



THE GREAT DEBATES

THE GREAT IDENTIFIER DEBATES

Strategic Partner



Execution Partner





THE GREAT DEBATES

THE GREAT IDENTIFIER DEBATES



In partnership with:



30

MARKETING
EXPERTS

9

PRODUCT
REVIEW SESSION

5

PANEL
DEBATES

ALL IDENTITY SOLUTIONS IN ONE PLACE
TO REGISTER & LEARN MORE:

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Join the Discussion: #IdentifiersDebate

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 5 PANEL DEBATES

MARKETER
DEBATE



ANALYTICS
DEBATE



CMO
DEBATE



CHIEF DIGITAL
OFFICER DEBATE



REGULATORY
DEBATE



Today's Agenda



Greg Stuart
MMA CEO

Introduction to the Event by MMA CEO

:05 min



Gerry Bavaro
Chief Strategy Officer
Merkury



Merkle Merkury Identity Product Review

:25 min



Alex Barocas
Partner & Associate Director



Adil Riaz
Expert Project Leader

BCG Moderation & Q&A



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

:30 min



Matt Prohaska



Perianne Grignon

Panel Discussion



:15 min



THE GREAT DEBATES

THE GREAT IDENTIFIER DEBATES

A Year's Worth of Insights & Education

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



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DATT UNPLUGGED | VIRTUAL

DATA IN MARKETING THINK TANK
OCTOBER 13, 2021

Event for data geeks or wannabe marketing data geeks.

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MOSTT UNPLUGGED | VIRTUAL

FUTURE OF MARKETING ORGANIZATION DESIGN
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NOVEMBER 9-10, 2021

Deep dive into the future of innovation & creative effectiveness.

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||| Asking Questions, Sharing Insights



**SUBMIT QUESTIONS
VIA THE Q&A BOX**

Q&A

Send us your questions and insights, using this Q&A box.

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Today's Presenters & Moderators



Merkle Merkury Identity Product Review

Gerry Bavaro
Chief Strategy Officer, Merkury



THE FUTURE OF IDENTITY.
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Moderators:
BCG BOSTON
CONSULTING
GROUP



Alex Barocas
BCG Partner &
Associate Director



Adil Riaz
Expert Project Leader

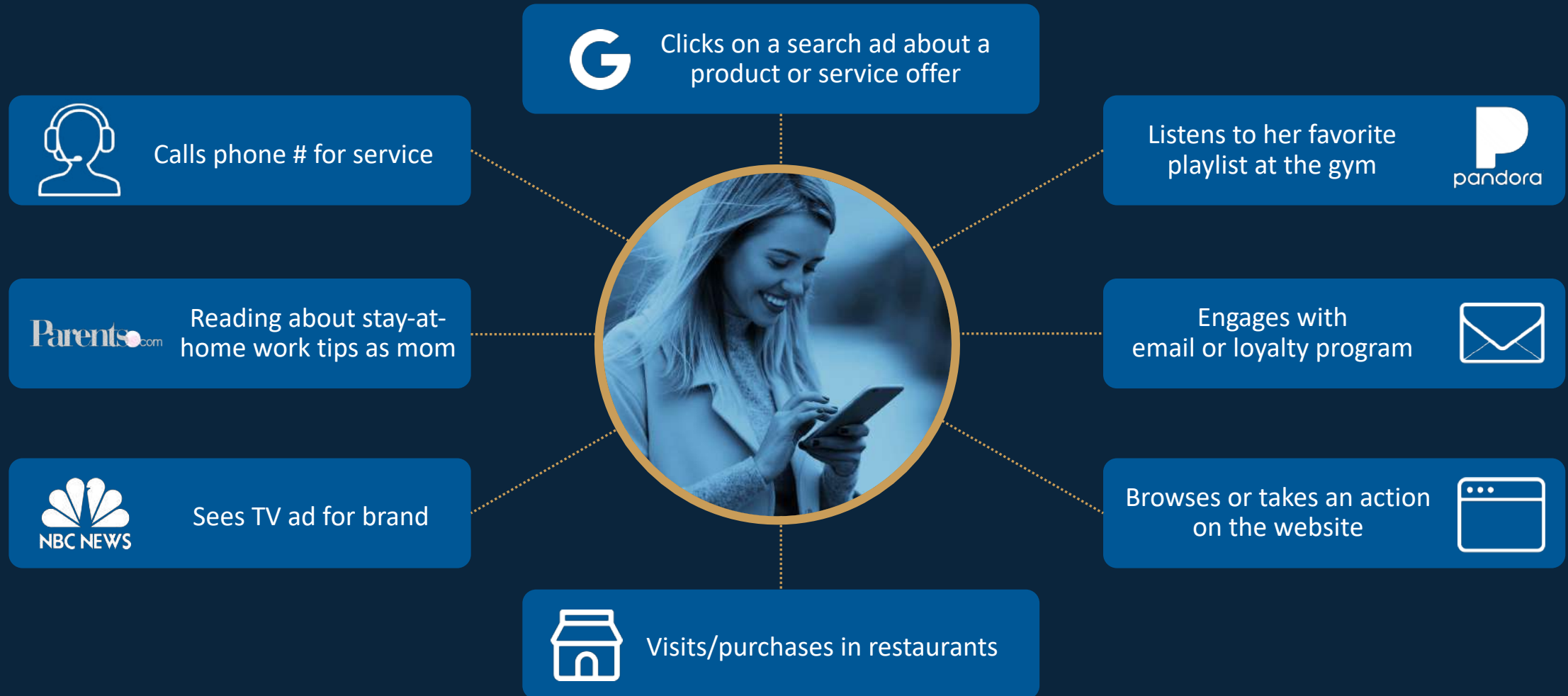
THE FUTURE OF IDENTITY FOR MARKETING & EXPERIENCE

July 1st, 2021



THE FUTURE OF IDENTITY.
POWERED BY MERKLE.

The total customer experience is a common vision for all marketers



But there's challenges

Deprecation of Third-Party Identity

Apple's Safari and Firefox already restricting third-party cookies, **Google and Apple further restricting, including device IDs this year.**



Increasing Privacy Regulations

Beginning with GDPR in EMEA and with CCPA in US, more state or federal regulations expected. **84% of Internet users care about privacy of their data.**



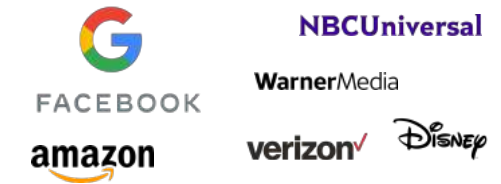
Third-party Data & Audience Platforms Shift

Ad-tech and audiences moving away from 3rd party cookie-based. Shift to first-party, ex: **CDP, offline and context data, probabilistic ID matching.**



Volume of First-Party IDs Has Advantage

Walled gardens grow higher. **Large media owners with rich identity universes have the advantage.**



Reaction has been a focus on first-party data – even with Google delaying third-party cookie deprecation

AdAge

DATA MANAGEMENT PLATFORMS 'DECLINING FAST' AS BRANDS SHIFT TO FIRST-PARTY DATA

Industry moves toward newer, in-house solutions

By George D. Sisto, Published on February 14, 2020



Harvard Business Review

First-party data becomes media's most important currency

"Many publishers are just starting to think about how they might create a technology stack that smartly and efficiently collects, and effectively uses, first-party data to drive growth in their advertising, subscription, and e-commerce businesses."

36% of execs said improving the quantity and quality of their first-party data was critical for their brands.

— Winterberry Group "Outlook for Data" Survey

Marketers cited mar-tech for first-party data initiatives as their **"top technology investment priority"**

— Forbes "Real-Time Marketing Accountability" Report



First-Party Consent Can Replace Third-Party Cookies

41% of "high-performance marketers" are infusing first-party data into their digital marketing efforts.

— Forbes "Marketing Performance Measurement" Report



MERKURY

THE FUTURE OF IDENTITY.
POWERED BY MERKLE.

