



THE GREAT DEBATES

GREAT IDENTIFIER SOLUTIONS DEBATES

Strategic Partner



Execution Partner



Today's Agenda



Greg Stuart
MMA CEO

Introduction to the Event by MMA CEO

:05 min



Wayne Townsend
*President
Technology Practice*



Sandeep Gadre
*Sr. Director of Product
Management*

Epsilon CORE ID Identifier Solution Presentation

:25 min



Lauren Wiener
Managing Director



Derek Rodenhausen
Partner

BCG Moderation & Q&A

All Q&A collected from the audience will be posted on MMA's website after the event

:15 min



Matt Prohaska Scott Cunningham Erin Yasgar Tobin Ireland

Panel Discussion

:15 min

Today's Moderators & Presenters

EPSILON CORE ID The Core of Identity: Direct Relationships

Wayne Townsend
President Technology Practice

EPSILON®



Sandeep Gadre
Sr. Director of Product Management for Identity

EPSILON®



Moderators:

BCG BOSTON
CONSULTING
GROUP



Lauren Wiener
BCG Managing Director & Partner



Derek Rodenhausen
BCG Partner

Panel Discussion:

 **PROHASKA**
CONSULTING



Matt Prohaska
CEO & Principal



Scott Cunningham
Technology Consultant & Founder IAB Tech Lab.



Erin Yasgar
Global Practice Lead Marketing and Agency Strategy



Tobin Ireland
Data Industry Investor & Advisor to the WHO



THE GREAT DEBATES

GREAT IDENTIFIER SOLUTIONS DEBATES



In partnership with:



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IDENTITY
SOLUTIONS

4

PANEL
DEBATES

20+

MARKETING
EXPERTS

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EPSILON™

Epsilon
CORE ID

verizon
media

Verizon
Media
ConnectID

LiveRamp

Authenticated
Traffic
Solution (ATS)

neustar

Neustar
Fabrick



THE FUTURE OF IDENTITY.

Google

FLoC

iab.
TECH LAB

Unified ID

ID5

Universal ID

BritePool

16 April 2021

11:00 am ET

7 May 2021

1:00 pm ET

21 May 2021

11:00 am ET

11 June 2021

11:00 am ET

1 July 2021

11:00 am ET

30 July 2021

11:00 am ET

13 Aug 2021

11:00 am ET

10 Sept 2021

11:00 am ET

1 Oct 2021

11:00 am ET

FOLLOWED BY 4 PANEL DEBATES

MARKETER
DEBATE



ANALYTICS
DEBATE



CMO
DEBATE



CHIEF DIGITAL
OFFICER DEBATE



REGULATORY
DEBATE



Great Identifier Solutions Speakers



Wayne Townsend
President
Technology Practice
Epsilon CORE ID



Sandeep Gadre
Sr. Director of Product Management
for Identity
Epsilon CORE ID



Varun Bhagwan
VP, Product Management
& Engineering, Ads Data
**Verizon Media
ConnectID**



Travis Clinger
SVP of addressability and
ecosystem
LiveRamp ATS



Michael Schoen
SVP, GM Marketing
Solutions
Neustar Fabrick



John Lee
Corporate Chief Strategy
Officer, Merkle
Merkury (Merkle)



Chetna Bindra
Group Product Manager,
User Trust and Privacy
FLoC (Google)



Dennis Buchheim
CEO, IAB Tech Lab
**Unified ID 2.0 &
others**



Mathieu Roche
Co-founder & CEO
ID5 Universal ID



David J. Moore
CEO, BritePool
BritePool



GID Identifiers Advisory Board Members

Louis Paskalis, SVP, Customer Engagement & Media Investment, [Bank of America](#)

Charlie Chappell, Head of Integrated Media & Comms Planning, [The Hershey Company](#)

Brad Feinberg, VP of Media & Consumer Engagement, [Molson Coors](#)

Sean Downey, VP, Media Platforms, [Google](#)

Amy Adams, Global Head of Personalization, [McDonalds](#)

Luiz Felipe Barros, Global Marketing VP, Data & Media, [AB InBev](#)

Harry Kargman, Founder & Chief Executive Officer, [Kargo](#)

Luke Kigel, VP, Media and Omni Channel Planning, [Walgreens](#)

Chris Paul, Executive Director, Digital Marketing, [Verizon](#)

Karthik Rao, Chief Operating Officer, [Nielsen](#)

Andrew Covato, Global Head of Measurement & Insights, [Snap Inc.](#)

Jay Altschuler, Vice President, Media, [Petco](#)

Joe Zawadzki, Chief Executive Officer, [MediaMath](#)

Charles Manning, President & CEO, [Kochava](#)

Stephanie Redish Hofmann, Managing Director, [Google](#)

Duncan McCall, Chief Executive Officer, [PlacelQ](#)

Jeremy Hlavacek, Chief Revenue Officer, [IBM Watson Advertising](#)

Kari Marshall, VP, Media & CRM, [T-Mobile](#)

Jennifer Gardner, Sr. Director of Media, NA, [Unilever](#)

Tracy-Ann Lim, Chief Media Officer, [JPMorgan Chase & Co](#)

John Piontkowski, VP, Client Sales and Strategy, [Verizon Media](#)

Scott Cunningham, Owner, [Cunningham Tech](#)

Joshua Lowcock, EVP, Chief Digital Officer / Global Brand Safety Officer, [UM](#)

Lauren Wiener, Managing Director, [BCG](#)

Tobin Ireland, Data Industry Investor & Advisor

Brett Leece, Investor and CMO, [Happy Bond](#)

Matt Prohaska, CEO & Principle, [Prohaska Consulting](#)



THE GREAT DEBATES

GREAT IDENTIFIER SOLUTIONS DEBATES

A Year's Worth of Insights & Education

Events designed to #ShapeTheFuture of marketing:
mmaglobal.com/events



MATT UNPLUGGED | VIRTUAL
FUTURE OF ATTRIBUTION
MAY 19, 2021

Deep dive into the future of attribution.



CONNECTED TV UNPLUGGED | VIRTUAL
FUTURE OF OTT, CTV AND CONSOLES
JUNE 8, 2021

Connected TV is at a tipping point – discover how to add it into your next campaign.



CEO & CMO SUMMIT | VIRTUAL
ARCHITECT THE FUTURE
JULY 19-20, 2021

An invitation-only intimate gathering of industry thought leaders.



DATT UNPLUGGED | VIRTUAL
DATA IN MARKETING THINK TANK
OCTOBER 13, 2021

Event for data geeks or wannabe marketing data geeks.



MOSTT UNPLUGGED | VIRTUAL
FUTURE OF MARKETING ORGANIZATION DESIGN
OCTOBER 19, 2021

Deep dive into marketing organization insights and knowledge.



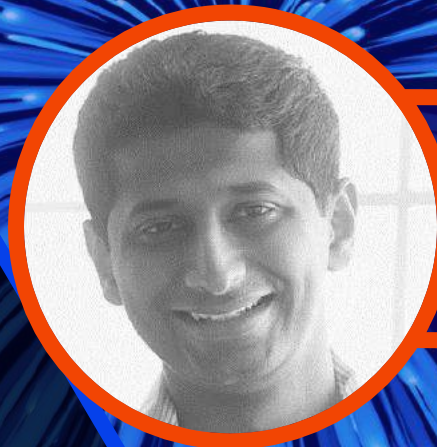
SMARTIES UNPLUGGED | VIRTUAL
FUTURE OF INNOVATION & CREATIVE EFFECTIVENESS
NOVEMBER 9-10, 2021

Deep dive into the future of innovation & creative effectiveness.

