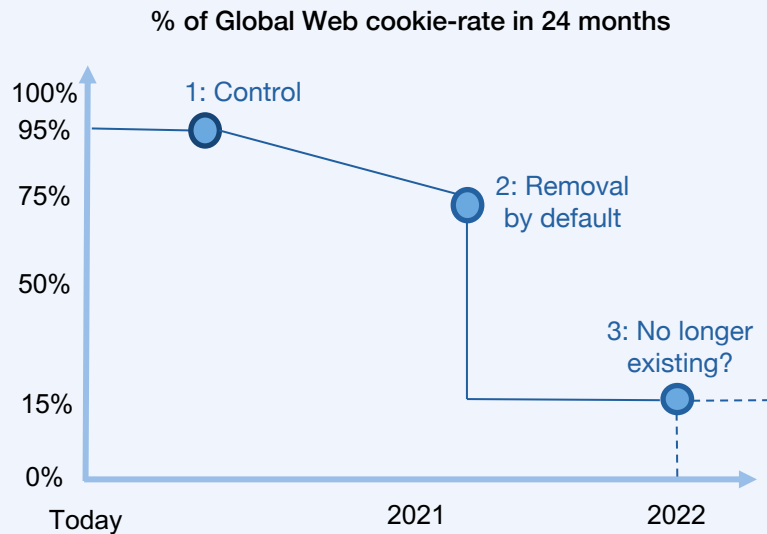
Support by browser and device



Despite providing more control and transparency
in the new versions, the **cookie-rate in Chrome**
remains steady and high to date.

The next 24 months

Chrome: Cookie volume prediction



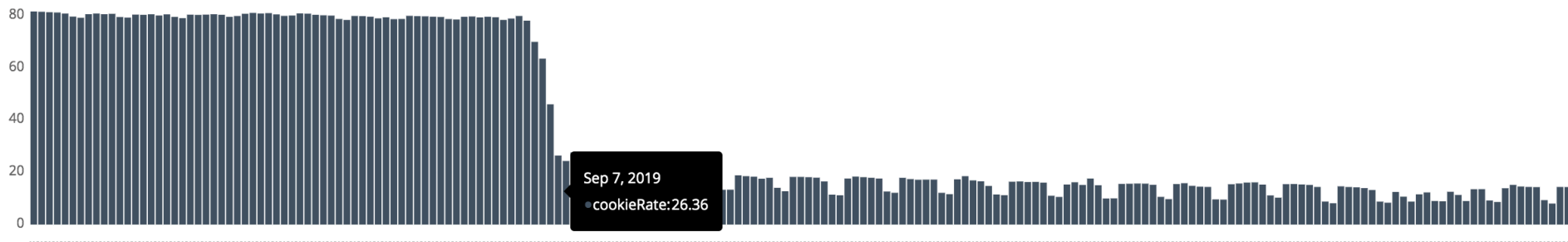
Chrome: What is the most probable scenario over the next 24 months?

- ✓ A progressive phase out from Chrome
- ✓ Chrome will work with the industry & regulators to propose alternatives

Overall cookie volume to reach ~50% of the web traffic by the end of 2020.

Firefox – evolution after **cookie removal**

Global cookie rate over time



4. Impacts on Digital

Targeting

Campaign Delivery

Programmatic Flows

Measurement

THE REAL IMPACT ON DIGITAL

Teads

Targeting

Impacted

- ✓ 3rd Party Data (Data Exchange Platforms and Data Providers)
- ✓ Advertiser 1st Party Data outside of the advertiser own website requiring DMP to DSP match