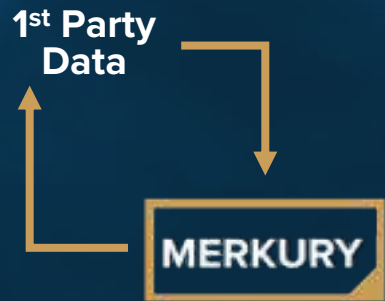
Merkury enables...

- Growth and ownership of first-party identity and data for organizations
- The ability to deliver and measure addressable, personalized experiences across CRM, media, loyalty and service

What Merkury does

2

Resolve customer, prospect, partner and digital data to Merkury ID - build your first-party private ID graph



1

Recognize anonymous digital consumers who engage with your site, CRM and media



3

Integrate with marketing clouds, CDP's and decisioning platforms to drive personalized experiences



4

Addressable media & cross-channel targeting with true reach/frequency and closed-loop of actions



The Merkury platform is comprised of four key components



The Merkury person ID and graph enables a “Private ID Graph”



1

We adhere to all local laws and regulations. GDPR, CCPA, FCRA compliant

2

Merkle represents and warrants adherence to DAA self-regulatory principles, is SOC2 certified (operations compliance) and ISO compliant (handling of PII)

3

All partners represent and warrant lawful collection of data

4

The Merkury Platform contains no PII

5

Consumer Choice requirements upheld via opt out at provider level. Ex: CCPA

- For CCPA, Consumer Access Requests are made direct to Merkle
- We maintain a Consumer Choice File as suppression list for opt-outs and do not sell my data requests – provided to clients when licensing data and used across Merkle teams

6

Merkle manages 3.7B 1st party records across 150 marketing databases

Merkury Terrestrial Consumer Recognition (TCR) provides hygiene and resolution to known offline and email records

Data

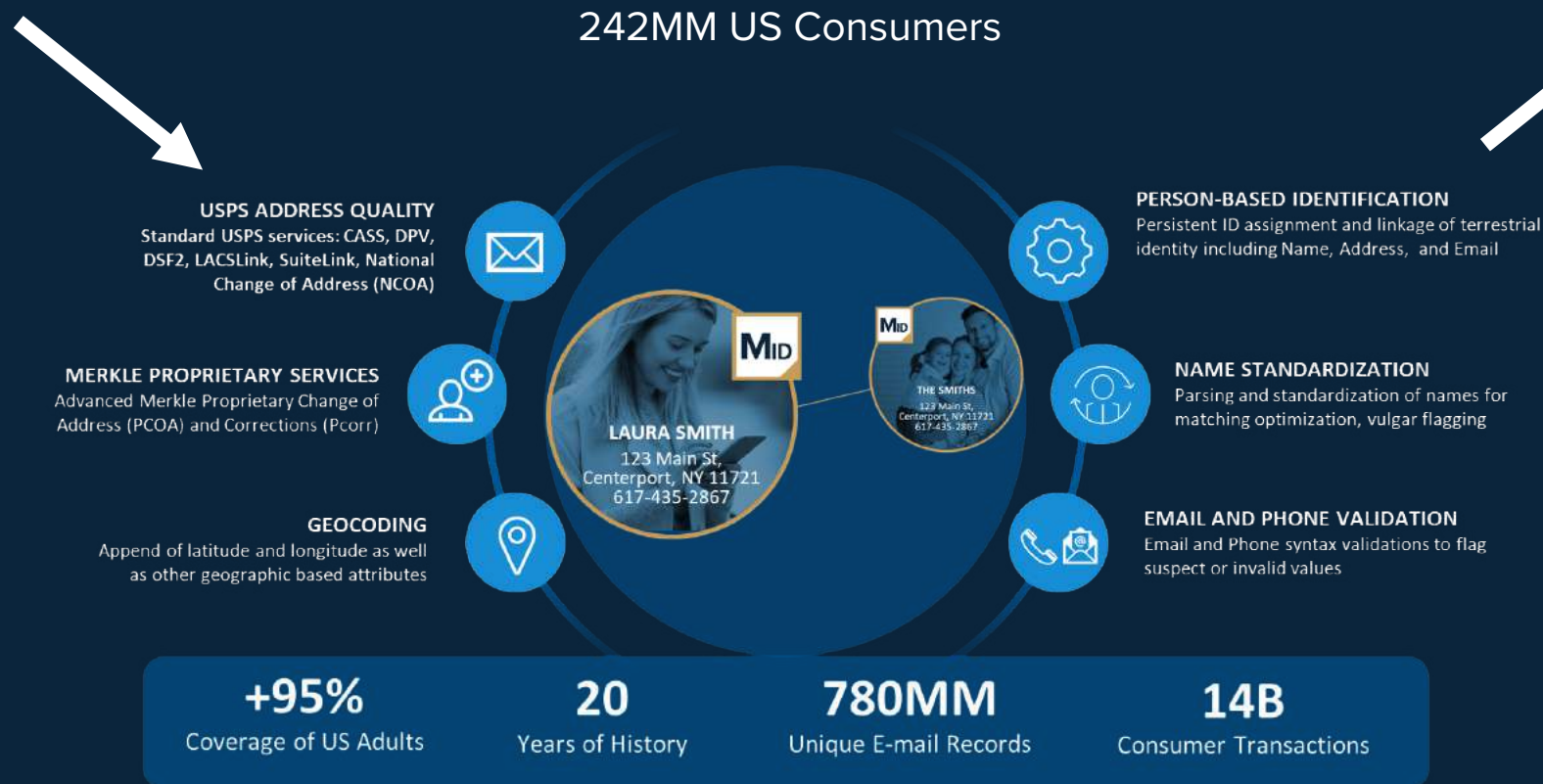
- Names & addresses
- Phone numbers
- Email addresses