THE CORE OF IDENTITY: RELATIONSHIPS



Wayne Townsend
*President
Technology Practice*



Sandeep Gadre
*Sr. Director, Product
CORE ID*

AGENDA



Market Dynamics & Future-Proof ID



Epsilon's Strategy & Solutions



CORE ID Details & Success Stories

PLATFORM EVOLUTION UNDERWAY

Mobile & browser infrastructure is transforming as third-party identifier deprecation accelerates



Sept. 2017

Safari removed 3PCs

**36% of browser
market share**



Sept. 2019

Firefox removed 3PCs

**4% of browser
market share**



Spring 2021

App Tracking Transparency (ATT)
consumer opt-in to tracking

**27% mobile OS
market share**



2022

Chrome will remove 3PCs

**48% of browser
market share**

NEXT-GEN CHALLENGES MARKETERS FACE AMIDST THIRD-PARTY DATA DEPRECATION

How can I rapidly accelerate my **first-party data strategy**?

Can I **recognize my customers in real-time** across channels and deliver meaningful, **personalized messaging**?

Will my ads **reach the right people** at the right time?

Am I losing line of sight into **performance measurement**?

Is the **omnichannel customer journey** going to suffer?

How much **waste will I incur on poorly optimized frequency** or targeting the wrong people?

WHY CONNECTED IDENTITY RESOLUTION MATTERS

**Maximize
reach**



**Enhance
targeting**



**Power
personalization**



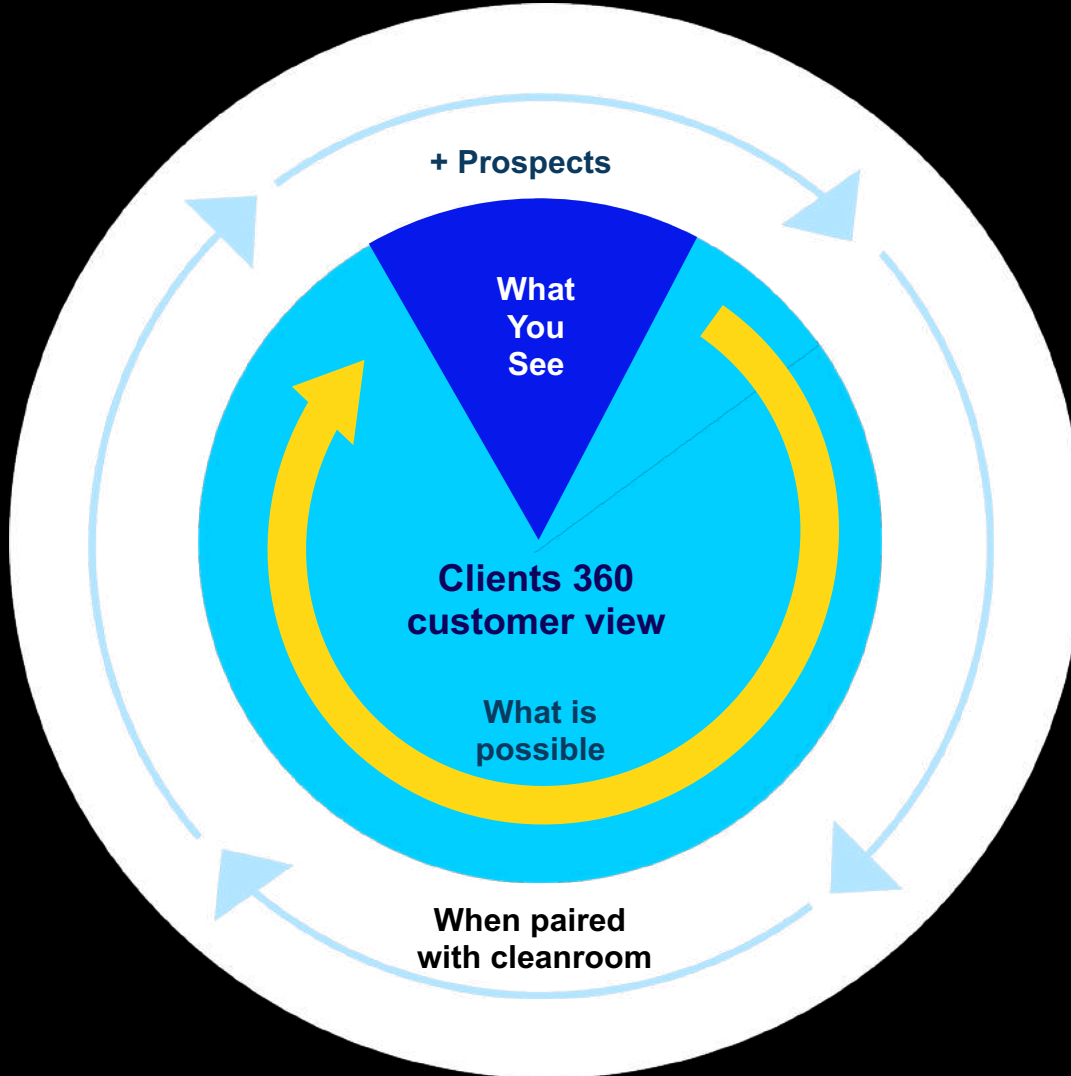
**Minimize
waste**



**Enable
precise measurement**



FOUR DATA STRATEGIES TO EXPAND YOUR VIEW



Zero-party Data

Let consumers tell you how they want to engage with your brand

First-party Data

Direct and digital information consumers share with your brand

Second-party Data

Another brand's 1P data, creating partnership opportunities to reach your consumers

Third-party Data

Demographics and transactions are still critical, but less focus on derived or self-declared interests

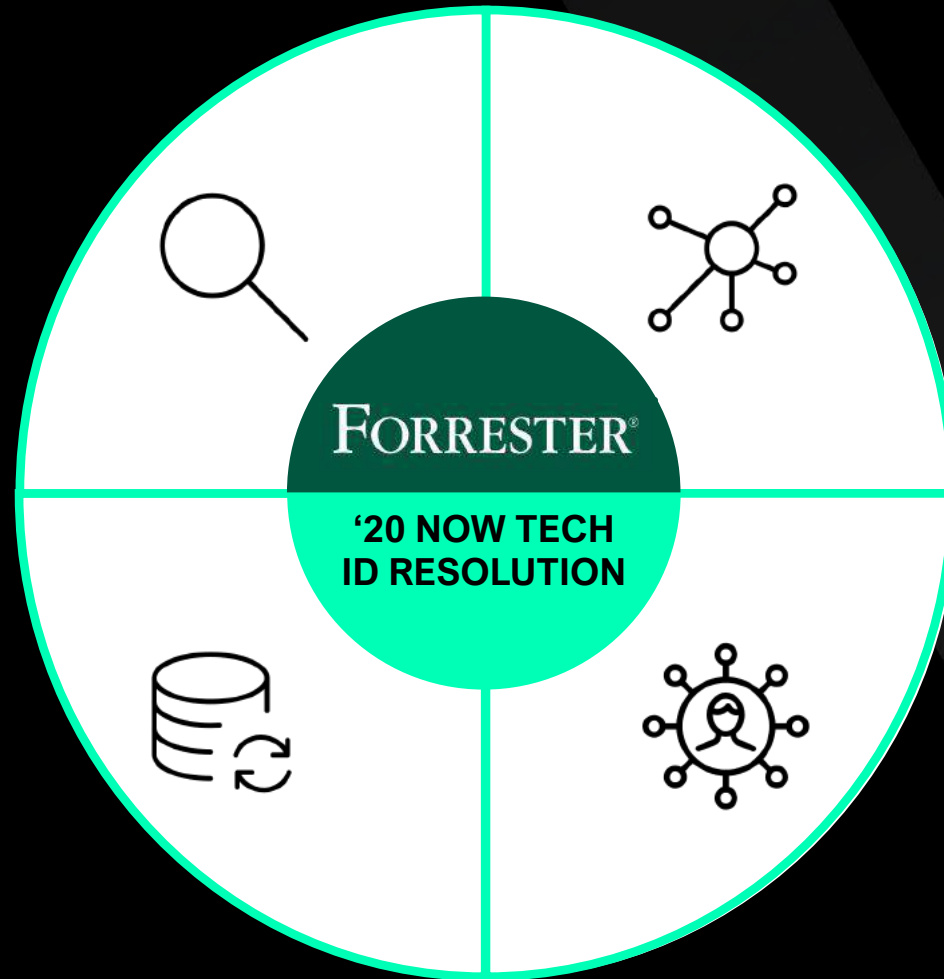
FOUR ELEMENTS OF FUTURE PROOF ID RESOLUTION

