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MMA MATT Unplugged

A More Private Future for Marketing Analytics



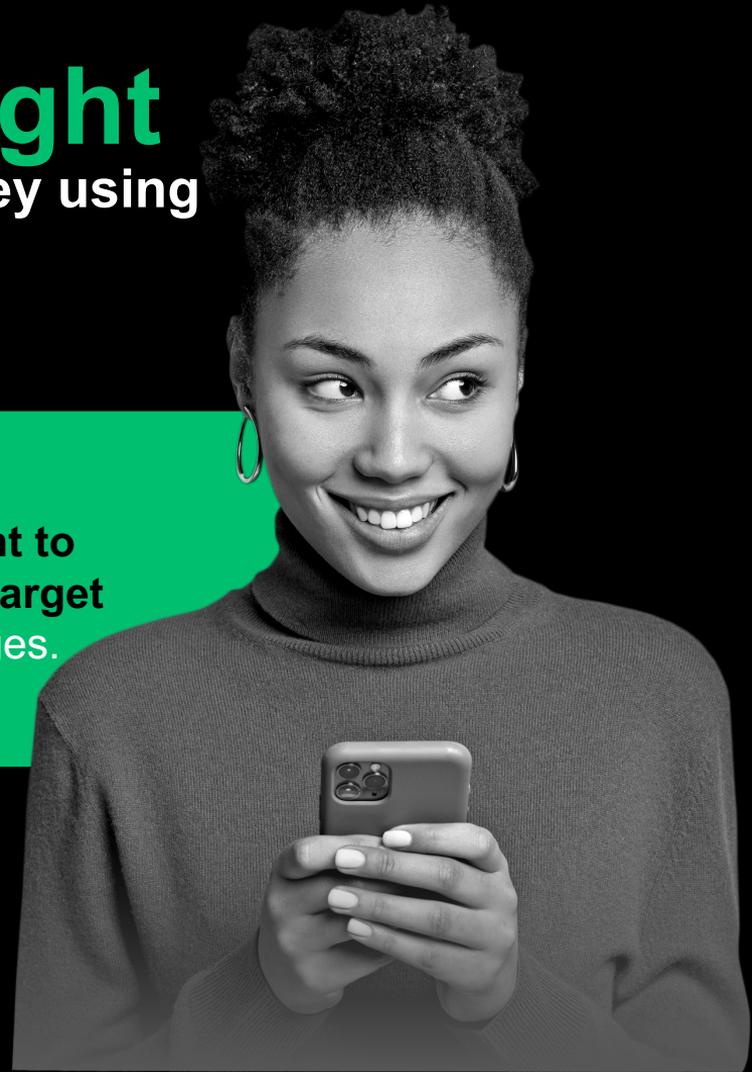
Allyson Dietz
Senior Director, Analytics
Neustar, A TransUnion Company