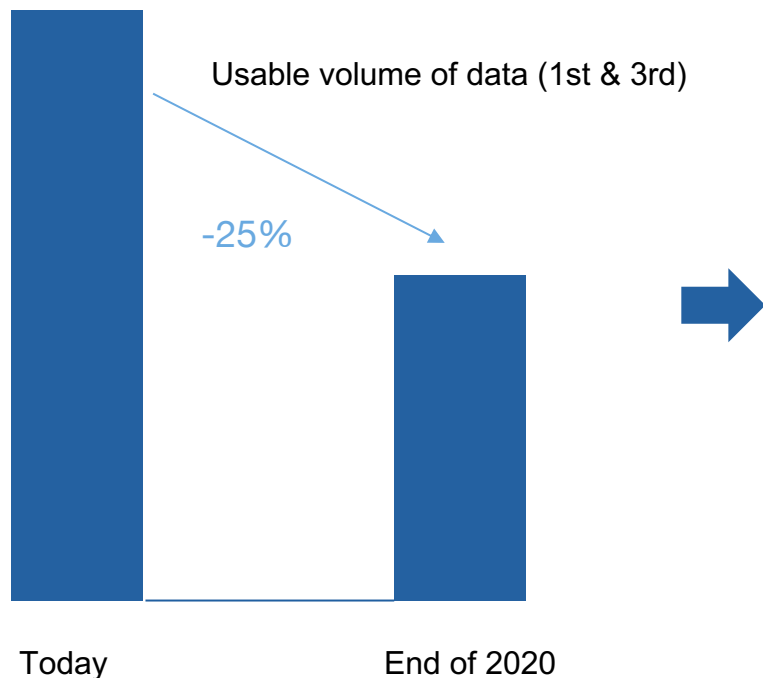
Not Impacted

- ✓ Geo-Location Targeting
- ✓ Device Targeting
- ✓ Contextual Targeting

What does this mean?

- ✓ Audience targeting volumes will decrease.
- ✓ The ability to use 1st party data (CRM/DMP) will be limited.

Targeting – How to get prepared?



1. If you rely on 1st-party data only:

- ✓ Lookalike (from direct messaging to prospecting)
- ✓ Start testing 3rd-party data

2. If you rely on 3rd-party data:

- ✓ Test new data providers

3. Alternative targeting strategies:

- ✓ Define & test contextual targeting strategy.

Campaign Delivery

Impacted

- ✓ **Frequency-Capping** which requires 3rd party cookies to understand number of exposures
- ✓ **Campaign optimization based on users data** like websites visited or previous exposure to a given campaign

Not Impacted

Campaign optimization not based on the users:

- ✓ **Using the delivery context** of a current ad opportunity such as data about the website, the placement, the device of the user
- ✓ **Using the ad itself** such as industry of the advertiser, length of video, size of image, etc.

What does this mean?

- ✓ Campaign performance will decrease.

Campaign Delivery – How to get prepared?



1/ Frequency capping:

Ask your partners how they manage it

2/ Campaign performances:

Consider guaranteed buying outcomes - CPV, vCPM, CPC, etc.

Programmatic Flows

Impacted

- ✓ Without cookies – DSPs cannot run **targeted ads**
- ✓ DSPs cannot provide frequency capping capabilities

Not Impacted

- ✓ DSPs can **still run contextual ads**, geolocation, etc.

What does this mean?

- ✓ Inventory that does allow cookies will be saturated and more expensive.
- ✓ Cookie-less inventory is a new opportunity.

Focus on DSP bidding behavior

25%

Lower bid price on inventory without cookies*

52%

Decrease of the **average publisher revenue****

x3

Less bidding on inventory without cookies*



Test & study cookie-less strategies become strategic

*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"

Measurement

Impacted

- ✓ **Multi-Touch Attribution:** the 3rd-party cookie maintains an aggregated view of the user history and events for MTA
- ✓ **Cross-Channel Reporting:** Without cookies, each of the channels used to track a user will provide different reports in a silo

Not Impacted

- ✓ **Last-Touch Attribution:** Only single action (e.g: last-click) is possible since no user history is used
- ✓ **Media Reporting:** Metrics such as viewability, clicks, completed views, etc. at time of ad delivery
- ✓ **Audience Accuracy:** Measurement of audience accuracy like DAR or VCE via panelist/profile data with a percentage remaining cookie-based
- ✓ **Insights Tools:** TGI, GWI are built from panelists

What does this mean?