First-Party PII

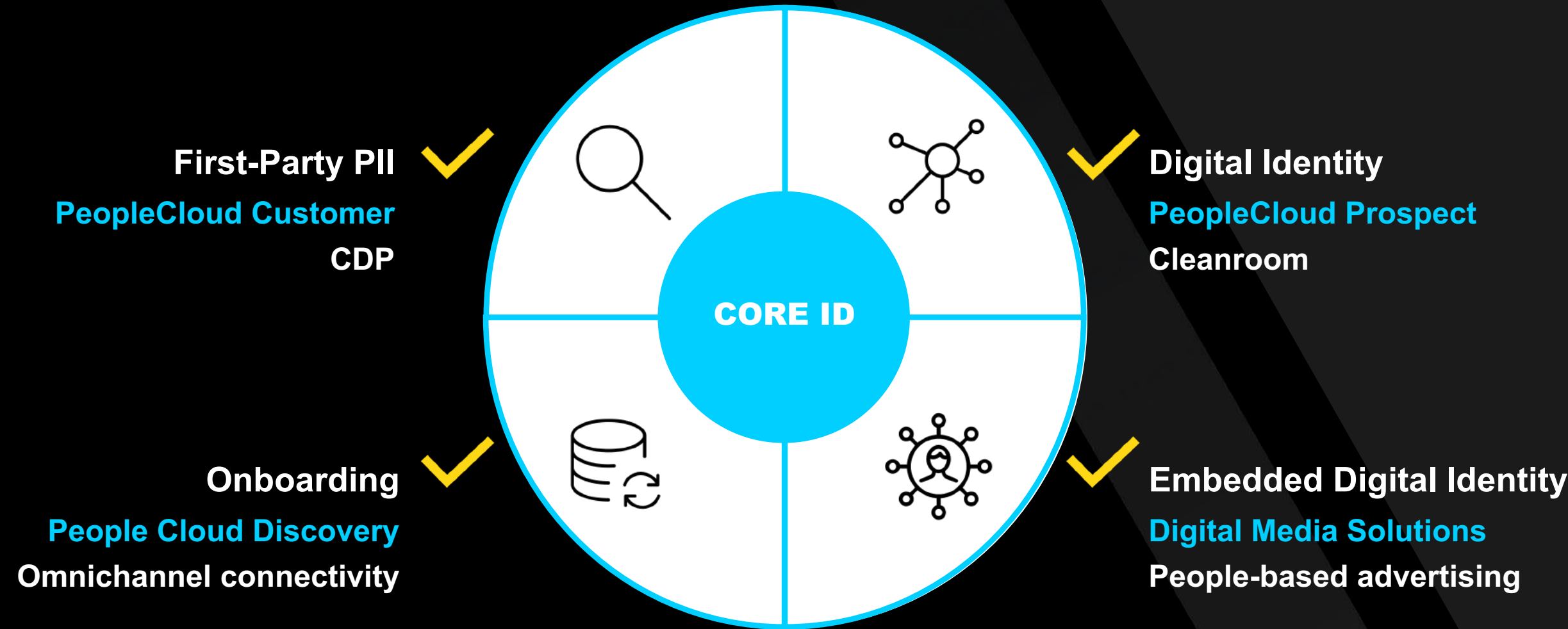
Digital Identity

Onboarding






Embedded Digital Identity



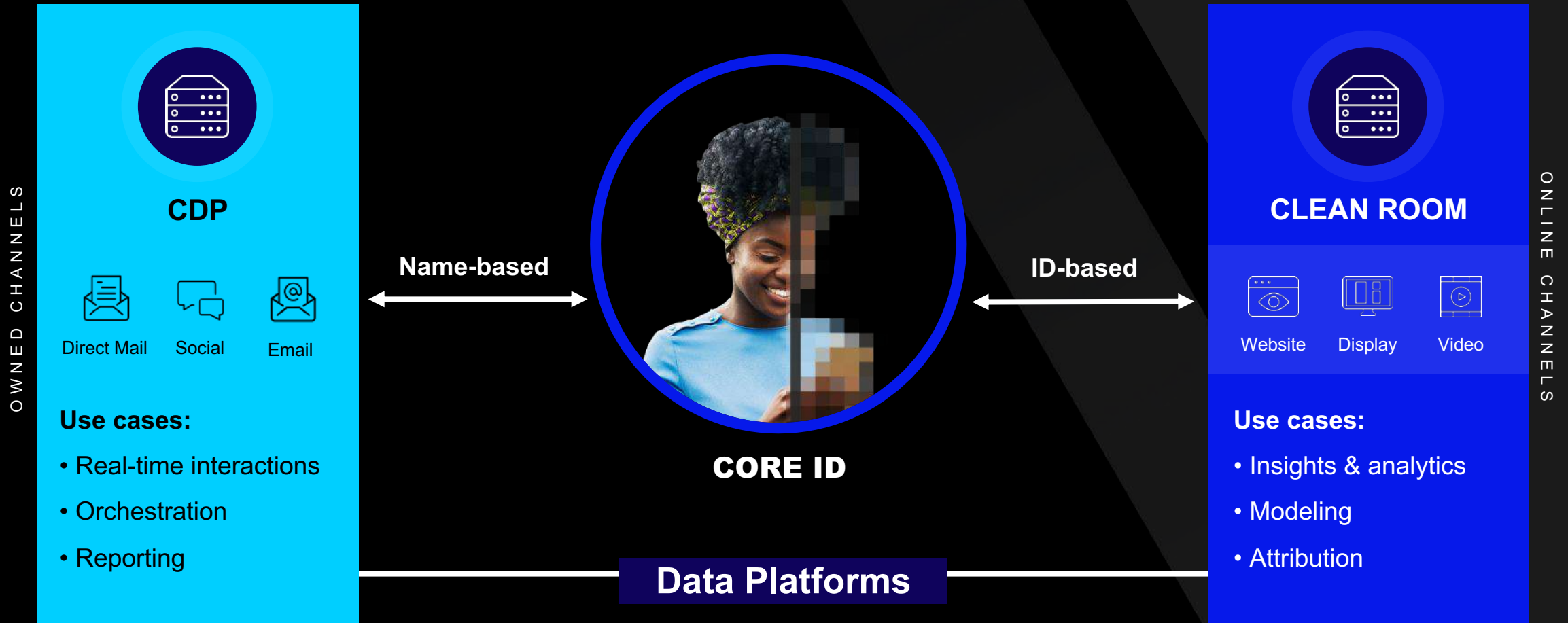
EPSILON EXCLUSIVELY EXCELS IN ALL FOUR ELEMENTS OF FUTURE PROOF ID RESOLUTION



EPSILON CORE ID BY THE NUMBERS – NAME-BASED + DIGITAL ID-BASED

	 Privacy	 Scale	 Accuracy	 Longevity	 Connectivity
NAME-BASED	<p>50+ years' experience</p> <p>GDPR & CCPA compliant</p> <p>Rigorous client 1st-party data protections</p>	<p>200M+ consumers 125M households</p>	<p>95% of records have >1 source 87% of records have >4 sources</p>	<p>25+ years of privately sourced move history</p>	<p>Omnichannel engagement from single managed data set</p>
ID-BASED	<p>Pseudonymized + individual-level consent</p>	<p>200M+ consumers Avg. match rate = 75% Avg. reach rate = 85%</p>	<p>96% cross-device link accuracy <i>per ComScore</i></p>	<p>80% reachable after two years</p>	<p>5 digital touchpoints per person on average</p>

THE KEY TO CLOSED LOOP CONNECTIVITY: DIRECT + DIGITAL 1P DATA FLUIDITY



COLLABORATING ON THE FUTURE OF OPEN IDENTITY

Making **Unified ID 2.0** interoperable with Epsilon's **CORE ID** represents a **major step forward**



Jeff Green
CEO



We're **proud to be partnering with Epsilon** & integrating further with the company to provide **enhanced targeting** solutions for advertisers



Ivan Markman
Chief Business Officer

We haven't waited to act in the face of the disappearance of 3rd party cookies... we are ensuring that all of our clients have the **necessary strategic input and tools** to navigate this new ecosystem and turn this threat into an opportunity



Arthur Sadoun
Chairman & CEO



We're working hard to **make sure our powerful identity, data and AI capabilities can be activated with the right partners**, helping alleviate marketers' concerns as 3rd party cookies are eliminated