PII Reference Base

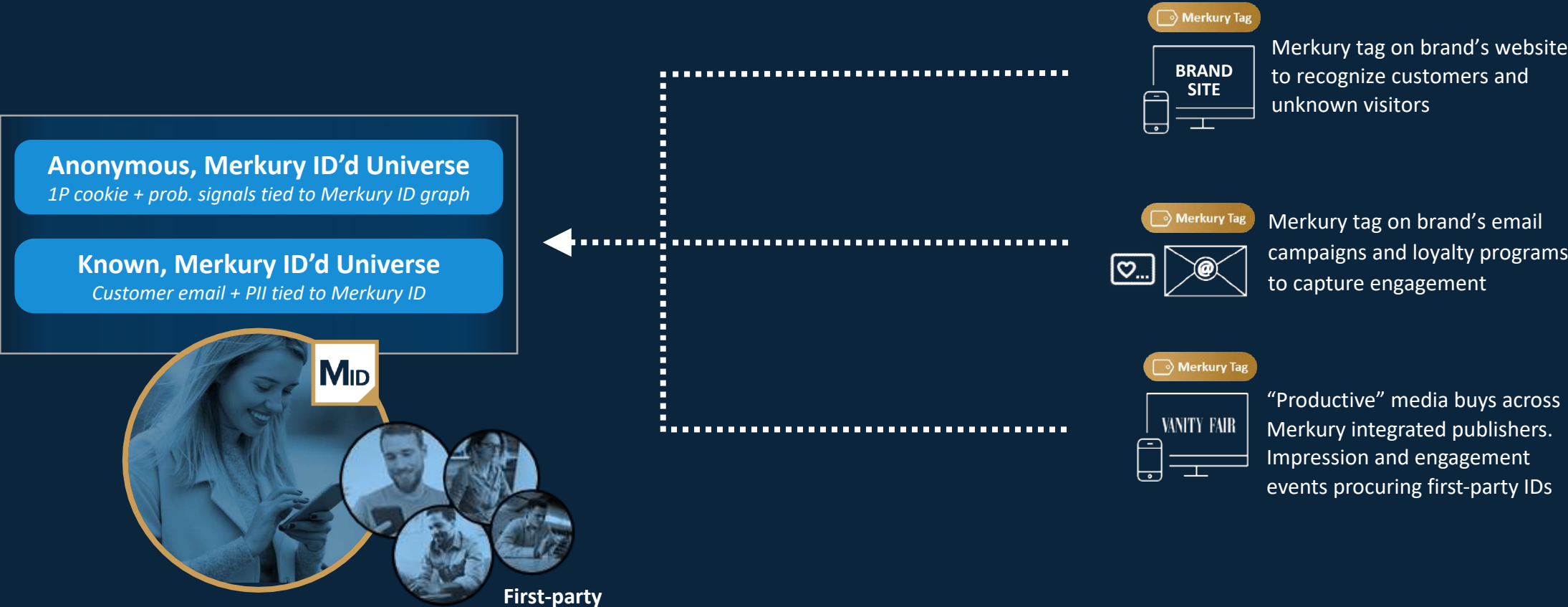
242MM US Consumers

Output Results

- De-duplicated
- Hygiened
- Improved
- Merkury ID'd



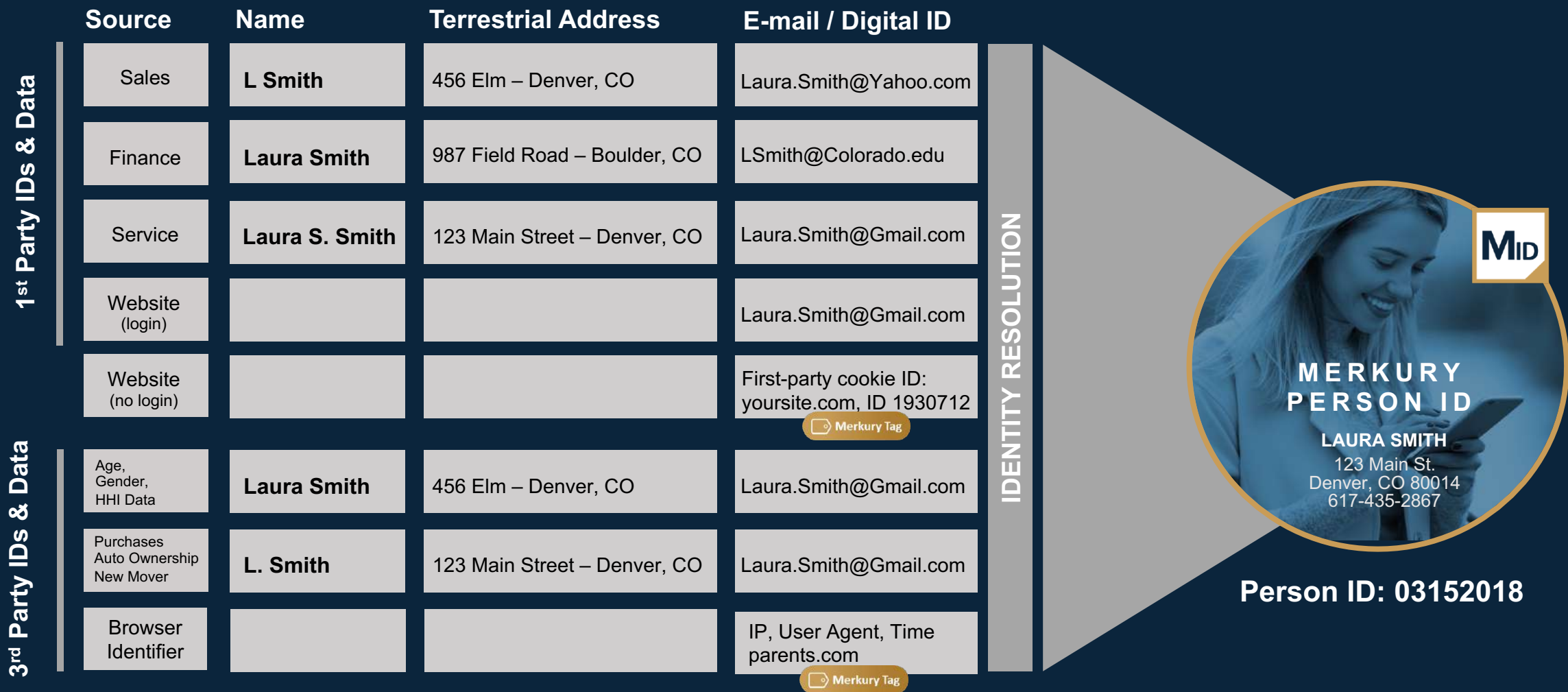
Merkury Digital Consumer Recognition (DCR) creates and grows first-party identity from digital engagement



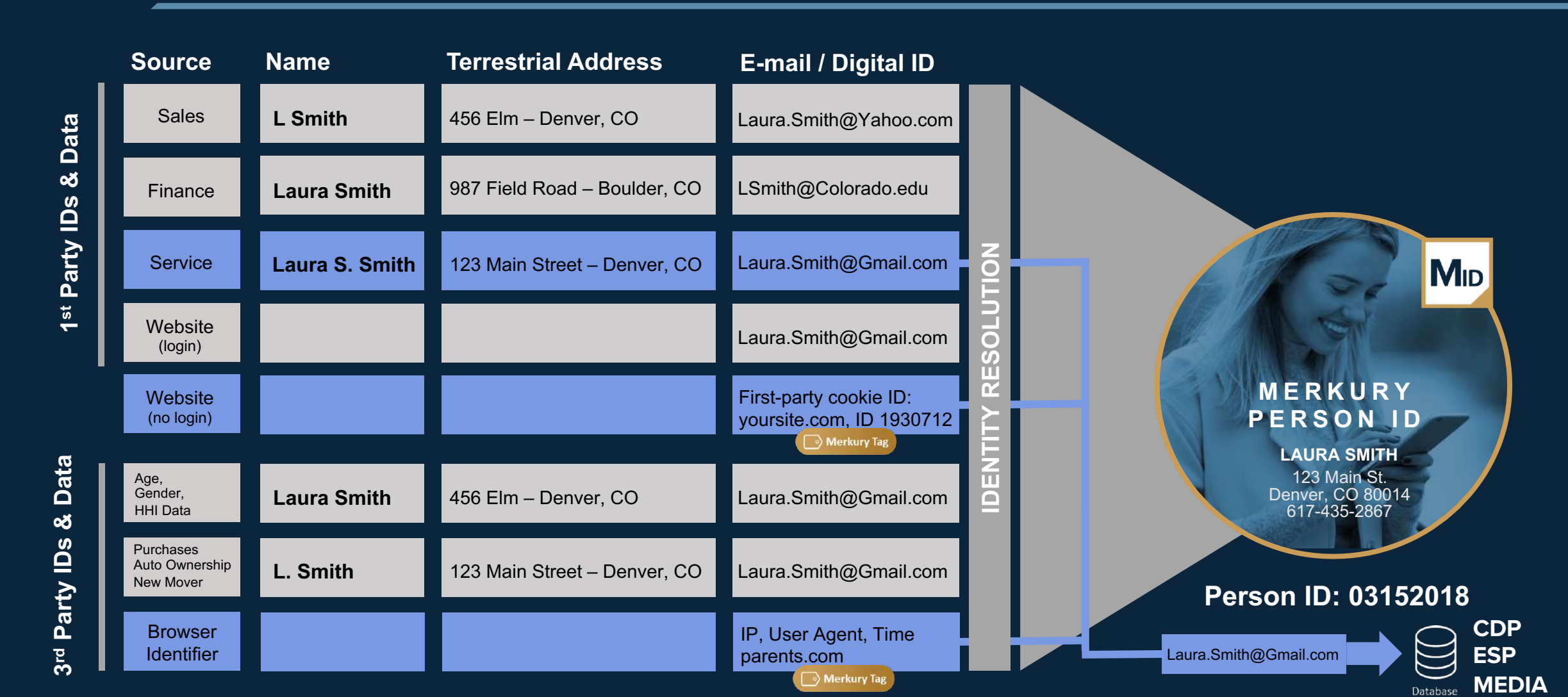
Merkury DCR achieves 40% - 50% average match-rates of anonymous site visitors to Merkury person ID

First-party identity growth

Example of Private ID Graph unifying disparate identifiers



Merkury provides data back to the marketer to grow their Private Graph and deliver addressable and personalized experiences