- ✓ Following the customer journey will be more challenging, inhibiting attribution or proper reporting

5. Market

Trends & Prediction

Everyone in the industry is **lost**

- ✓ **Technical** & complex topic with **high business impacts**
- ✓ Total disconnect in the industry
- ✓ Turning Threat into an opportunity

LOST



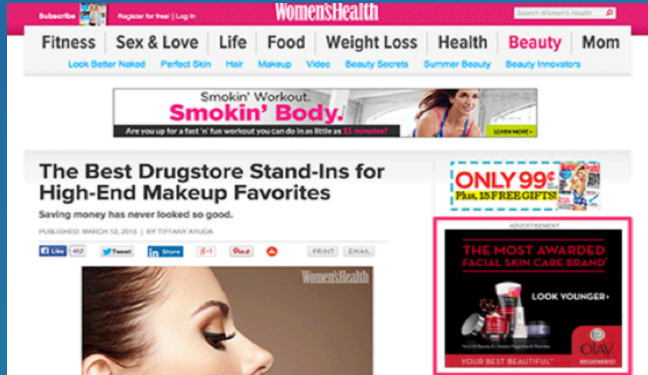


Unique IDs are the solution!
Are they...?

Contextual targeting is the solution!

Is it...?

Contextual Targeting



VS

Audience Targeting



SO... WHAT IS REALLY HAPPENING?

From 65% to **15%**
in 2022?





The next 24 months: Trends & Predictions

Publishers will...

- ✓ Provide incentives for users to create accounts
- ✓ Require users to turn on cookies to visit their websites
- ✓ Spend time in trying unique ID solutions in vain

Data exchange / data providers will...

- ✓ See a drop in their revenues, proportional to the cookie-rate
- ✓ Start investing in new solutions: Contextual targeting, InApp data, Signed-on data

Programmatic

- ✓ Cookie-based inventory will become more expensive & competitive
- ✓ DSPs will start struggling to deliver targeted web campaigns. New push for InApp & logged-in as inventory sources; and contextual targeting for web.
- ✓ Supply & demand will get closer as it offers easier alternatives for user identification.



The next 24 months: Trends & Predictions

Brands

- ✓ Lower-funnel/perf will be more & more challenging – especially re-targeting & attribution (less volumes). Upper-funnel / branding will be a strong focus.
- ✓ Advertisers 1st-party data will be mostly used for prospecting (lookalike) rather than to directly target the customers/site-visitors.
- ✓ Making 3rd-party data actionable is critical.

Alternatives to cookies will continue

- ✓ Fingerprinting technics will keep on being developed
- ✓ Google position will be challenged (legal, business)
- ✓ The industry, lead by the IAB is expected to propose a new standard to replace the cookies (“Rearc” project)



The next 24 months: Trends & Predictions

Data Privacy debates will take place.

Privacy



Cookie

- ✓ Can be deleted in a few clicks.
- ✓ Usually not linked to a physical person.

Spotlight

Device ID

- ✓ Device factory reset to delete it.
- ✓ Easily linked to a physical person.

Mail/Login

- ✓ People don't often change mail address
- ✓ Always linked to a physical person.

6. Teads Approach

Teads **data strategy**

In cookieless 3 pillars

1

Identify Users
Beyond cookies

2

Real-time Profiling
*Anonymous audience
targeting*

3

Contextual Targeting
In an innovative way

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Teads ID, an alternative to cookies

Web

InApp

Cookieless



Cookie



Logged-in
Users

or Personal Identifiers
(mail, phone, name)



IP
Address

+



Device
Characteristics

(Browser version, OS...)