EPSILON®

Ric Elert
President, COO



EPSILON®

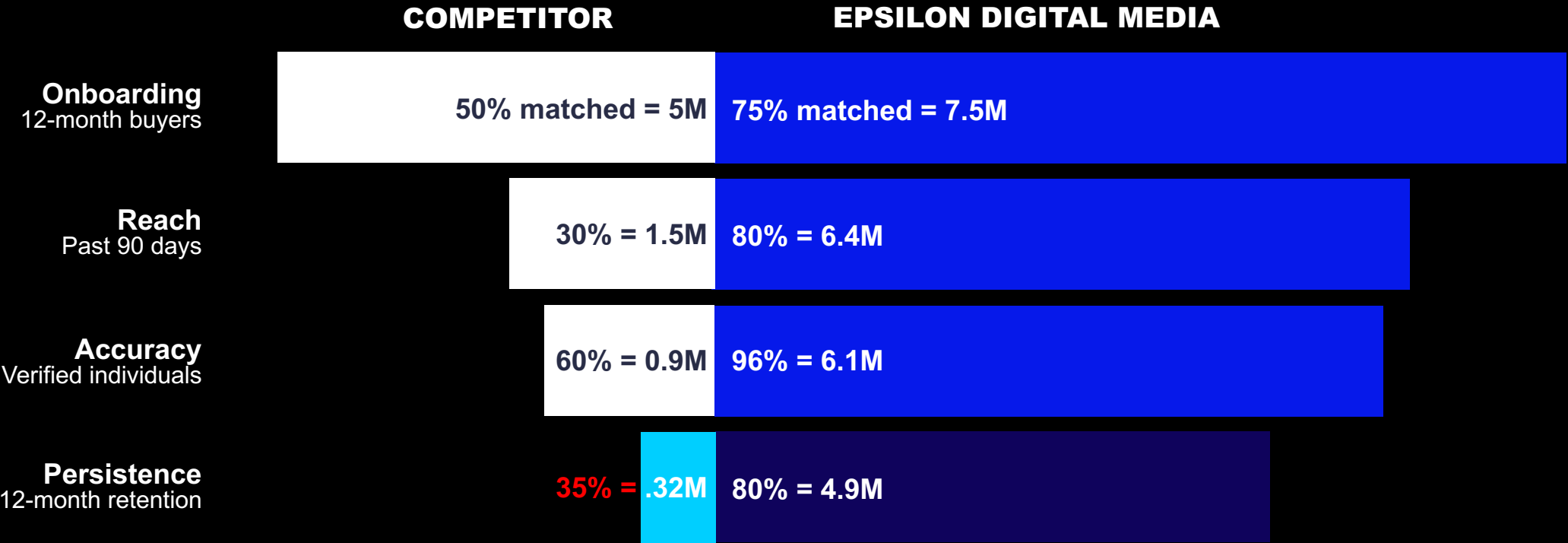
SUPERIOR RECOGNITION AND REACH

PROVEN TO IMPROVE OVER TIME

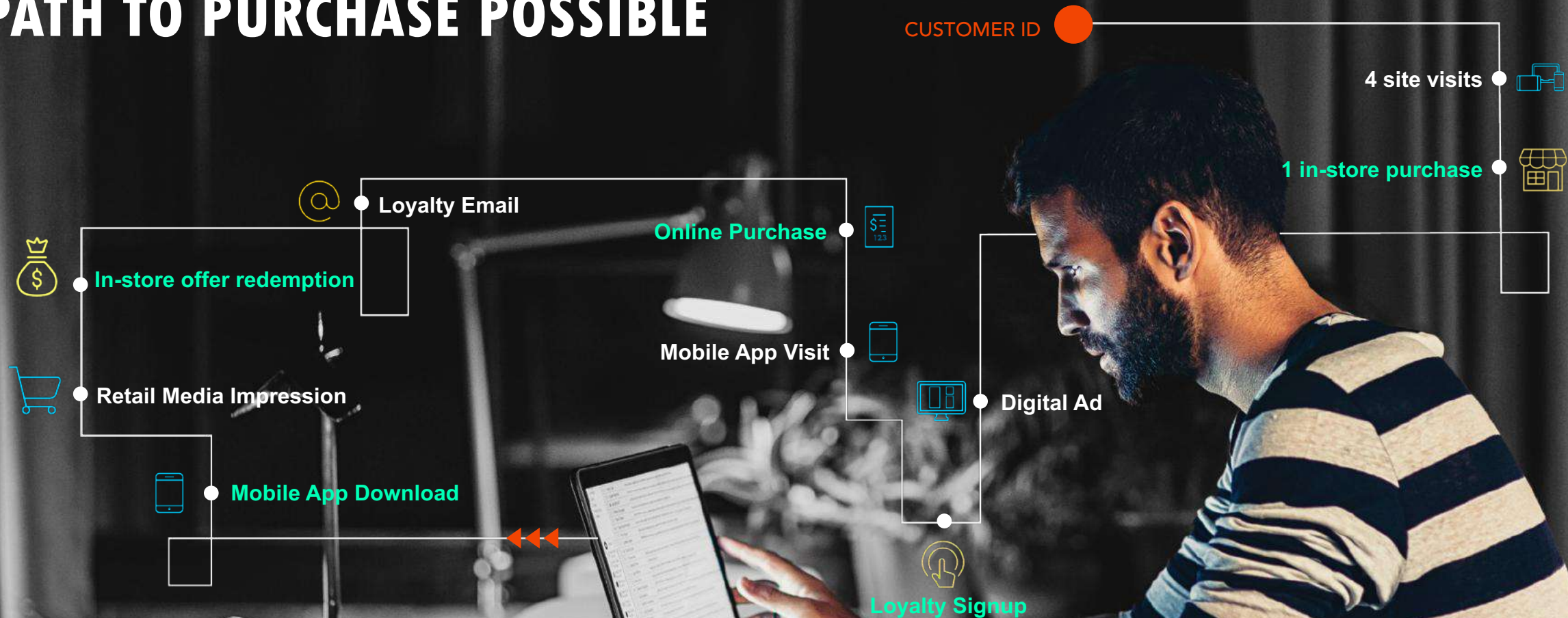
Head-to-head match test



10M
PEOPLE



CONNECTED IDENTITY MAKES MEASUREMENT ALONG THE PATH TO PURCHASE POSSIBLE



