THE GREAT DEBATES

THE GREAT IDENTIFIER DEBATES

Strategic Partner

BCG BOSTON CONSULTING GROUP

Execution Partner

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MMA | THE GREAT DEBATES
Unique Identifiers

In partnership with:

BCG BOSTON CONSULTING GROUP & PROHASKA CONSULTING

30 MARKETING EXPERTS | **9** PRODUCT REVIEW SESSION | **5** PANEL DEBATES

Epsilon CORE ID	Verizon Media ConnectID	Authenticated Traffic Solution (ATS)	Neustar Fabrick	MERKURY THE FUTURE OF IDENTITY.	Privacy-First Future	Unified ID 2.0	ID5 Universal ID	BritePool
✓	✓	✓	✓	✓	✓	✓	✓	TODAY

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

Oct 13
BCG: Future Proofing Customer Centric Marketing in the New Identity Landscape

MARKETER DEBATE
4 Dec 2021
11:00 am ET

ANALYTICS DEBATE | **CMO DEBATE** | **CDO DEBATE** | **REGULATORY DEBATE** | **CHIEF DATA OFFICER DEBATE**

Moderated by BCG

All identity solutions and session recaps @ **mmaglobal.com/identifiers**

Join the conversation **#IdentifiersDebate**

Today's Agenda

Greg Stuart *MMA CEO*	**Introduction to the Event by MMA CEO**	**:05 min**
DAVID J. MOORE *CEO of BritePool*	**Identity Product Overview**	**:25 min**
Lauren Wiener *Managing Director* Alex Barocas *Partner & Associate Director*	**BCG Moderation & Q&A** *All Q&A collected from the audience will be posted on MMA's website after the event*	**:30 min**

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DATA IN MARKETING THINK TANK

OCTOBER 13, 2021

Helping brand markters apply data with greater confidence.

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

#ShapeTheFuture®

FEATURED SPEAKERS INCLUDE

OVERVIEW:

In the age of 1st party, 2nd party and 3rd party, complexity proliferates in how marketers can use data to build deeper consumer relationships and as a strategic operating tool. To successfully navigate this data landscape, marketers must have a strategy in place that relies on clarity, transparency and compliance, while still providing a value exchange for the consumer.

Mark your calendar to help you #ShapeTheFuture of marketing.

REGISTER NOW

12:35 PM – 1:05 PM ET

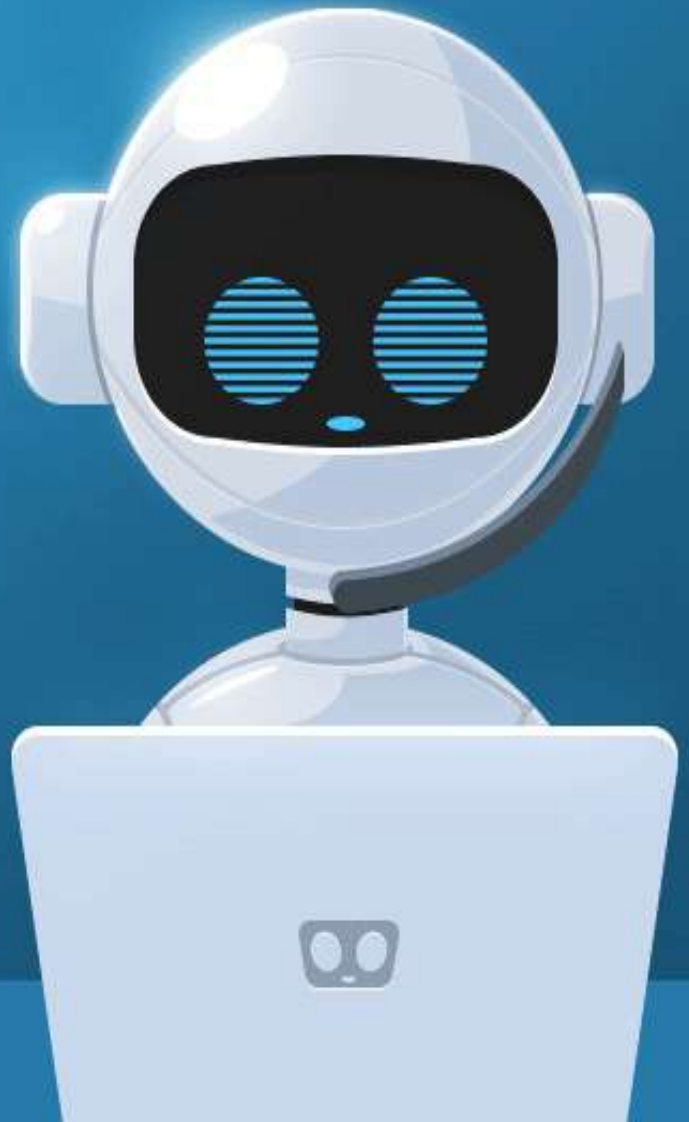
Future Proofing Customer Centric Marketing in the New Identity Landscape

With the ongoing shifts in the "Identity landscape", marketers are facing significant uncertainty as they prepare for a new digital marketing ecosystem without third-party cookies, and with dozens of new potential 'identity' solution replacements. This session will provide perspective on how marketers can effectively navigate these shifts, covering a recap of the Future of Identity debates MMA and BCG have led on this topic over the past several months, with a discussion around the top 3 questions marketers are continuing to ask:
what should I expect the impact of these changes to be for my business, how should I evaluate new 'identity' alternatives in the market and what are the 5 actions I can take NOW as a marketer to prepare for the changes still to come.