Ongoing integrations
with our premium
publishers

Probabilistic approach
based on Machine Learning



Device
ID

Teads

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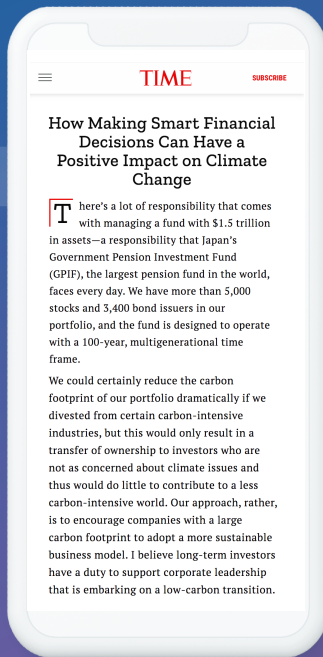
Contextual Targeting
In an innovative way

Real-time Profiling

Auto enthusiast 83%
Samsung owner 45%
iPhone owner 73%
High Net Worth Individuals 62%
Male 25-49 90%
Credit and loans 63%
Car lease expiration 68%
Female 25-49 43%
High Annual Income 72%
Auto intender 77%



Identified users



Teads AI

90%

Male

75%

25-49



Unknown users

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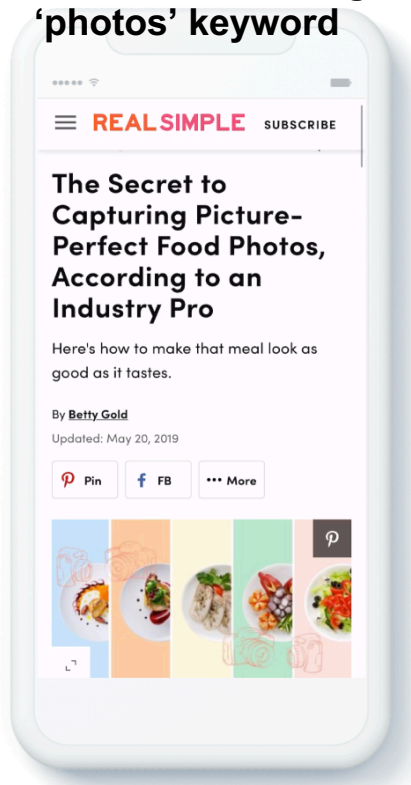
Contextual Targeting
In an innovative way

Contextual targeting: Industry utilization

Vertical: Tech & Telco
Product: **Luxury camera**



Articles containing
'photos' keyword



Challenges:

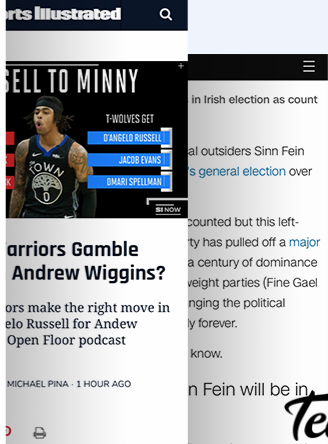
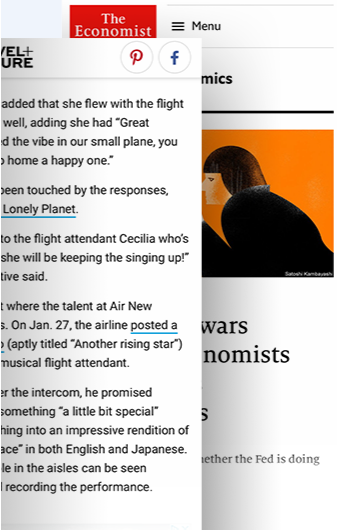
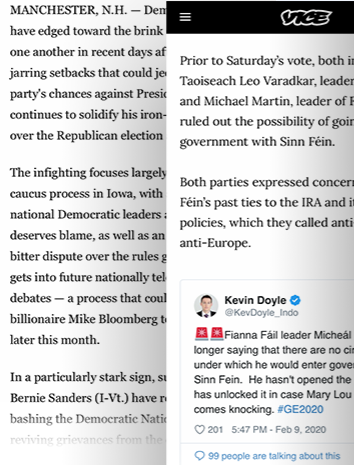
1/ Accuracy:

Keyword does not mean topic

2/ Efficiency:

Is this article relevant?