We link our ID to 10k+ data attributes. This decorates IDs to drive segmentation, models, targeting & personalization

MERKURY PROPRIETARY DATA

DataSource™

- Foundational Merkle demographic, financial, and lifestyle data multi-sourced from partner files (3k+ attributes)

Specialty Data

- Merkle Places (Location)
- Merkle Life Events
- Merkle Wallet



MARKETPLACE DATA

ORACLE®



95% Coverage of
U.S. Households

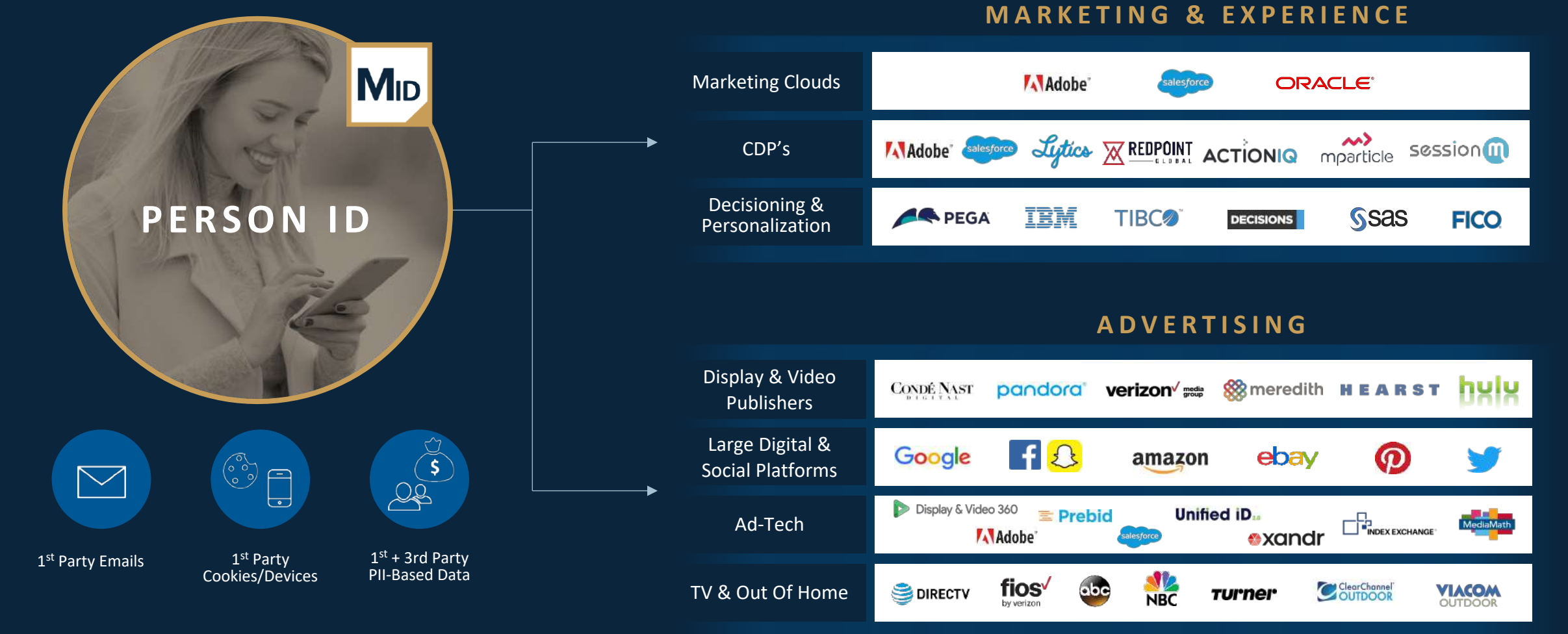
242MM
Adults 18+

700MM+
Email Addresses

































475MM
Phone Numbers

90%+ PII
Match Rate

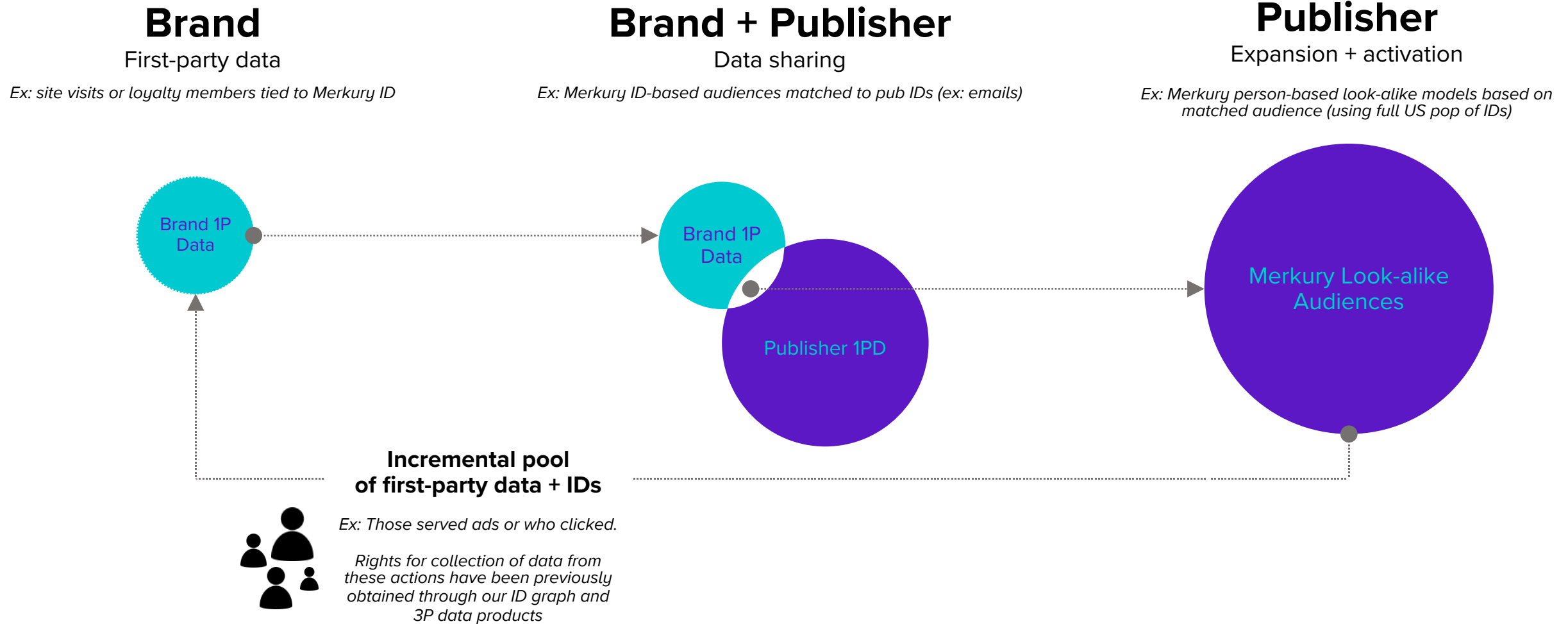
Merkury maintains identity connections into the mar-tech, ad-tech and direct media publisher ecosystem through cookie-less identity integrations