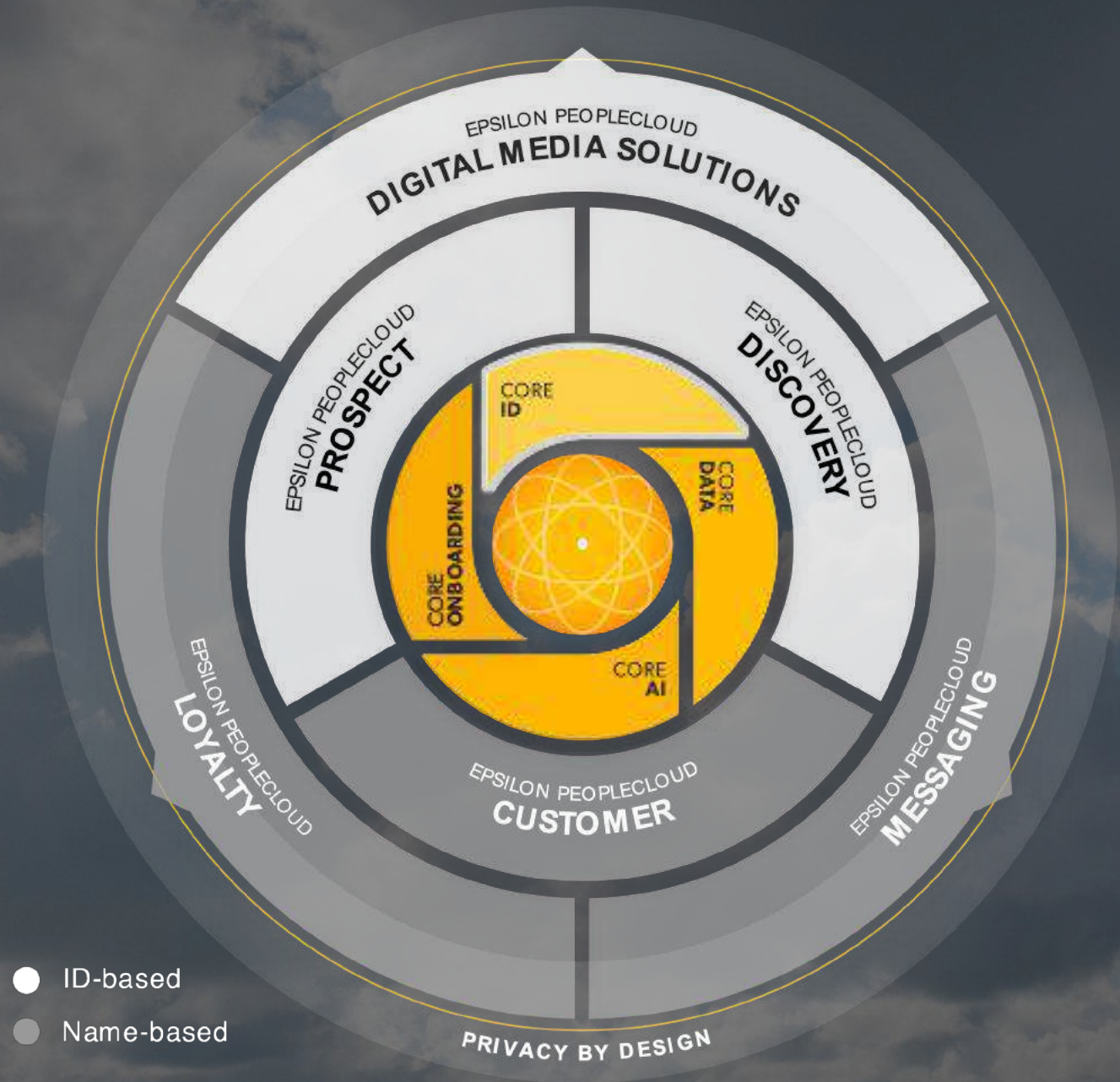
KEY

- Interaction
- Conversion
- Offline
- Online

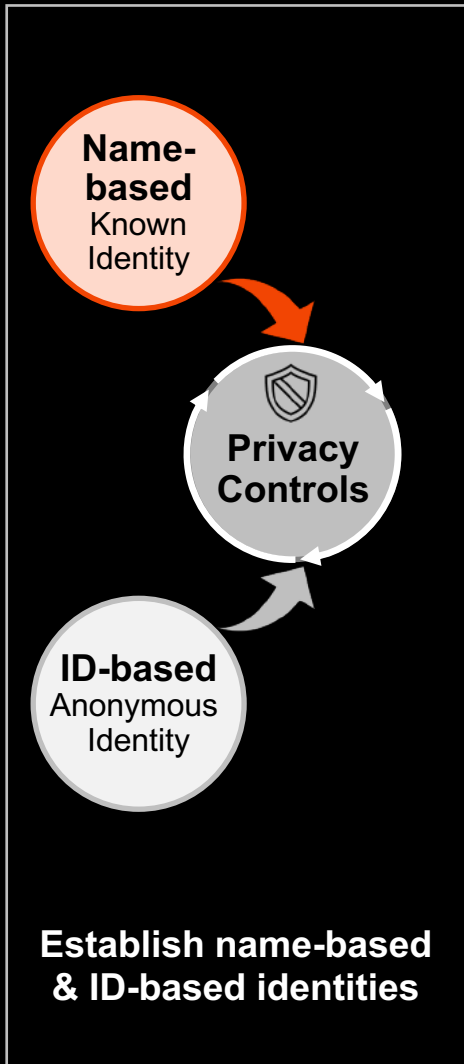
OUR COMPASS: CORE ID

Identity resolution **CAPABILITY** that drives all Epsilon PeopleCloud products enabling -

