

Tools you can use in the Age of Experimentation

Marshall Vale, Google

Privacy Sandbox Vision

Improve User
Privacy



Technical innovation to improve privacy
and end reliance on cross-site tracking



Sustain the
Open Web



Support the publishers, advertisers and
business models that keep the web healthy.

Building trust with your customers is a huge opportunity



Brand trust is the **second-most important purchasing factor** for brands across most geographies, age groups, gender, and income levels.



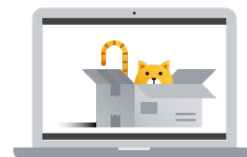
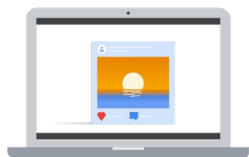
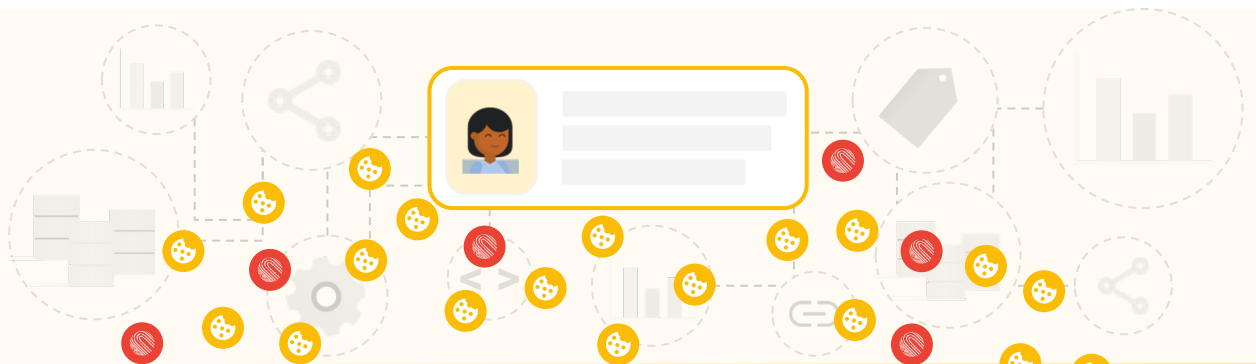
When people **trust a brand**, they are about **2x as willing to share their personal information**.



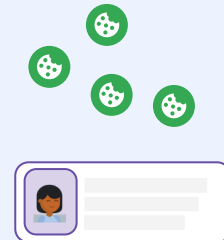
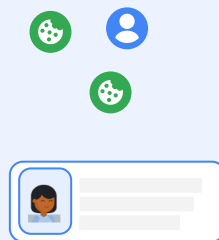
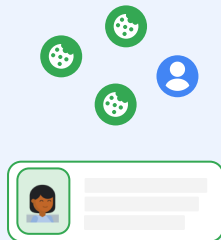
As trust in your brand grows, so too does the information you can use to help make your marketing strategy more relevant and effective.

Data-driven paid media ads typically unlock 20% efficiency gains; 20-30% effective gains for new acquisitions.

Replace: Third Party Cookies & Cross Site Tracking



Preserve: First-Party Data and Consumer Relationships



New Privacy-Preserving Technologies



Relevant Ads & Content



Measurement



Fraud Detection



Identity



Device Customization

+ more...

Phase Out 3P Cookies



Combat Covert Tracking



Balanced

Privacy-preserving
and useful.



Collaborative

Many stakeholders and voices.

Web Users

Privacy Community

Regulators

Publishers

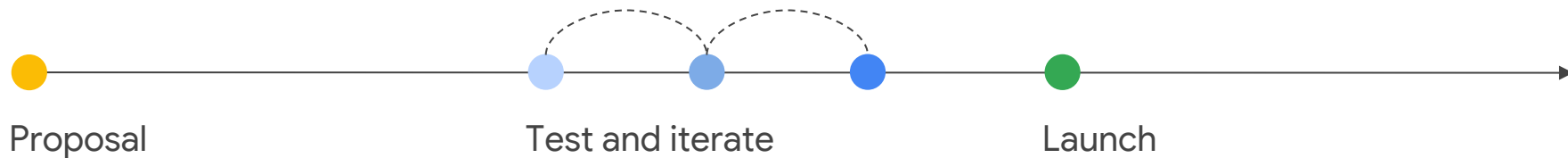
Advertisers

AdTech & MarTech

Browsers

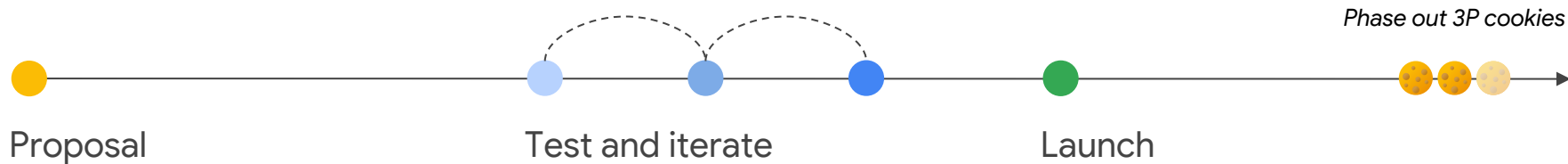
Iterative

Phased process to design, test and optimize over time.

