MMA | THE GREAT DEBATES

THE GREAT IDENTIFIER DEBATES

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EPSILON	verizon media	LiveRamp	neustar	MERKURY THE FUTURE OF IDENTITY.	Google	iab. TECH LAB Unified iD	ID5	BritePool
Epsilon CORE ID	Verizon Media ConnectID	Authenticated Traffic Solution (ATS)	Neustar Fabrick		Privacy-First Future		ID5 Universal ID	
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**
Mathieu Roche *Co-founder & CEO*		**ID5** **UNIVERSAL ID** **Privacy-first user identification for digital advertising**	**:25 min**
Derek Rodenhausen *Partner*	Adil Riaz *Expert Project Leader*	**BCG** **BCG Moderation & Q&A** *All Q&A collected from the audience will be posted on MMA's website after the event*	**:30 min**

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

Privacy-first user identification for digital advertising

MATHIEU ROCHE
Co-founder & CEO

Moderators:

Derek Rodenhausen
Partner

Adil Riaz
Expert Project Leader

ID5

Privacy-first user identification for digital advertising

Mathieu Roche, Co-founder & CEO

About ID5

ID5's mission is to provide a privacy-first identity infrastructure empowering publishers to grow sustainable advertising revenue

Privacy-first shared identification infrastructure

Enables publishers to optimise programmatic advertising revenues

Improves audience targeting and campaign measurement capabilities for brands

The problem we are solving

User identification in digital advertising is done differently in different environments

methods that are often inefficient and non compliant with privacy regulations

most of the methods and mechanisms are dependent on browsers or operating systems

ID5's capabilities

Exchange
Send signals or platform IDs and receive a persistent ID5 ID and connected IDs to improve user identification and match rates

Activate
Leverage the ID5 ID and connected IDs to recognize more users in a privacy compliant way

Measure
Measure the value that IdentityCloud provides by leveraging its analytics components

The ID5 ID

ID5 enables sites to create & distribute shared identifiers to the entire ecosystem

Ad tech platforms connect with ID5 and decrypt these identifiers to improve user recognition capabilities