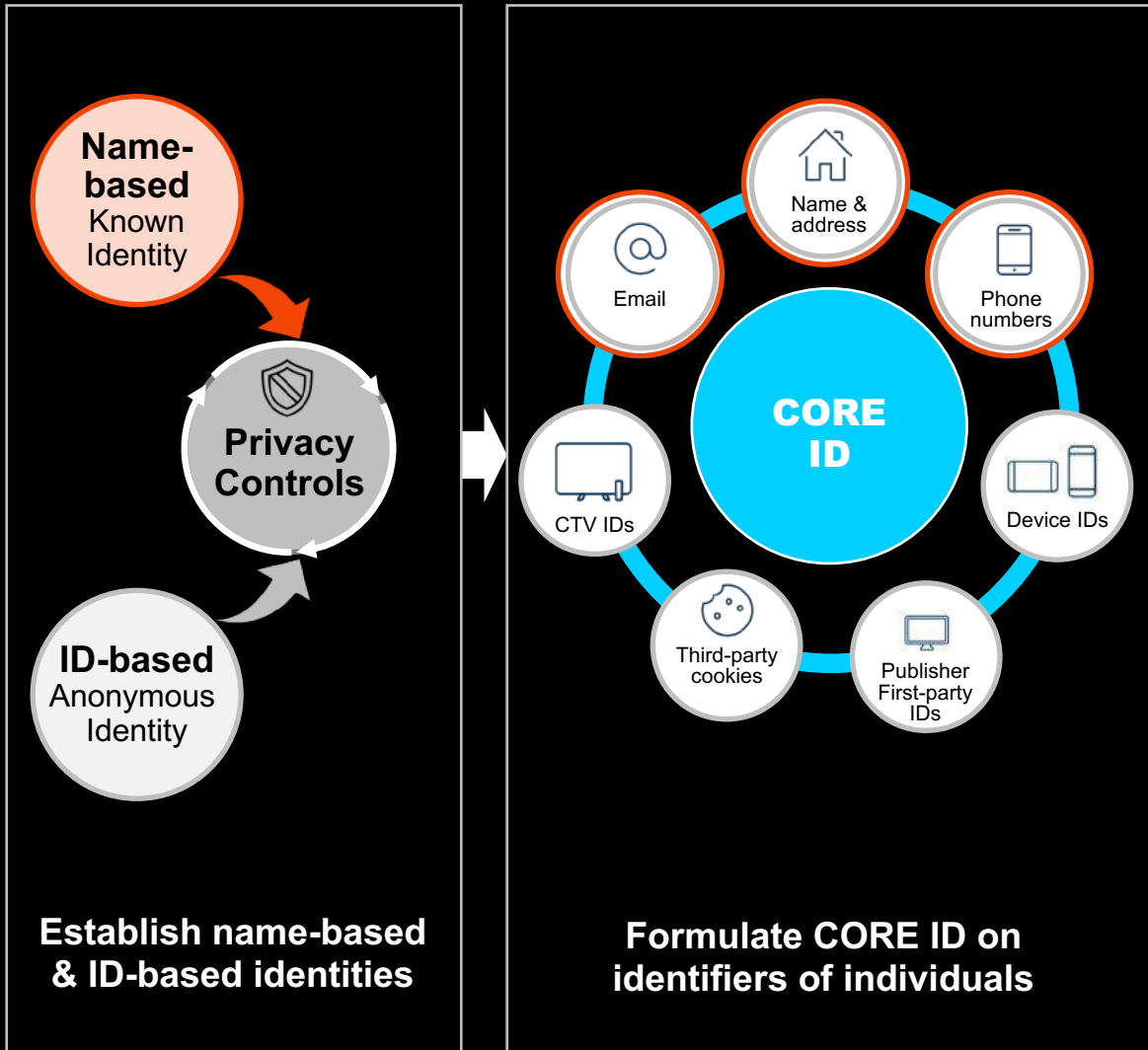
- Single view of customers
- Real-time recognition
- Personalized advertising and experiences
- Accurate performance measurement