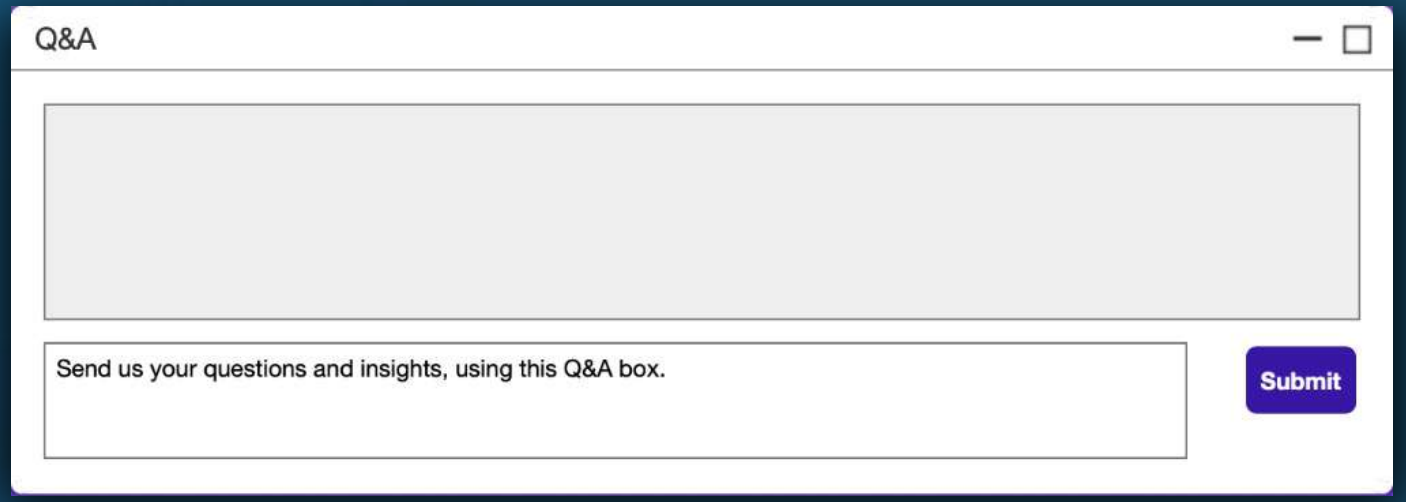
LAUREN WIENER
Managing Director & Partner
BCG

DEREK RODENHAUSEN
Partner
BCG

Asking Questions, Sharing Insights



SUBMIT QUESTIONS VIA THE Q&A BOX



mmaglobal.com/identifiers
Join the Discussion: #IdentifiersDebate

Today's Presenters & Moderators

DAVID J. MOORE
CEO of BritePool

BritePool

Moderators:

BCG BOSTON CONSULTING GROUP

Lauren Wiener
Managing Director

Alex Barocas
Partner &
Associate Director

BIGtoken

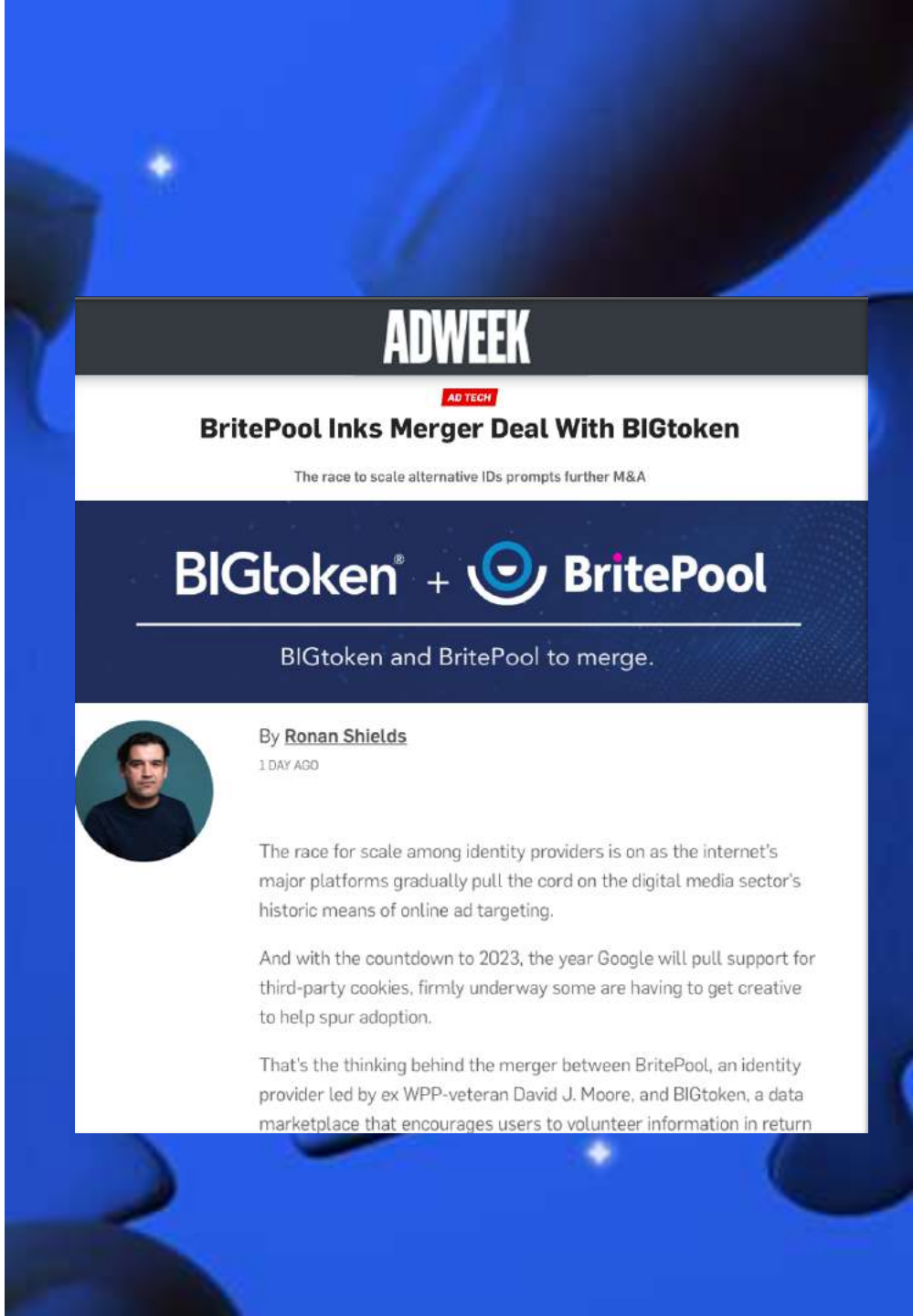
BritePool & BIGtoken

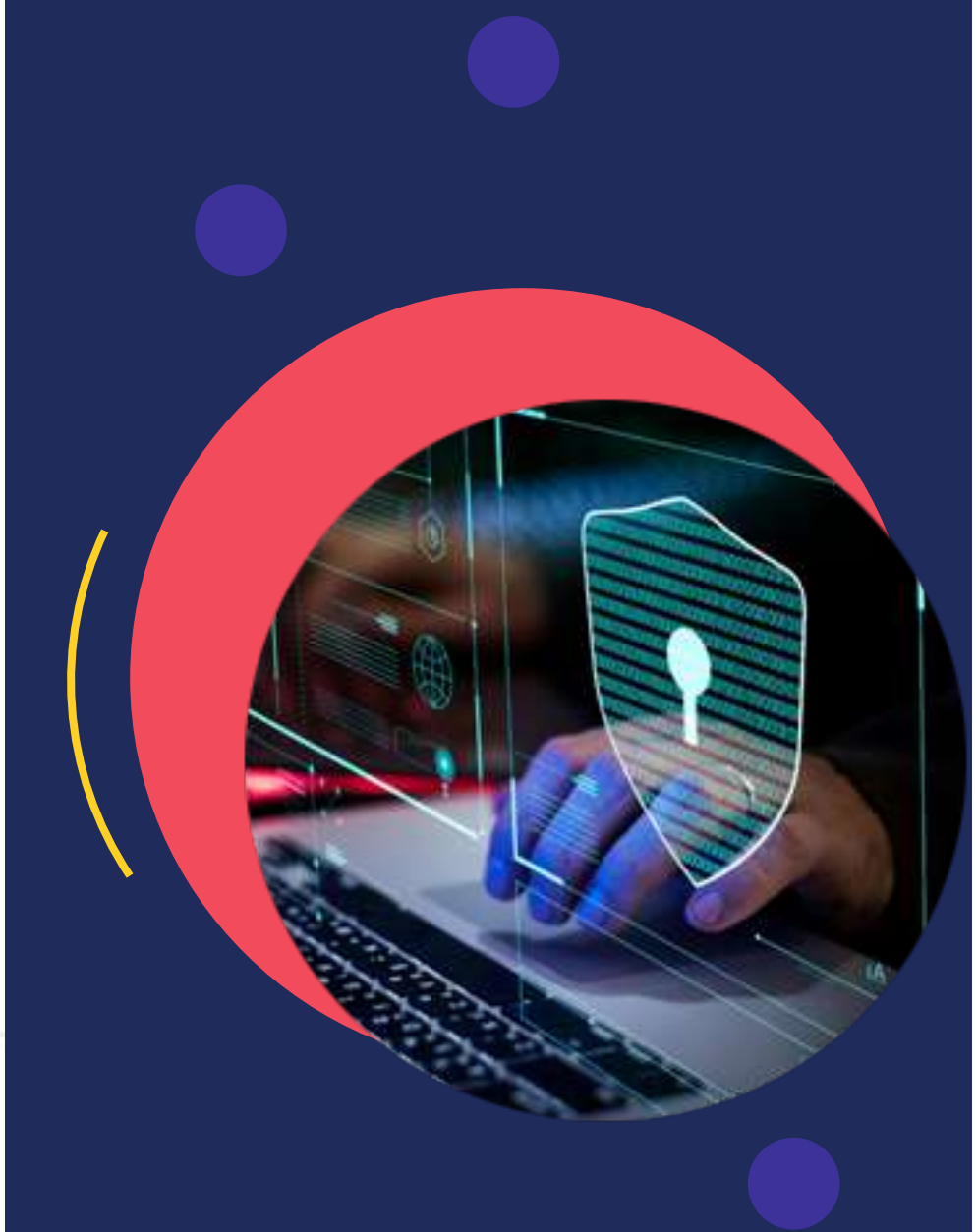
Merger announced Sept. 29th, completion subject to necessary approvals.

Shared, motivating beliefs:

- Industry at a seminal time.
- Today's rapidly evolving marketing environment increasingly demands consumer consent and anonymity.
- Marketers will succeed with new tools based on fundamental changes.

BritePool is merging with BIGtoken to address these unfulfilled requirements.





The Future Belongs to Firms Which Recognize the Time for Business as Usual is Past

Disappearing cookies are one step, in an accelerating, privacy-focused, seismic transformation.