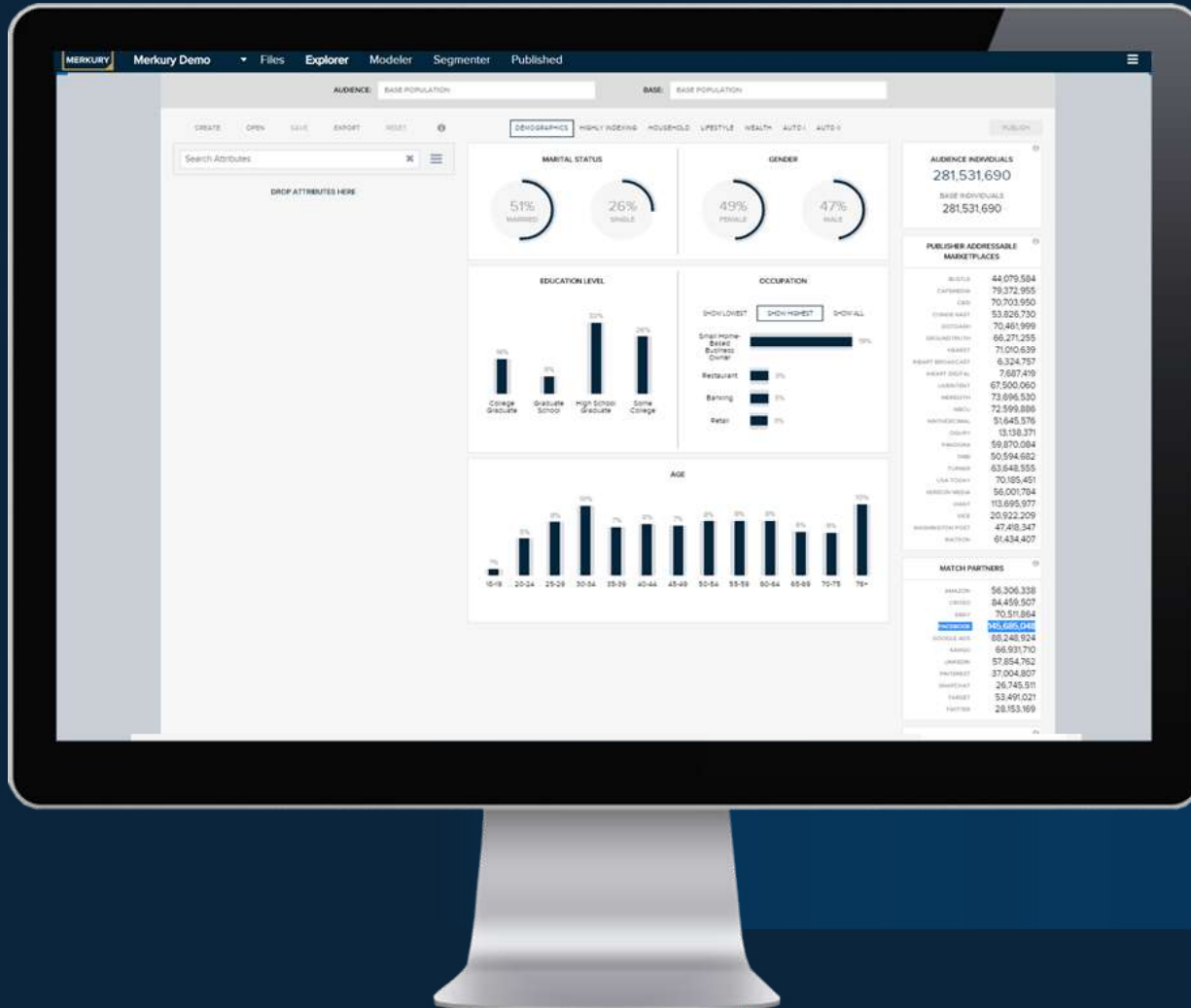
Merkury proprietary display and TV connections. 200MM deduplicated individuals

 60MM People	 36MM People	 177MM People	 49MM People	 21MM People	 66MM People	 62MM People	 28MM People
 35MM People	 33MM People	 63MM People	 21MM People	 8MM People	 27MM People	 108MM People	 59MM People
 58MM People	 16MM People	 86MM People	 60MM People	 67MM People	 67MM People	 61MM People	 52MM People
 32MM People	 203MM People	 26MM People	 18MM People	 26MM People	 30MM People	 76MM People	 67MM People

We work with media owners as partners to enable addressable, cookie-less targeting. We call this “Productive Media”



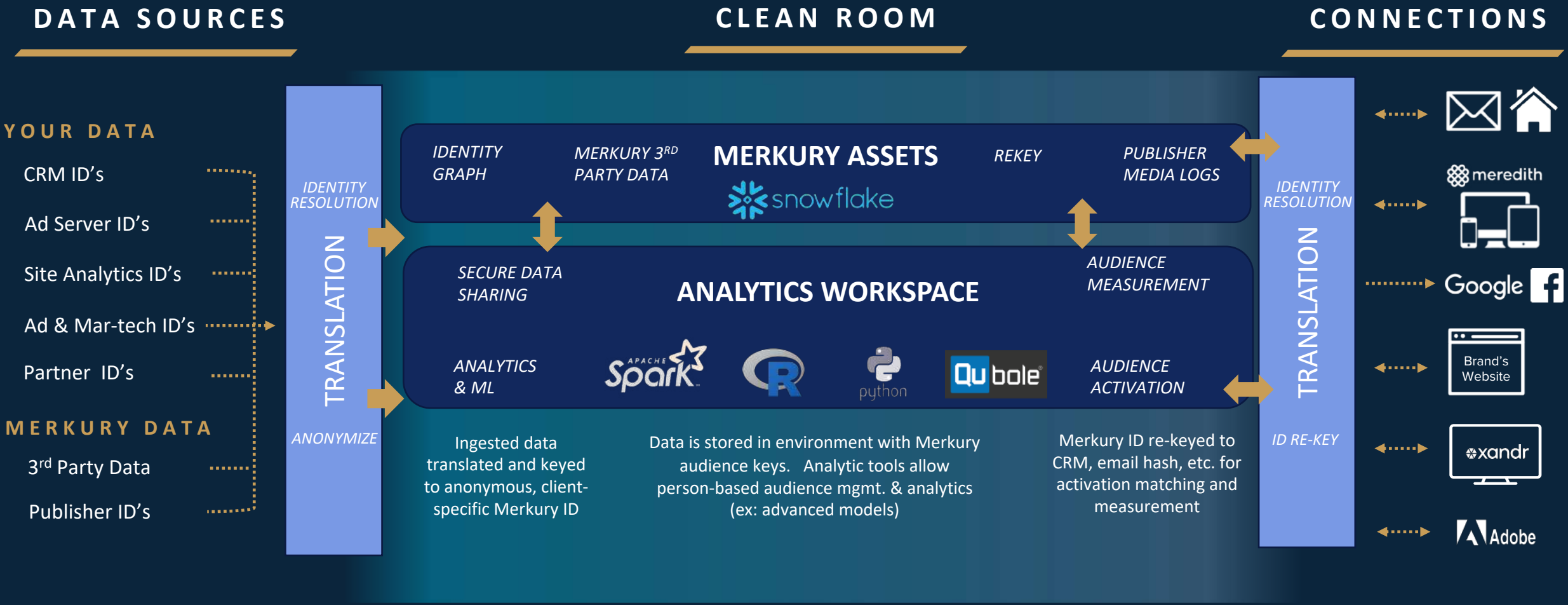
Easy to use interface for internal teams and their media agency