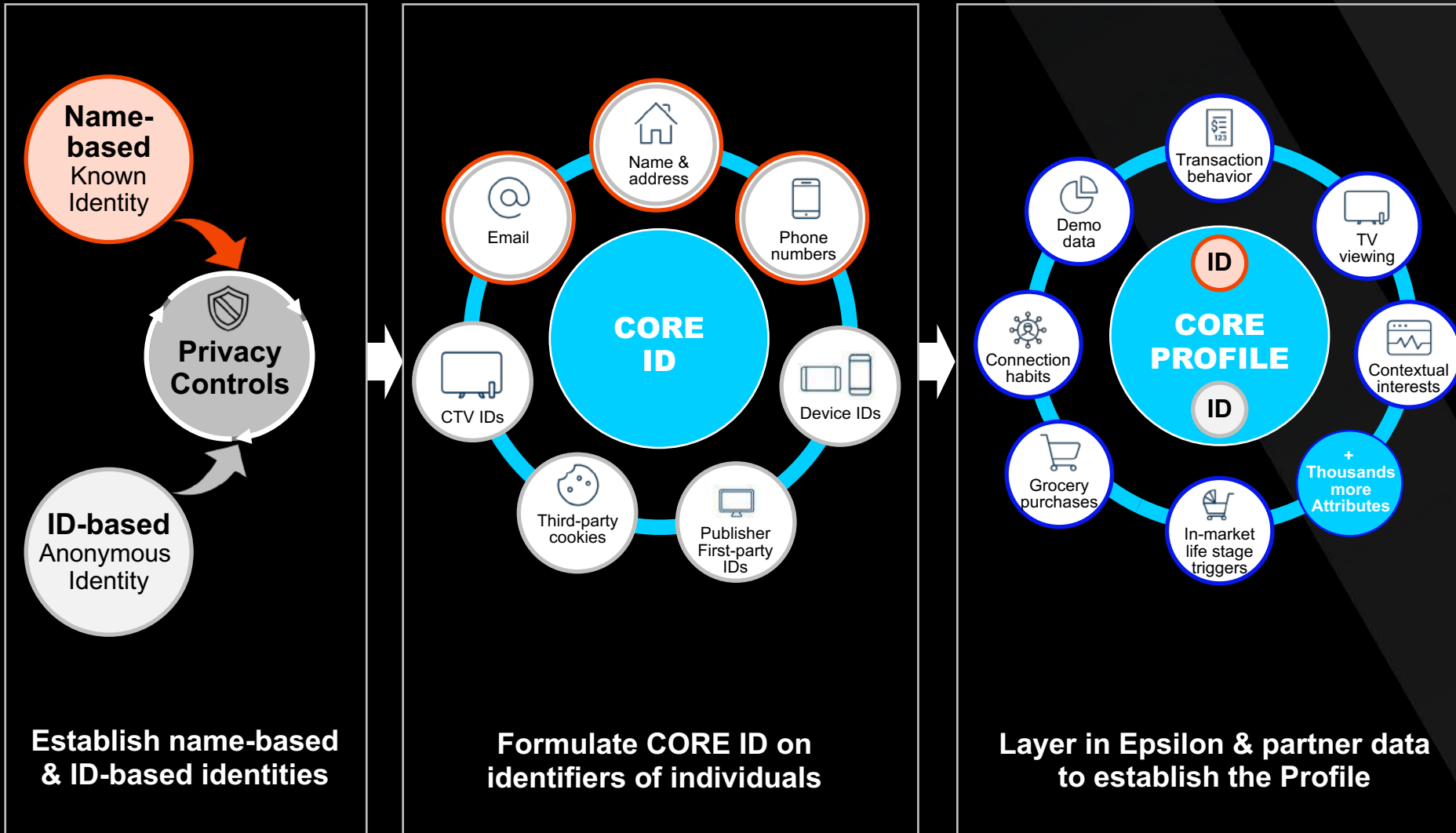
EPSILON'S CORE ID OPERATES IN BOTH NAME-BASED & DIGITAL ID-BASED WORLDS



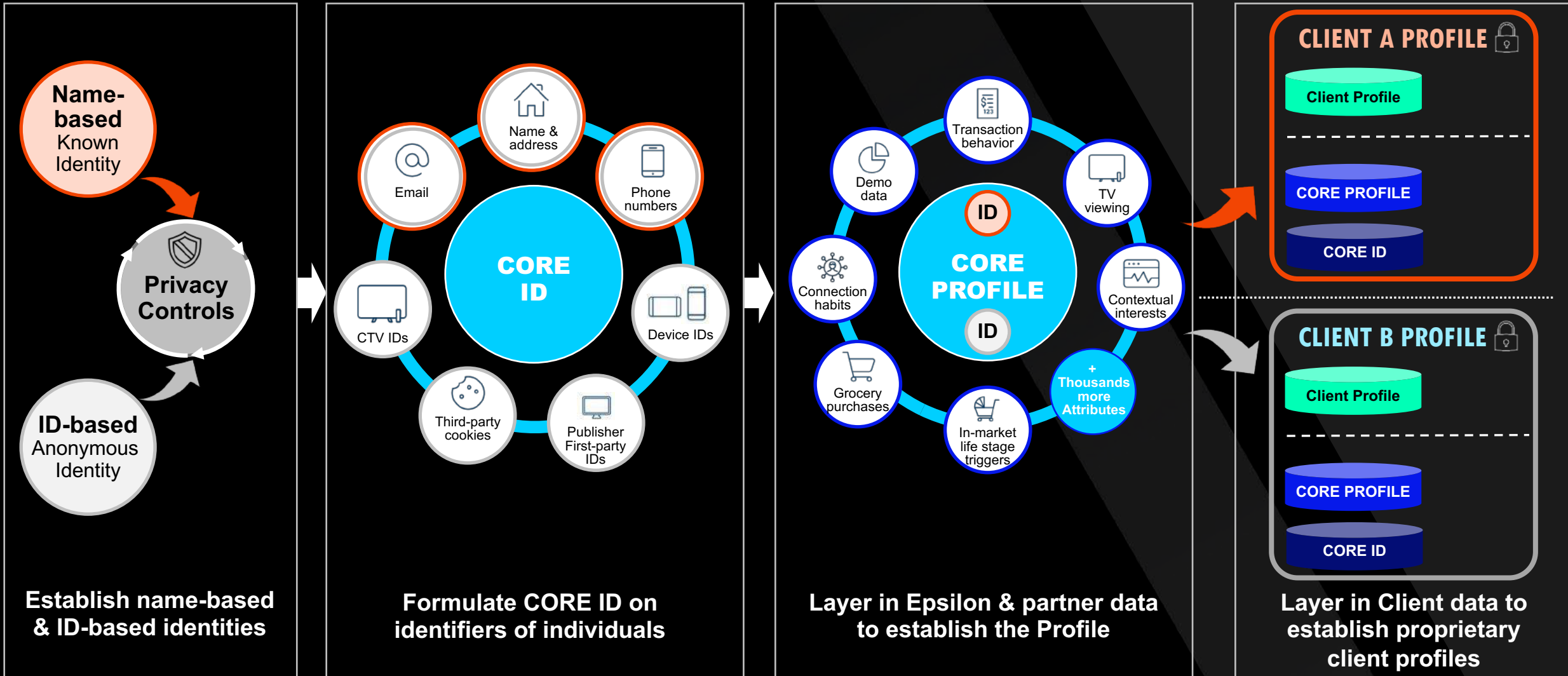
EPSILON'S CORE ID OPERATES IN BOTH NAME-BASED & DIGITAL ID-BASED WORLDS



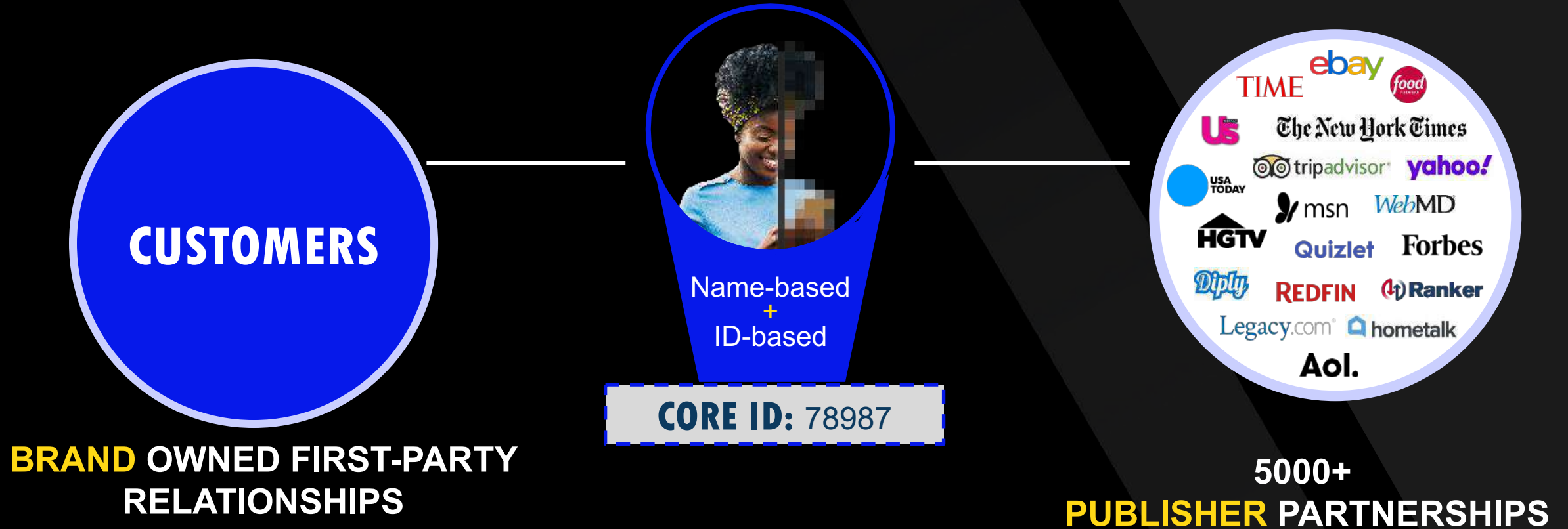
EPSILON'S CORE ID OPERATES IN BOTH NAME-BASED & DIGITAL ID-BASED WORLDS



EPSILON'S CORE ID OPERATES IN BOTH NAME-BASED & DIGITAL ID-BASED WORLDS



FUTURE-PROOF STRATEGY BUILT ON CORE ID



EPSILON'S FUTURE-PROOFED STRATEGY IS ALREADY WORKING

Epsilon built its CORE ID platform in 2007 and launched direct publisher relationships in 2012



25%

increase in clients' ad delivery on Safari after the browser deprecated third-party cookies in 2017

98%

of Epsilon ad impressions delivered to CORE IDs (known people), NOT to cookies or devices