Consumer Level Insight

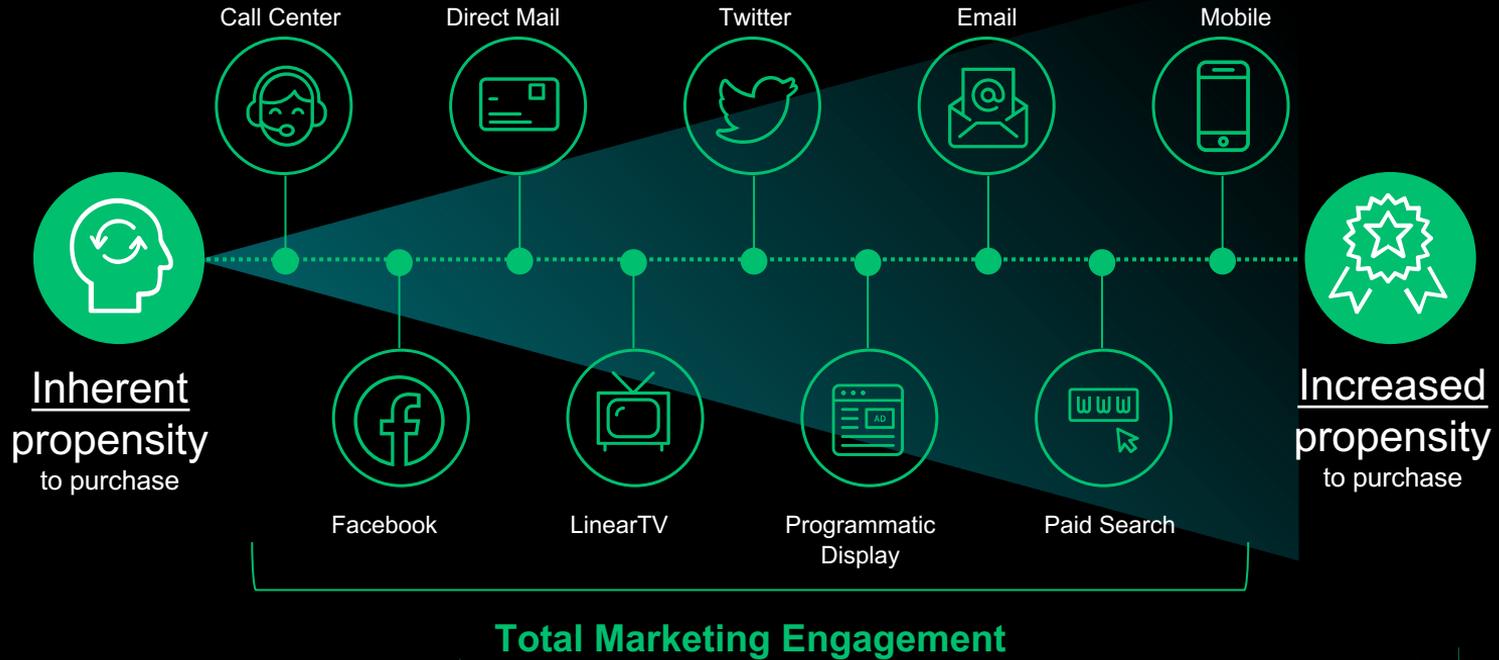
Maximize ROI across the customer journey using
Attribution



View the customer journey from **touchpoint to touchpoint to better** allocate dollars and **target specific buyers** with personalized messages.



Analyze **total engagement** for complete insights



“

When you have [MMM] and [MTA] working together in a symbiotic model, you actually have a much better picture of what's **driving your business**, what's **resonating with consumers** and where you should **double down your investment**.

”



Source: Lou Paskalis, MMA Global President on AdExchanger Talks, October 19, 2021