Teads



Enriched with a deep understanding of each page

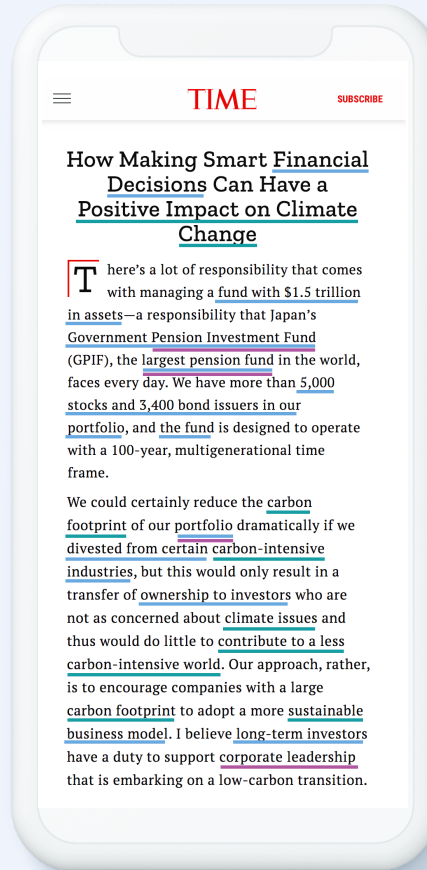
It's not about keywords – it's about the core topics.

Best-in class semantic analysis algorithms scan text-based articles.