ID5 ensures that users' privacy and publishers' data protection requirements are enforced throughout the value chain
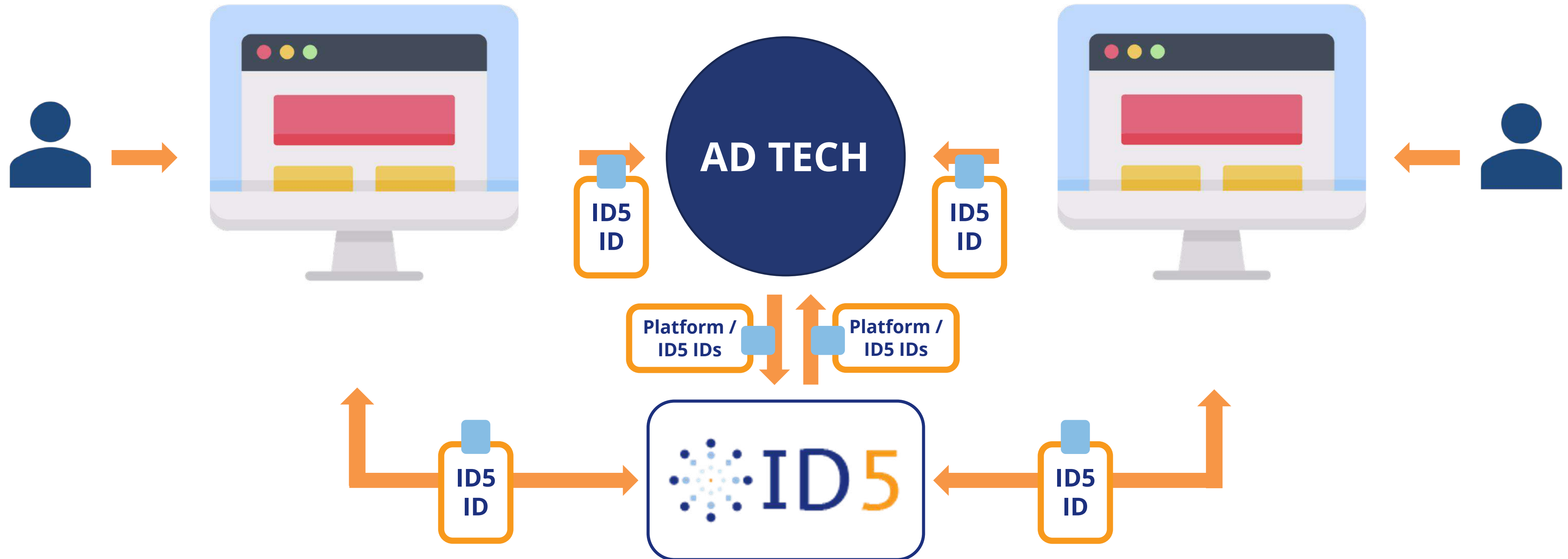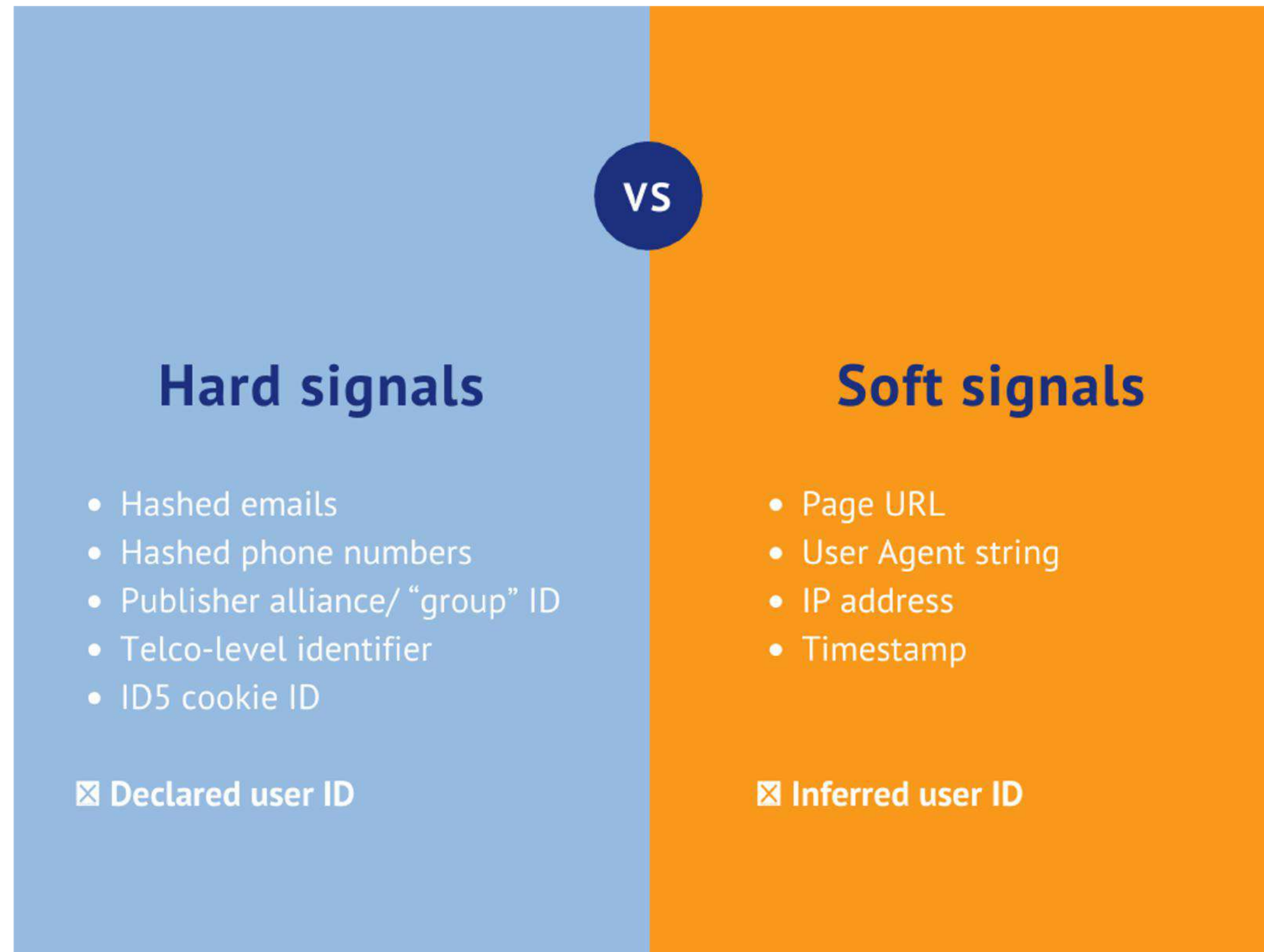
How the ID5 ID works