Challenges for Marketers



Loss of
Scale



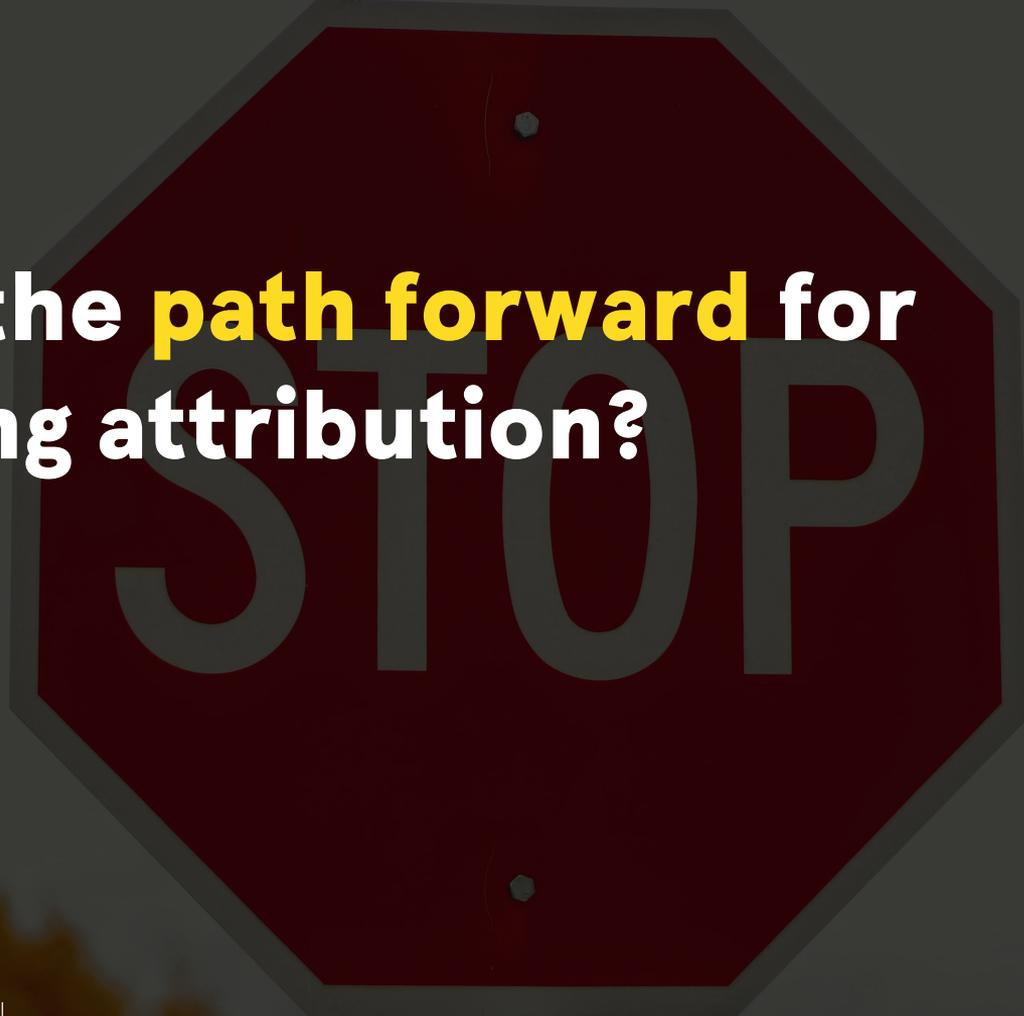
Loss of
Addressability



Targeting
Limitations

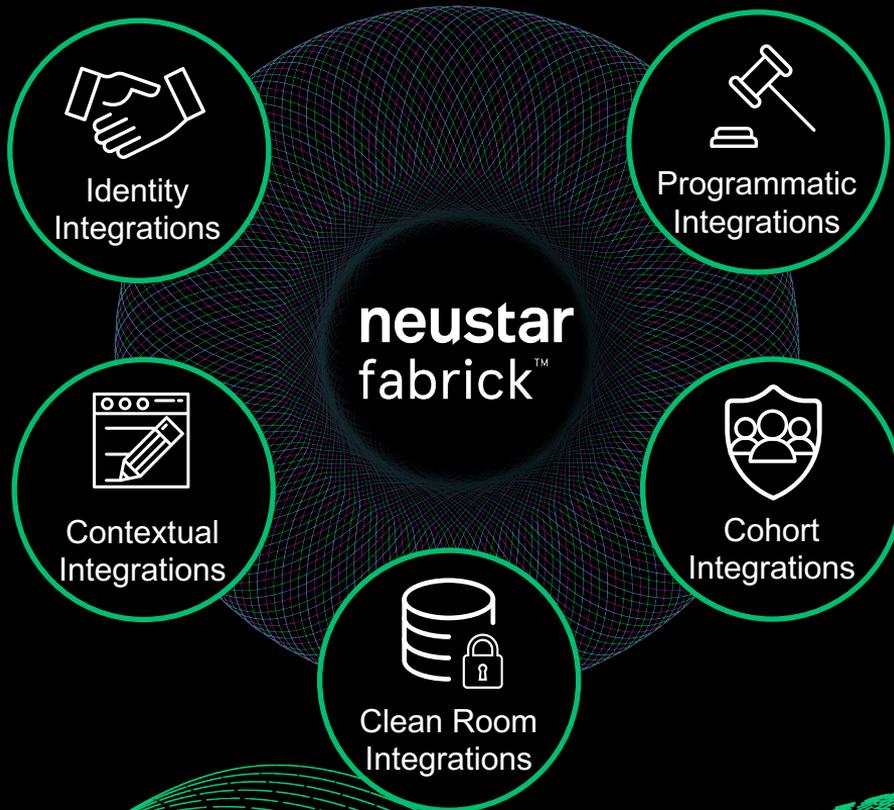


Measurement
Limitations



What is the **path forward** for marketing attribution?

Connect data across channels, platforms, publishers, and traffic types to enable analytics