Investment	+++
Financial Industry	++

Climate change	+++
Environment	++

B2B	+++
-----	-----

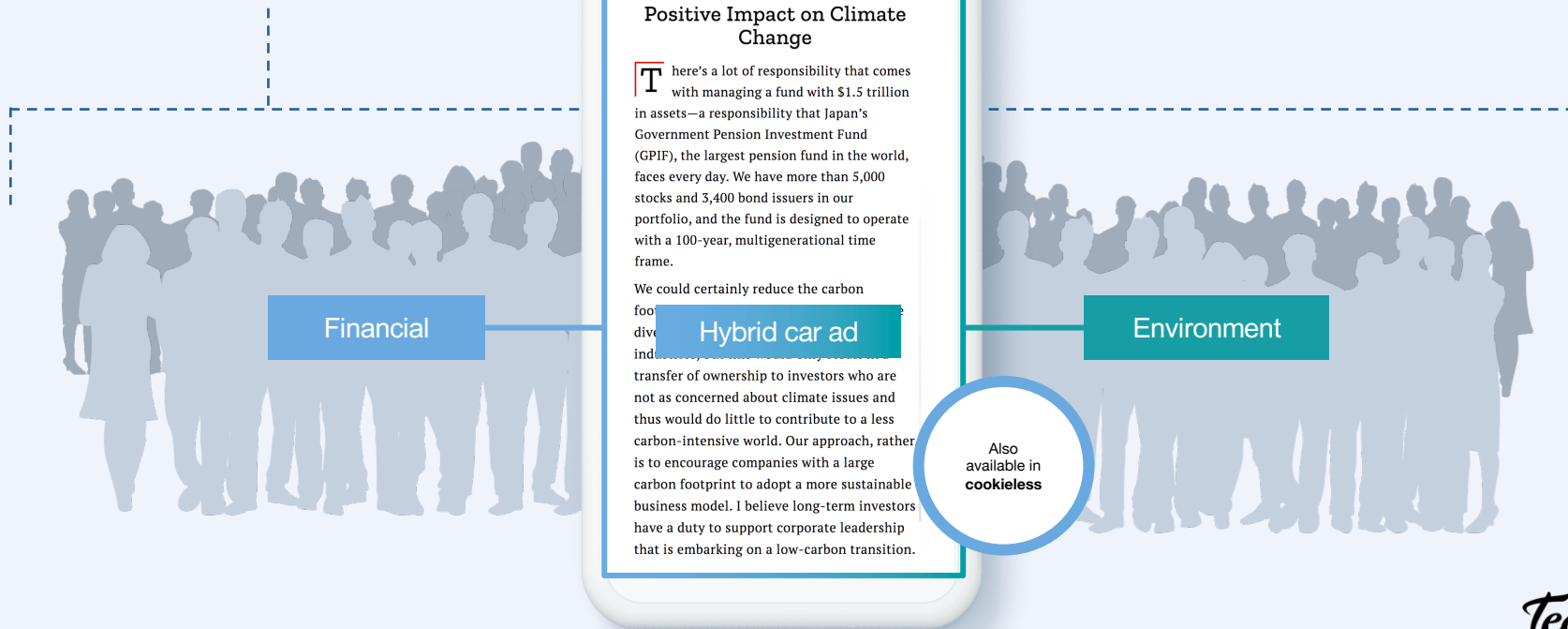


Contextual targeting

The right placement at the right moment

Millions of new articles read by
1 B+ users every day.

300+ granular contextual topics
across our publisher platform.



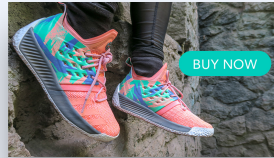
Contextual Targeting

Amplify your marketing message in receptive content to deliver higher consideration

Moments when you
need a camera



Moments when you
consider running shoes



Moments when you
want a luxury watch




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.

ADVERTISEMENT



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If you're in the thick of wedding planning, you're likely already discovered the importance of prioritizing a solid [day vendors](#) or details. This priority list, of course, varies by couple. The same is true for the vendors


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 one more in?

ADVERTISEMENT



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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 Matlenger Wildlife Reserve, Singita Pamushana Lodge, reopened in May after a brief renovation, and it has


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 CrestDorsey, the expenses of the average honeymoon add up to somewhere between

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\$4,000 and \$5,000. Yowser. Fortunately, if you still want to sip of 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.


Sport event
topic

ESPN SUBSCRIBE

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

ON THIS FIRST SUNDAY in November, as the sun begins to set and the temperatures drop to the mid-40s, the TCS New York City Marathon starts to become a thing of the past. The marathon staff and

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volunteers break down barbed wire along the race course. The police arrive, along with the medical vehicles and the shuttles, slowly drive up First Avenue in Manhattan according to the small number of racers crossing Mile 16 that the streets will open back up to the public soon. It's only a guess.


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.

ADVERTISEMENT



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At this time of year, I have twice as many excuses not to exercise as I have jog miles. 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 season is just around the corner.

Healthy Food/Living
topic


Health SUBSCRIBE

What Is a Pescatarian Diet—and Is It Healthy?

A nutritious weight loss on this increasingly trendy eating plan.

By Cynthia Kuan, MPH, RD
February 05, 2020

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The pescatarian diet hit the news this week after actress-singer Jennifer Weiner claimed the eating plan led to mercury poisoning, and Kim Kardashian declared that 4-year-old daughter North was 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 any leader often faces is knowing how to manage their day-to-day while showing up for their team. In an effort to prove

ADVERTISEMENT



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Meanwhile, 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 great deal of frustration due to inefficient communication and growing resentment over responsibilities. And when things go


Personal
Success
topic

TIME SUBSCRIBE

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

Successful MBA school professor Jeffrey Pfeffer looked at the research on success and power along with studying the lives of such high achievers as 181 [enrichment](#) [times](#).

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He identified six traits that were keys to success.

Pfeffer was thorough in that he did not just name the qualities of 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](#) [Q](#)
[Laurie Rittenhouse](#)

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

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offered life lessons, which define the Berkshire culture. They have guided the company from its origins as a small bankrupt general manufacturer to becoming the 8th largest company in the S&P 500 just behind tech giants Microsoft, Apple, Amazon, and Facebook.

Teads **data strategy**

In cookieless 3 pillars

1

Identify Users
Beyond cookies

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*Anonymous audience
targeting*

3

Contextual Targeting
In an innovative way

A large, stylized graphic of a globe composed of a network of white lines and dots, representing a global network or data flow. The globe is centered on the left side of the image, with the text 'Teads' overlaid on it. The background is a gradient from dark blue on the left to purple on the right.

Teads

The Global Media Platform

Q&A