Many identifier solutions are *insufficient* for the emerging era

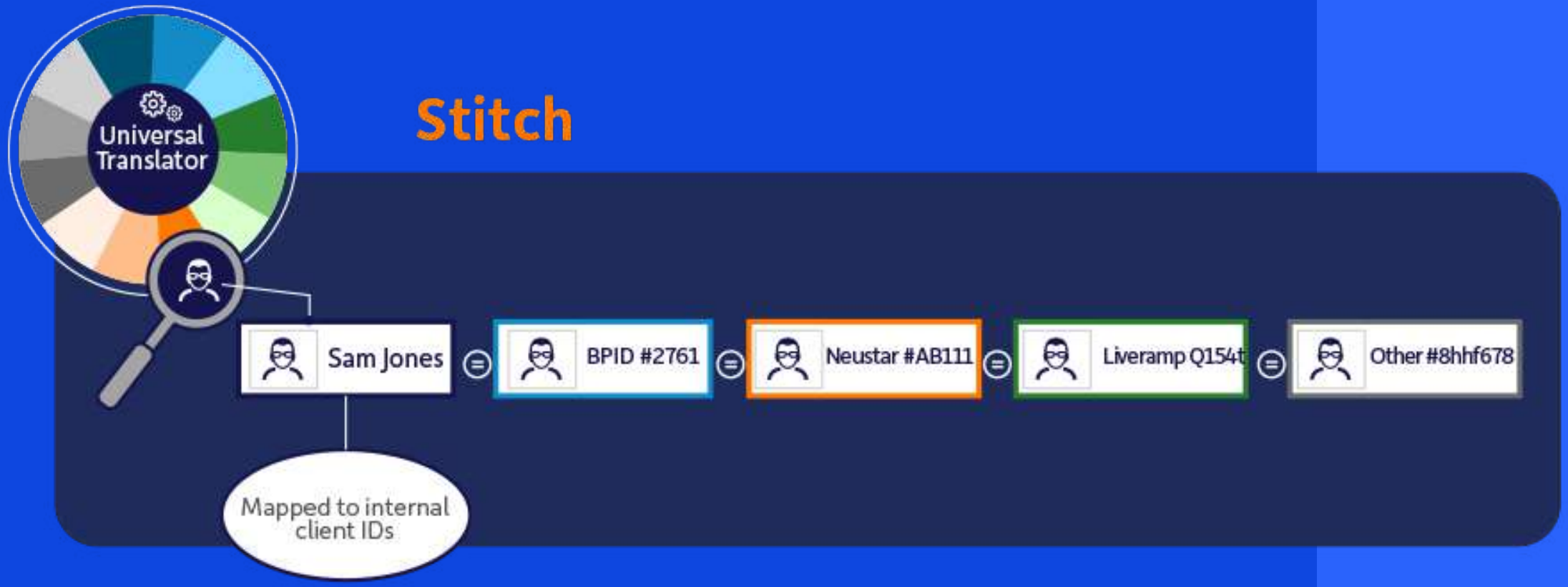
- Reflect pivots to accommodate the loss of the cookies.
- Without the necessary, reimagining of the consumer/marketer relationship.

High-Value Consumer Data at Scale

As a combined entity BritePool and BIGtoken will solve the central problems of identity marketing

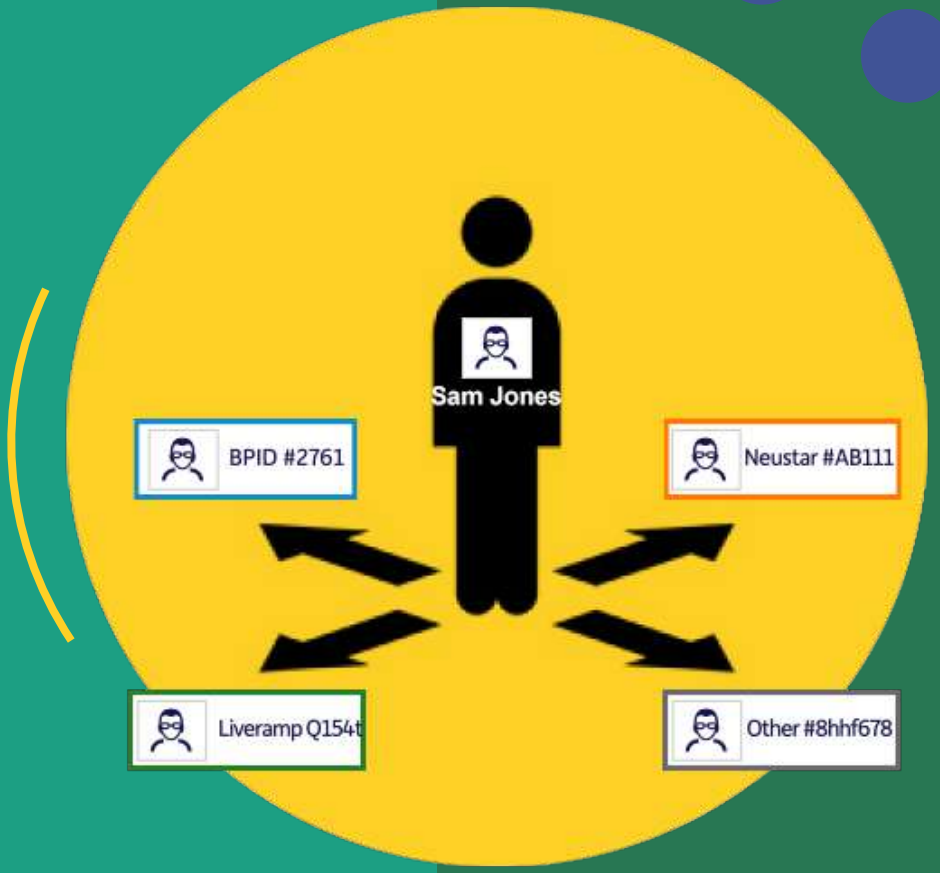
- *In the near term*, interoperability to realize scale in first-party data, to enable marketers to realize the promise of accurate targeting.
- A *fundamental transition* to provide zero-party data, and related customer insights, at scale for customer acquisition and customer retention.