Audience creation and person-based matching and delivery to media

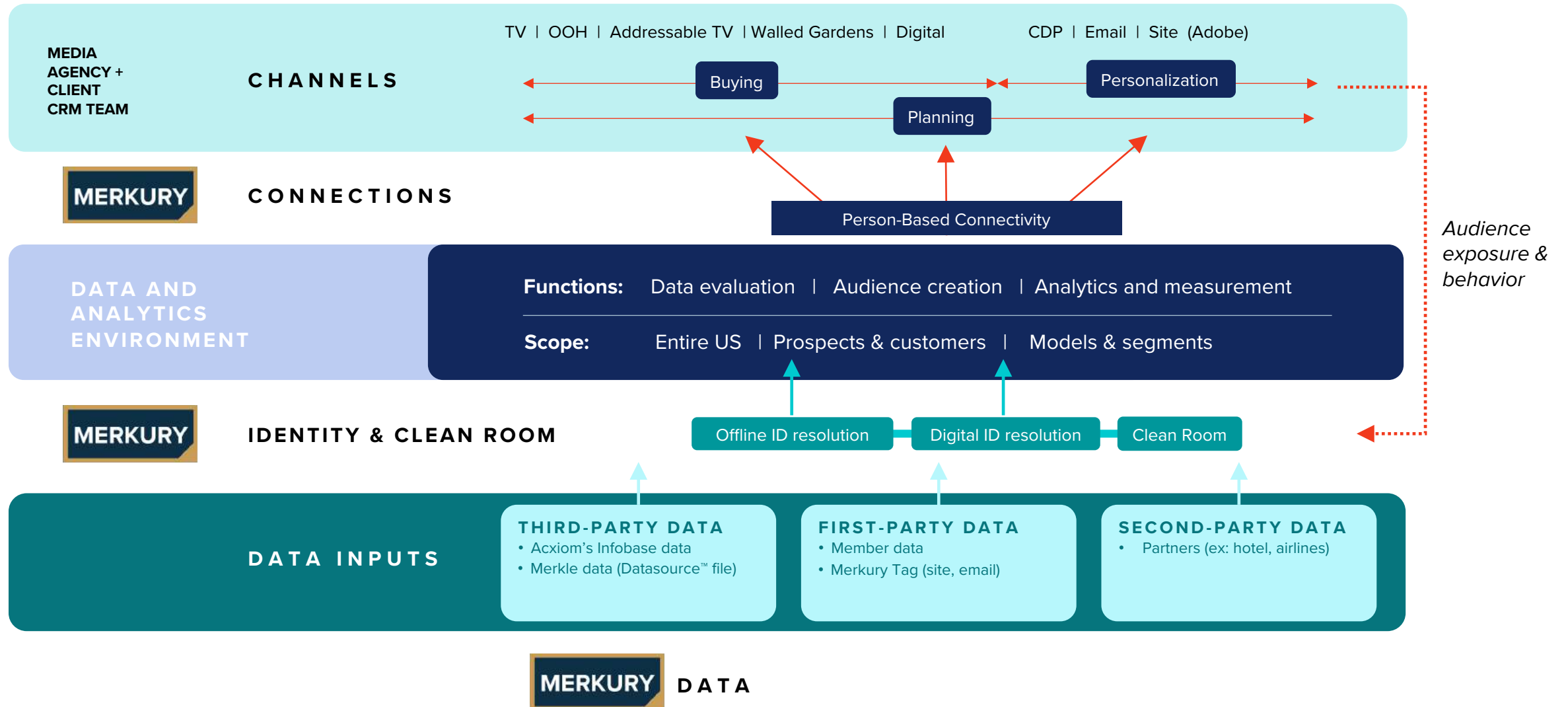
- DataSource™, Merkle specialty, and marketplace data sources available
- Simple 1st party CRM and digital data ingestion
- Drag & drop 1st and 3rd party audience creation
- Automated audience modeling and segmentation features
- Seamless onboarding and matching to digital and TV publishers and platforms for activation

Merkury Clean Room enables marketers to connect and analyze data at person level and close the loop of reach in a privacy-safe environment

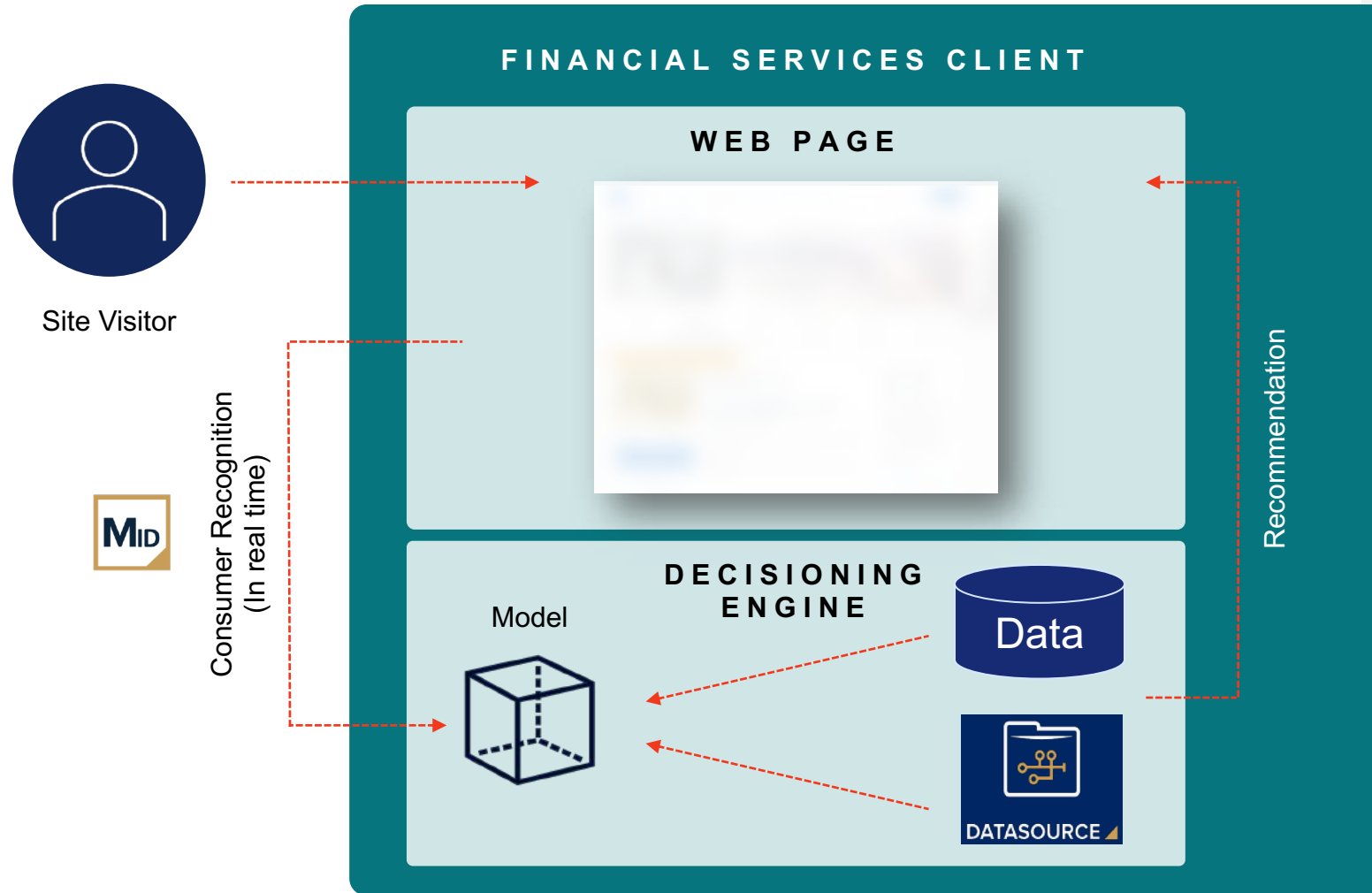


EXAMPLES OF HOW WE'RE HELPING CLIENTS

Transforming a finance organization's data approach to people-based



Applying Merkurs to site personalization



MERKLE IDENTIFIED

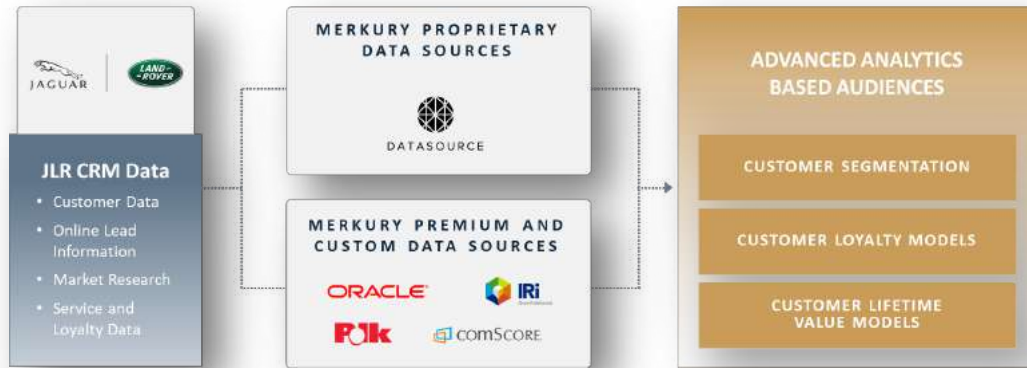
49% of web traffic and appended data to 90% of those visitors