EPSILON HELPS MONETIZE BROWSER TRAFFIC WITHOUT THIRD-PARTY COOKIES



6X

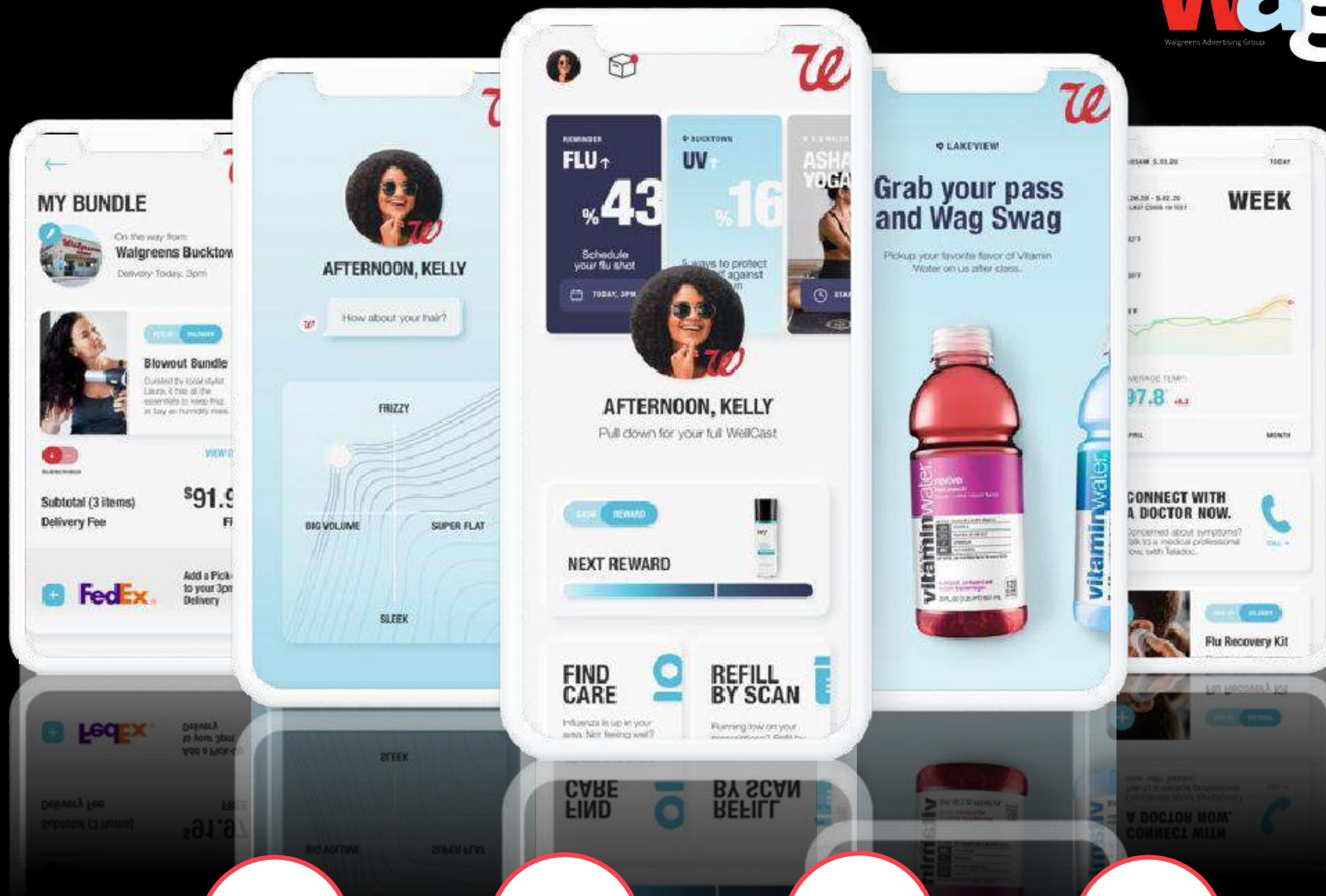
increase in share
of impression
served on Safari

460%

increased ad fill

135%

more revenue



Power of One

EPSILON

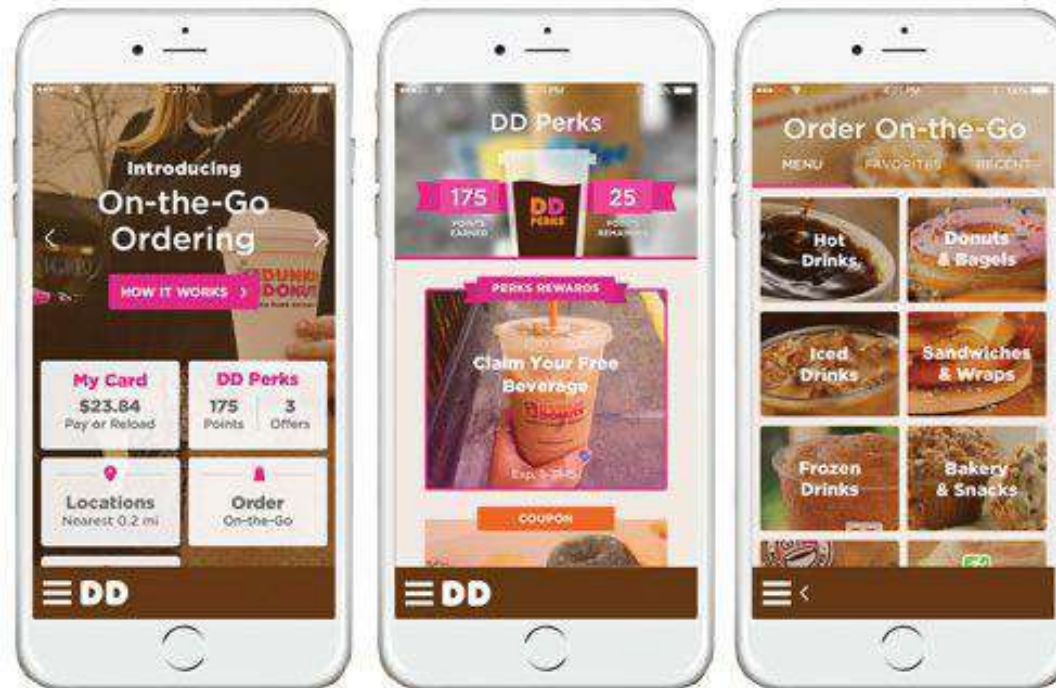
Leo Burnett

razorfish

publicis
sapient



DUNKIN'



**Real-Time Enterprise
Loyalty Platform**



**Messaging
(Email, Push)**



**Audience Insights &
Analytics**



**Creative &
Messaging**



**Campaign
Orchestration**



**Deterministic
Identity**

Q&A

The Great Marketing Growth Debate:

After session Panel Discussion



Matt Prohaska
CEO & Principal

Prohaska Consulting



Scott Cunningham
Founder of IAB Tech Lab

Technology Consultant



Erin Yasgar
Global Practice Lead
Marketing and Agency Strategy

Prohaska Consulting



Tobin Ireland
Special Advisor to WHO

Data Investor & Advisor



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Join the Discussion: #IdentifiersDebate

UP NEXT



Varun Bhagwan
VP, Product Management &
Engineering, Ads Data

Verizon Media
ConnectID

Striking the right balance: the challenge and promise of people-first data solutions

Navigating identity headwinds with an integrated approach centered on consumer privacy and choice.



7 May 2021



1:00 pm ET

THANK YOU

For Questions or More Information:

Greg Stuart

greg@mmaglobal.com

mmaglobal.com/identifiers

Join the Discussion:

#IdentifiersDebate



MMA

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