Stitch: Interoperability with Multiple IDs mapped to a single identity



The Only solution: to 35+ US-based* ID projects

- Google's continued insistence that it will quickly depreciate third party cookies led many companies to create proprietary identification tools for the "post cookie world."
- This means that a single consumer will have multiple IDs from different companies…
- In sum, the emerging ecosystem, recreates many of the problems associated with targeting cookies (excess frequency, over-estimates of reach and poor optimization).



*Source: Digiday, March 11, 2021 (https://digiday.com/media/advertisers-start-long-overdue-reappraisal-of-post-cookie-identifiers/)

Our conclusion: To reach scale, advertisers require multiple ID's that must be linked

Advertisers now achieve maximum reach by targeting and transacting against several identity solutions.

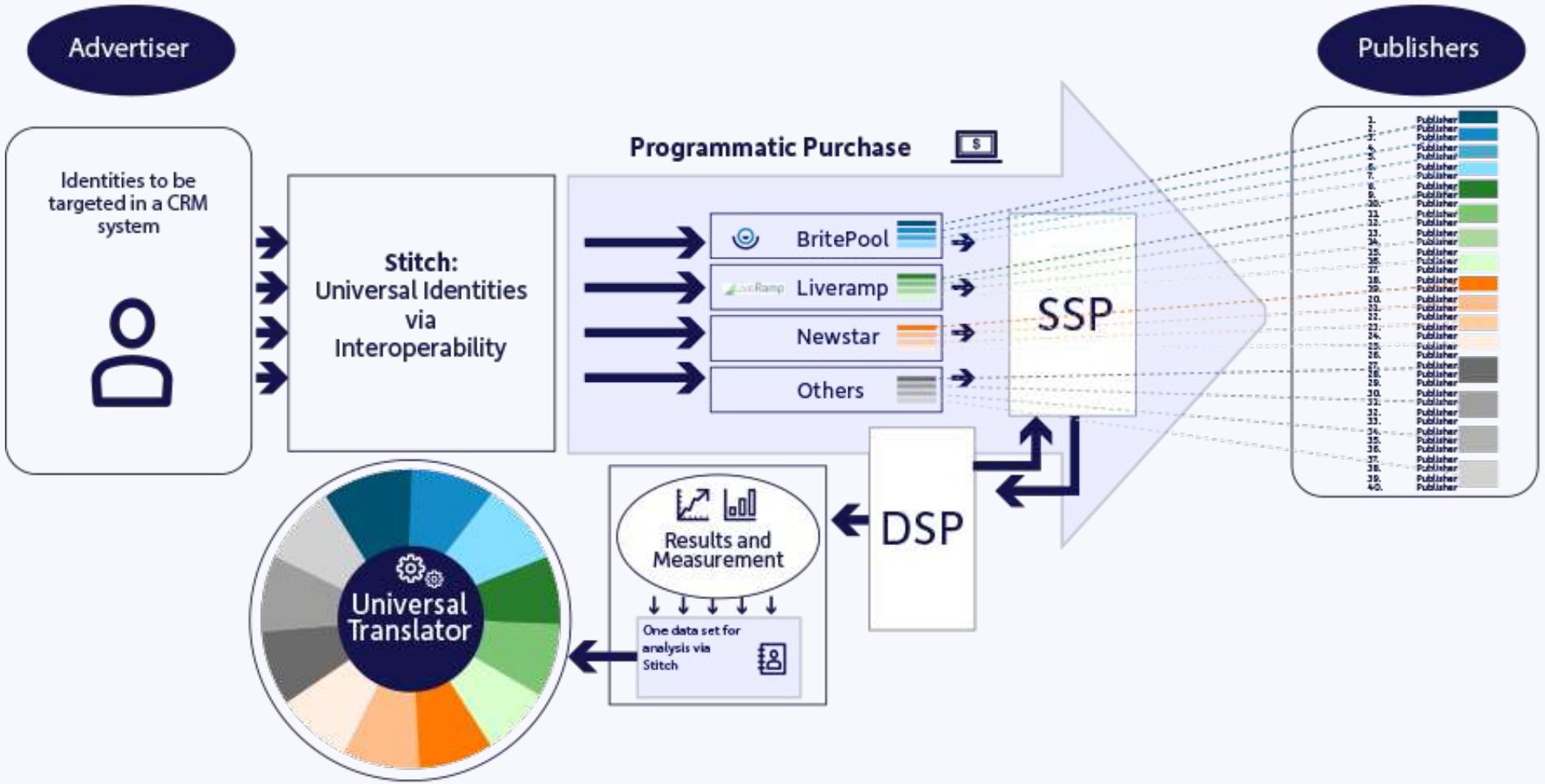
In this balkanized ecosystem, advertisers are unable to realize the full benefits of identity marketing

- Campaigns targeting each identity solution are managed independently.
- DSPs lack the ability to "look across" campaigns to prevent excess frequency and maximize reach.
- Hence, DSPs can't optimizing campaigns.