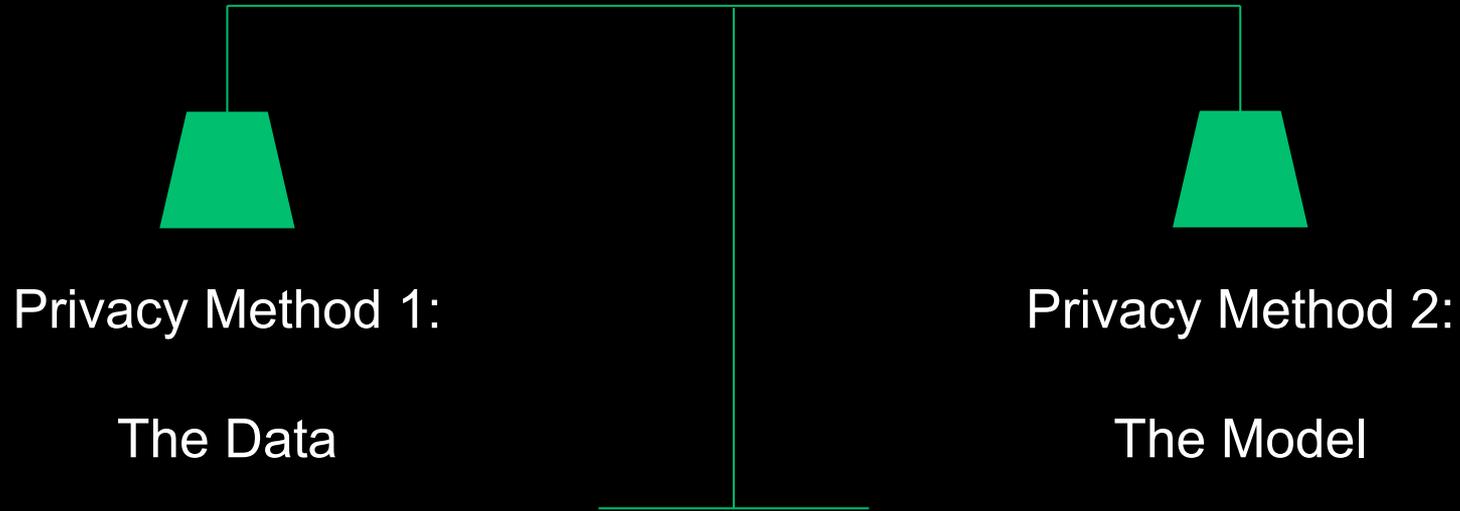


Privatized Measurement is the Future

Evaluation of the use of privacy-preserving technologies in a typical real-world analytics deployment



Compare two paths to privatization

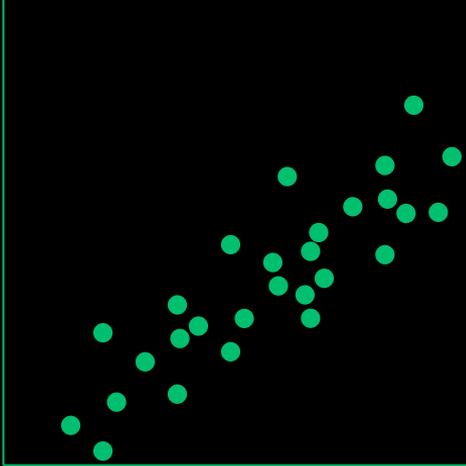


Exploring the two methods

The Data:
k-anonymization



The Model:
Model Calibration



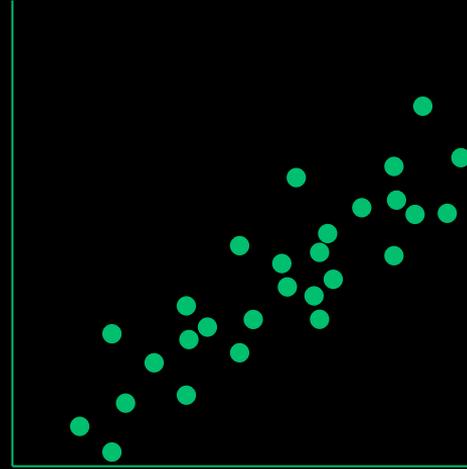
Both methods offer merit for privatized measurement

The Data: k-anonymization



Large k-values, e.g., 1% of the dataset, offer privacy with limited bias & less computational time

The Model: Model Calibration



Injected noise adds variance but no significant bias and limited computational penalty

Cohorts enable privatized measurement in MTA today

Neustar and Facebook execute a real-time identity sync through the Neustar Fabric ecosystem

Facebook groups users into User Sets of 100 daily based on similar exposure with advertising on Facebook

Neustar generates an accurate approximation of the model features at the user-level and incorporates that into our MTA models





Hard work ahead



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Get the full whitepaper at:

**[https://www.home.neustar/resources/
whitepapers/privatized-measurement-is-the-key](https://www.home.neustar/resources/whitepapers/privatized-measurement-is-the-key)**