18% lift in client model with Merkle data appended to predict size of wallet

69 Merkle attributes showed lift in model

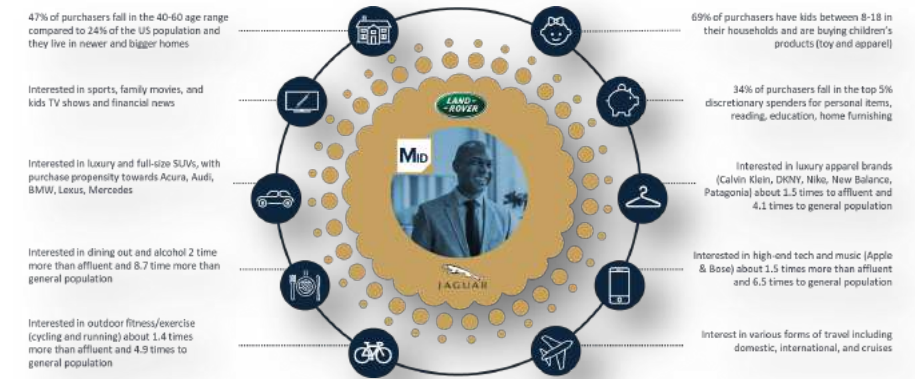
10% Projected increase in site conversion rate