In addition, different identity solutions may follow different ethical standards for authentication.

BritePool integrations across the adtech ecosystem are the foundation for Stitch.

Stitch: A universal, ethically authenticated, interoperable identity for effective advertising



BIGtoken

Empowering consumers to own, control and earn from their data.

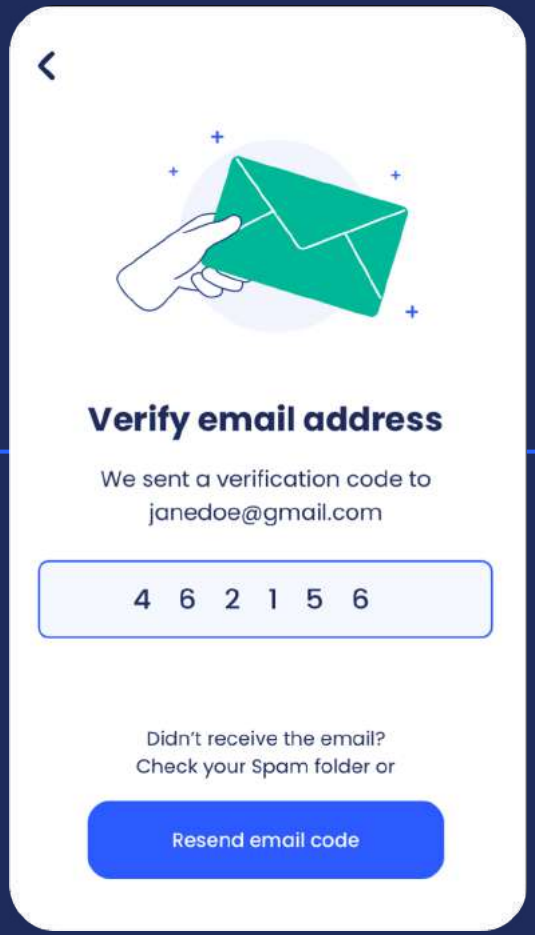
This consent-first approach allows advertisers to create the accurate, zero-party consumer data they need

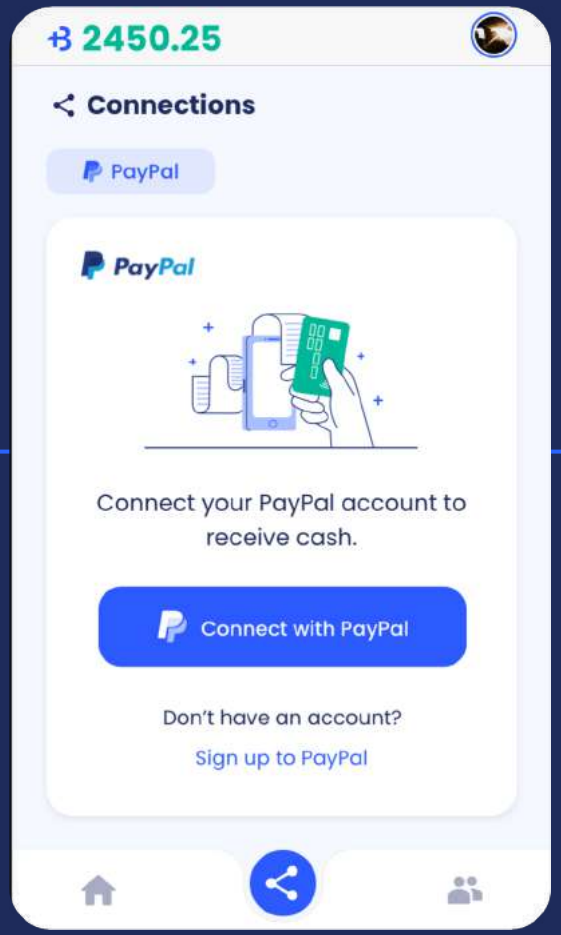
- To drive marketing decisions.
- Reach new customers.
- Activate former customers by treating them like partners.