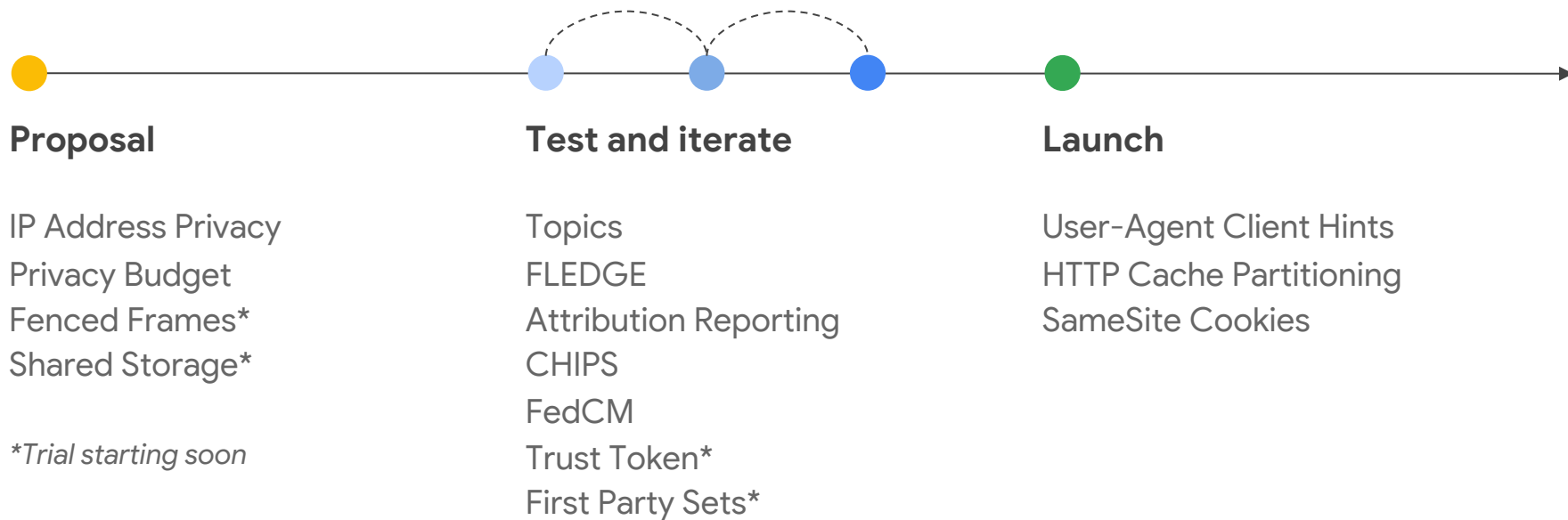


Iterative

Phased process to design, test and optimize over time.



Several technologies now available to test



**Trial starting soon*

** Evaluating input*

INVEST IN privacy-preserving solutions



First-party data solutions
& infrastructure



Machine learning-based
modeling & automation



New privacy-preserving
technologies including the
Privacy Sandbox

First-party data solutions and infrastructure



Why this is the future

We are investing in first-party data as a **stronger foundation for the future**, helping privacy-focused marketers and publishers do more with their first-party data by making it **easier to use, organize and derive insights from** trusted, known customer relationships.

From streamlined data ingestion, to value optimization, and full-proof measurement, advertisers and publishers are able to leverage their first-party data across our product suite.

We are investing in:

- Google's own first-party relationships on Google.com, YouTube, and more, to develop unique insights and best-in-class privacy controls.
- Tools and solutions that help marketers and publishers capture, measure and scale the use of their customer data to improve user experience, lifetime value, and fuel new customer acquisition.

Machine learning-based Modeling & Automation



Why this is the future

As the digital ecosystem changes, **our solutions are moving from machine learning enhanced to machine learning driven.**



Modeling

Investing in ML-based modeling to deliver results for customers. Attributing conversions, optimizing campaigns, managing frequency, and reaching relevant audiences are just a few examples.



Automation

Help you achieve relevant user experiences at scale and anticipate user needs — even when user signals are limited (due to user preferences or browser constraints).

New privacy-preserving technologies: The Privacy Sandbox



Why this is the future

Improve user privacy and support the ad-funded Internet by developing alternative purpose-built APIs designed to protect user privacy by default.

Ads use cases supported by user-level identifiers today:

Anti-Fraud

Interest Based Ads

Remarketing

Conversion Measurement

Alternative Approaches with Privacy Sandbox

FIGHT SPAM AND FRAUD ON THE WEB with [Trust Token API](#)

SHOW RELEVANT CONTENT AND ADS with [Topics](#) [formerly FLoC] (Interest Based Ads) and [FLEDGE](#) (Remarketing)

MEASURE DIGITAL ADS with [Attribution API](#) (Click & View, Cross-Environment)

Your Role:

Three Step Framework for Privacy-Safe Growth



BUILD

Build a direct relationship with your customers based on **responsibly-gathered first-party data**.



MEASURE

Ensure your measurement remains accurate, flexible, and actionable by leaning on **machine learning**.



ACTIVATE

Drive business objectives by keeping your ads relevant with **automation**.



Thank you

Marshall Vale, Google