People-based Audiences, Insights, Targeting, & Measurement

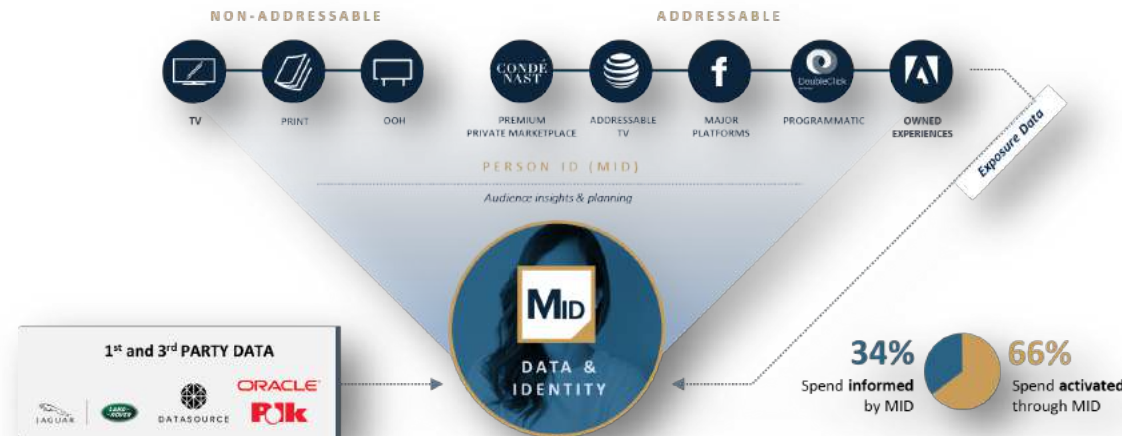


IDENTITY RESOLUTION & DATA ENRICHMENT

AUDIENCE MODELS

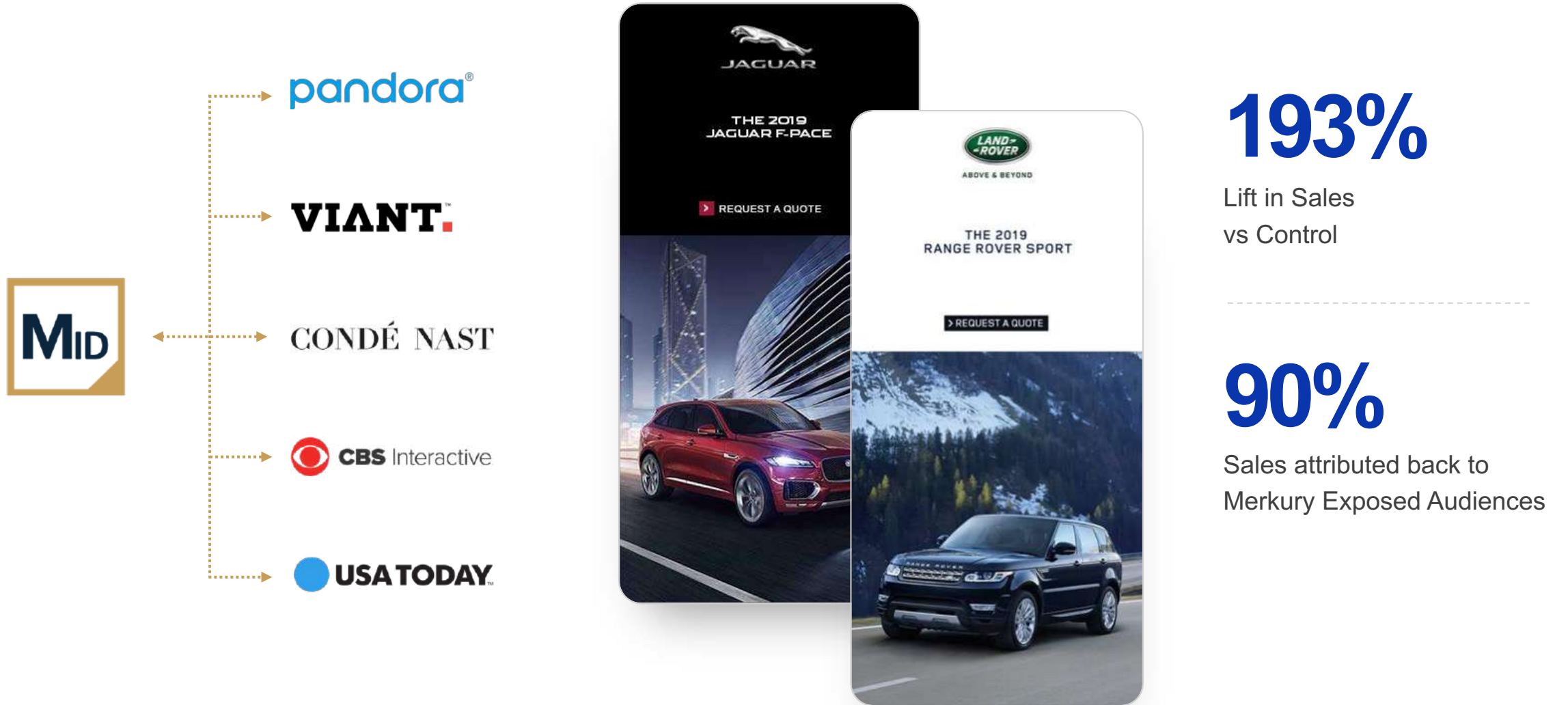


PERSON-BASED INSIGHTS

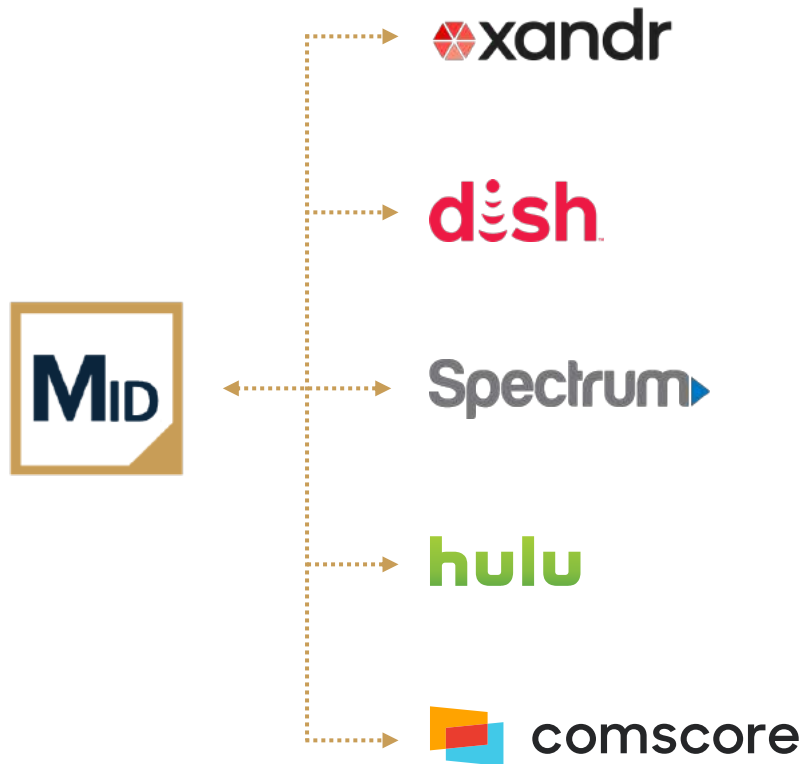


PERSON-BASED ACTIVATION & MEASUREMENT

How it drives cookie-less display media performance for clients



How it drives TV media performance for clients



Linear TV planned based on Mercury audiences and bought on audience guarantees



130%

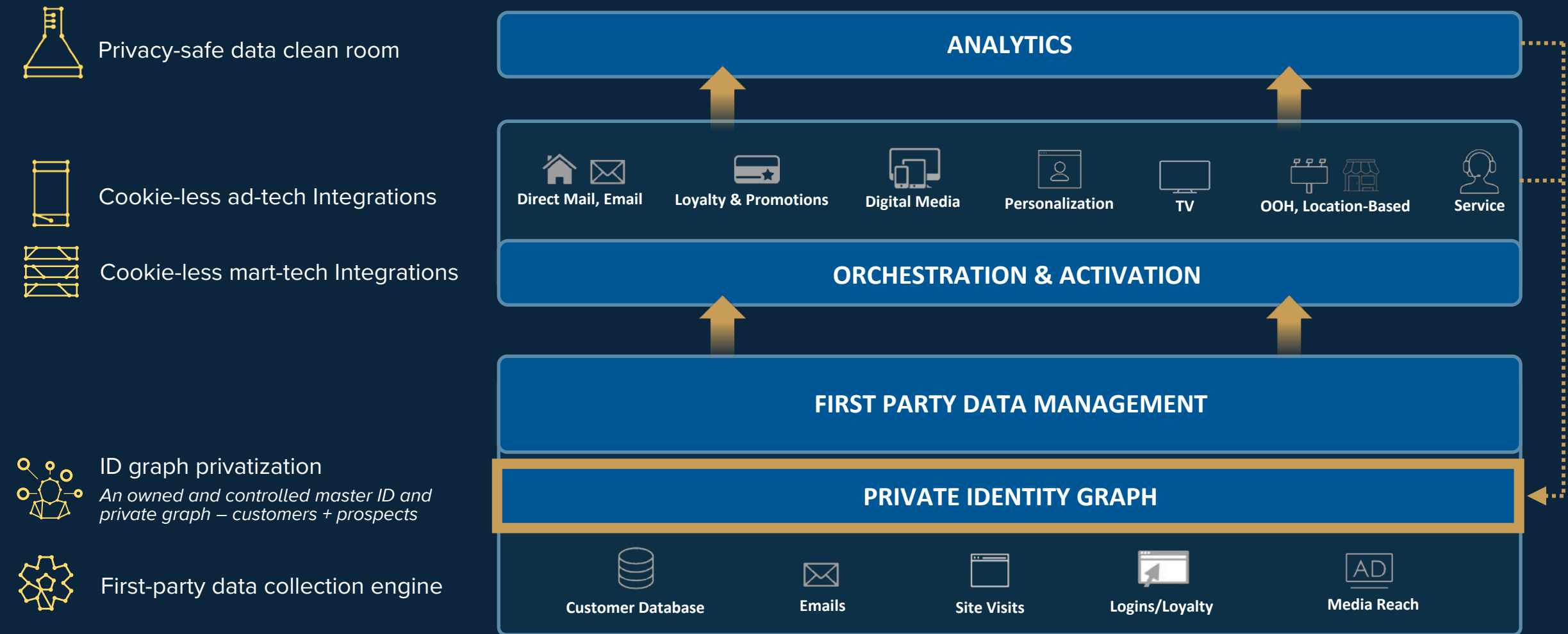
Lift in Sales
vs Control



93%

Lift in Leads
vs Control

In summary, we believe every marketer must do 5 things to win in the cookie-less, addressable marketing future. Merkury helps enable each



Merkury offers a flexible, simple fee model

TOPIC	ENGAGEMENT COMPONENT	SCOPE BOUND	FEES
Identity Resolution and Technology	Merkury Terrestrial Consumer Recognition	<ul style="list-style-type: none"> First party CRM identity resolution (name, address, email) 	<ul style="list-style-type: none"> CPM on input records basis or fixed fees with usage caps
	Merkury Digital Consumer Recognition (Merkury Tag)	<ul style="list-style-type: none"> First-party site-based identity (known + anonymous) 	<ul style="list-style-type: none"> Setup fee + monthly flat fee based on site traffic volume
	Merkury Connections	<ul style="list-style-type: none"> Audience matching & delivery to media pubs and platforms 	<ul style="list-style-type: none"> CPM on matched records delivered basis
	Merkury User Interface	<ul style="list-style-type: none"> User interface for audience development and delivery 	<ul style="list-style-type: none"> Base monthly fee for up to 5 users 5 addl logins/user “packs” available for addl fee
	Merkury Clean Room	<ul style="list-style-type: none"> AWS hosted analytics environment with Snowflake (data management/ETL) and Qubole analytic tools 	<ul style="list-style-type: none"> One time setup fee Ongoing monthly fees based on data volumes, logins & usage
Data	Merkle DataSource™ (Core, Premium)	<ul style="list-style-type: none"> Ability to license for ID, database append, and analytics Digital usage cap on impressions delivered in media Offline usage cap on DM/EM drops 	<ul style="list-style-type: none"> Usage based fees (ex: digital, EM/DM, analytics) \$0.40 - \$3.00 CPM on impressions served or matched records \$2.50 - \$5.50 CPM for B2B data Flat fees with discounts based on usage volume caps available
	Merkle Branded Data (Life Events, Places, Wallet)		
	Marketplace Data (ex: Experian, IRI, Oracle)		
Platform Support and Data Science Services	Merkury platform support	<ul style="list-style-type: none"> Merkury UI support, consultation on audience development QA matching, audience delivery, track data usage 	<ul style="list-style-type: none"> FTE allocation and fee based on use-cases and needs
	Merkle Data Science services	<ul style="list-style-type: none"> Consultation on segmentation, modeling, measurement Full segmentation, modeling, measurement services 	<ul style="list-style-type: none"> FTE allocation and fee based on use-cases and needs

|| Audience Q&A



Moderators:
BCG BOSTON
CONSULTING
GROUP



Alex Barocas
BCG Partner &
Associate Director



Adil Riaz
Expert Project Leader

Gerry Bavaro
Chief Strategy Officer, Merkury



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**SUBMIT
QUESTIONS VIA
THE Q&A BOX**

A screenshot of a web-based Q&A interface. It features a title bar 'Q&A' with standard window controls. Below is a large, empty text input area. At the bottom, there is a smaller text input field with the placeholder text 'Send us your questions and insights, using this Q&A box.' and a blue 'Submit' button to its right.

JOIN THE DEBATE ON SOCIAL
#IdentifiersDebate

THE GREAT IDENTIFIER DEBATES: After-session Panel Discussion



Matt Prohaska
CEO & Principal
Prohaska Consulting



Perianne Grignon
Partner at Media Plus Advisors



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Join the Discussion: #IdentifiersDebate



UP NEXT
Google



John Lee

Group Product Manager,
User Trust and Privacy

FLoC (Google)

Google's Federated Learning of Cohorts (FLoC)

Federated Learning of Cohorts (FLoC) proposes a new way for businesses to reach people with relevant content and ads by clustering large groups of people with similar browsing habits. This approach effectively puts individuals “into a crowd” and uses on-device processing to keep a person’s web history private on the browser



30 July 2021



11:00 am 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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