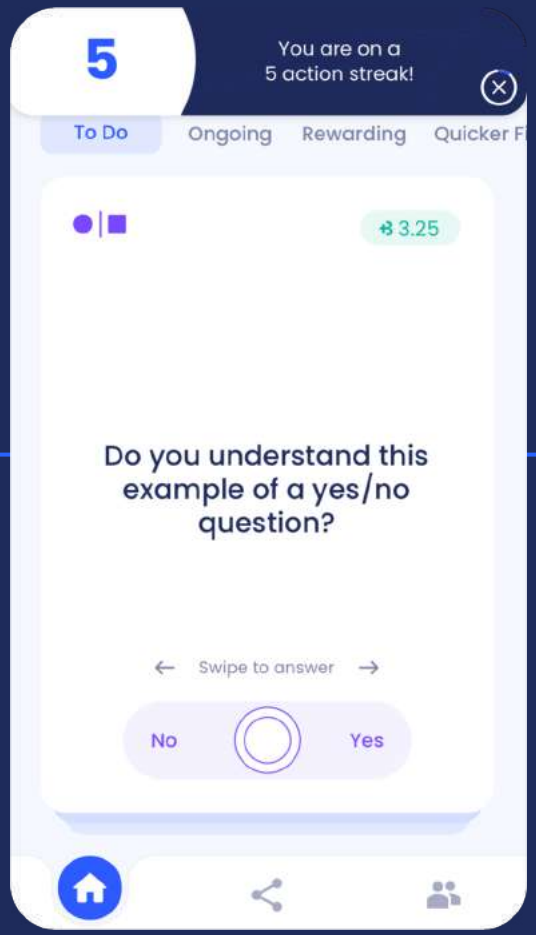
BIGtoken

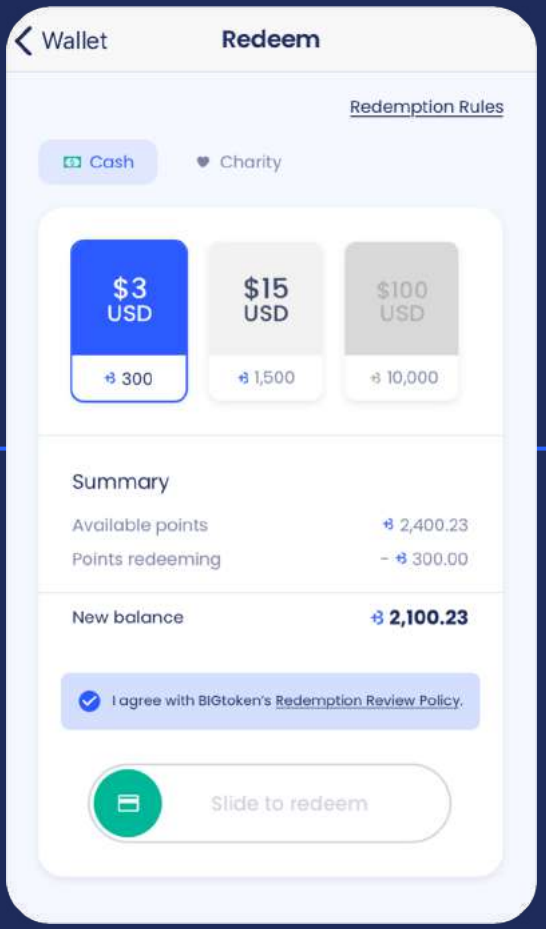
The BIGtoken platform does exactly this:

Consented, Rewarded ID Creation









Ethically sourced Identity, Consumer Insights Platform

Audience, Activation, & Measurement

1. Strategy

Engage directly with consumers: just in time data, content creation, messaging, and new products

2. Audience Creation

Custom data sets and incremental profiles for laser accurate personalization

3. Activation

AI driven data science creates scale for personalized messaging & meaningful connection

4. Optimization

In-flight optimization

5. Measurement

Purchase intent & awareness impact

6. Insights Analysis

Create ongoing data and Inform future campaigns

BIGtoken

Hyper-relevant Insights, Real-time Intelligence & Actionable Data

Create case specific actions and in-feed surveys to create **just in time** data and insights

Match that to thousands of ethically collected attributes

- Cross-verified & Authenticated
- Single View, 360° holistic consumer profiling
- Declarative, deterministic, and passive data
- 99% verified accuracy

BIGtoken

Step 1:
On-demand Audiences with Survey Science

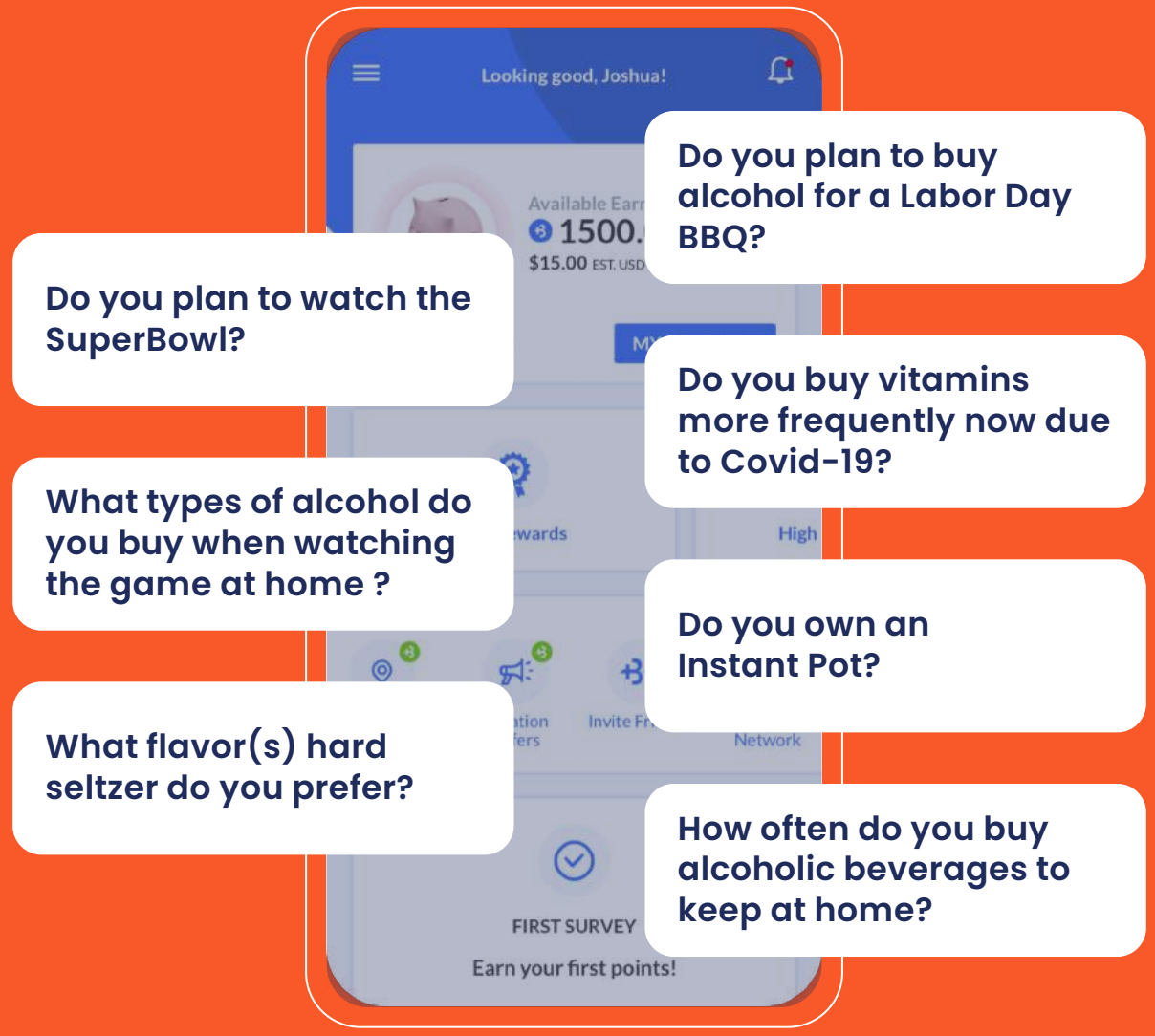
BIGtoken surveys create insights and actionable data.

Customized to a campaign's time period and objectives, BIGtoken surveys identify and define the most valuable segments of audiences to target.

Real time intelligence
Timely & fresh consumer behaviors, that reflect shifting & current behaviors.

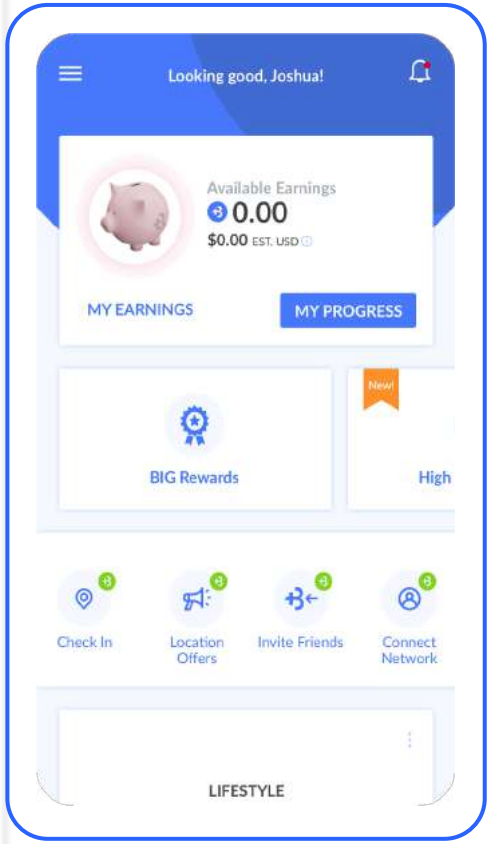
Hyper-relevant engagements
Robust insights, deep understanding of consumer sentiments, purchase influencers, & motivations.

Consented, Seed Data Creation



How it all comes together.

Targeted Consumers Respond to Us



Cookieless ID Creation

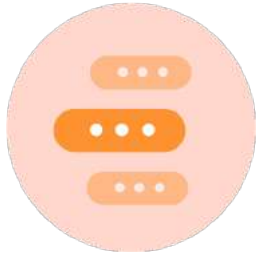
Unique Identifiers

Zero-Party Unique Campaign Data

- **Demographic**
- **Psychographics**
- **Permissions**
- **Behavioral**
- **Technographic**
- **Precise location**

AI and Modeling

BIGtoken Data Fuse
Purchase Data (IRI) , Location (4square), Oracle, + exclusive BritePool Graph of resolved consumers across browser, app, paid social channels.



Ethically Scaled Audiences

220M
US Households

Media Activation

BIG Opt-out Match

BIGtoken | BritePool

Partner Spotlight

Brands & Agencies

BIGtoken

Results

Walmart

Dog Treats at Walmart

→ **$300K** in Carted Value
→ **4x ROAS**
→ **Powered by Ansa**

CREMO

Cremo Barber Grade at Walmart

→ **$500K+** Incremental Sales
→ **10.7:1 ROAS**
→ **Powered by Ansa**

Walmart

Prepackaged Kids Lunch at Walmart

→ **$900K+** Incremental Sales
→ **6.15:1 ROAS**
→ **Powered by Ansa**

BritePool

BIGtoken

A company that will meet the new demands of consumers and the needs of marketers.

Audience Q&A

DAVID J. MOORE
CEO of BritePool

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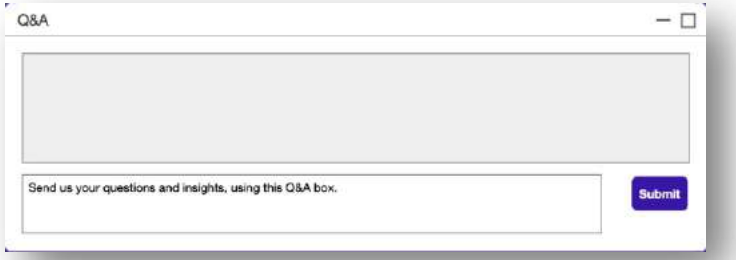

JOIN THE DEBATE ON SOCIAL
#IdentifiersDebate

THANK YOU

For Questions or More Information:

Greg Stuart

greg@mmaglobal.com

mmaglobal.com/identifiers

Join the Discussion:
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