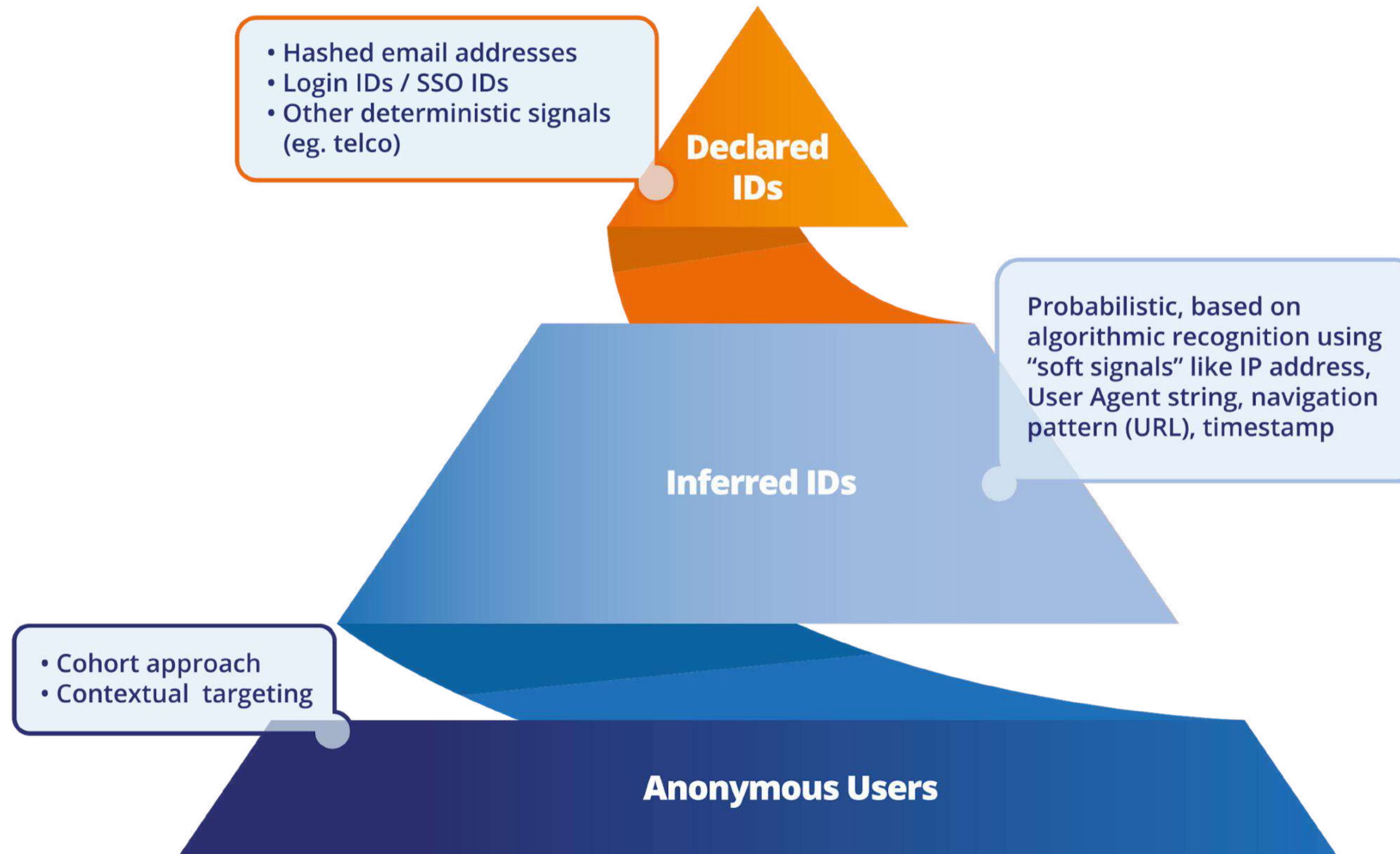# Linking methods

Linking publisher IDs using probabilistic and deterministic methods to create a transactable identifier called the ID5 ID

VS

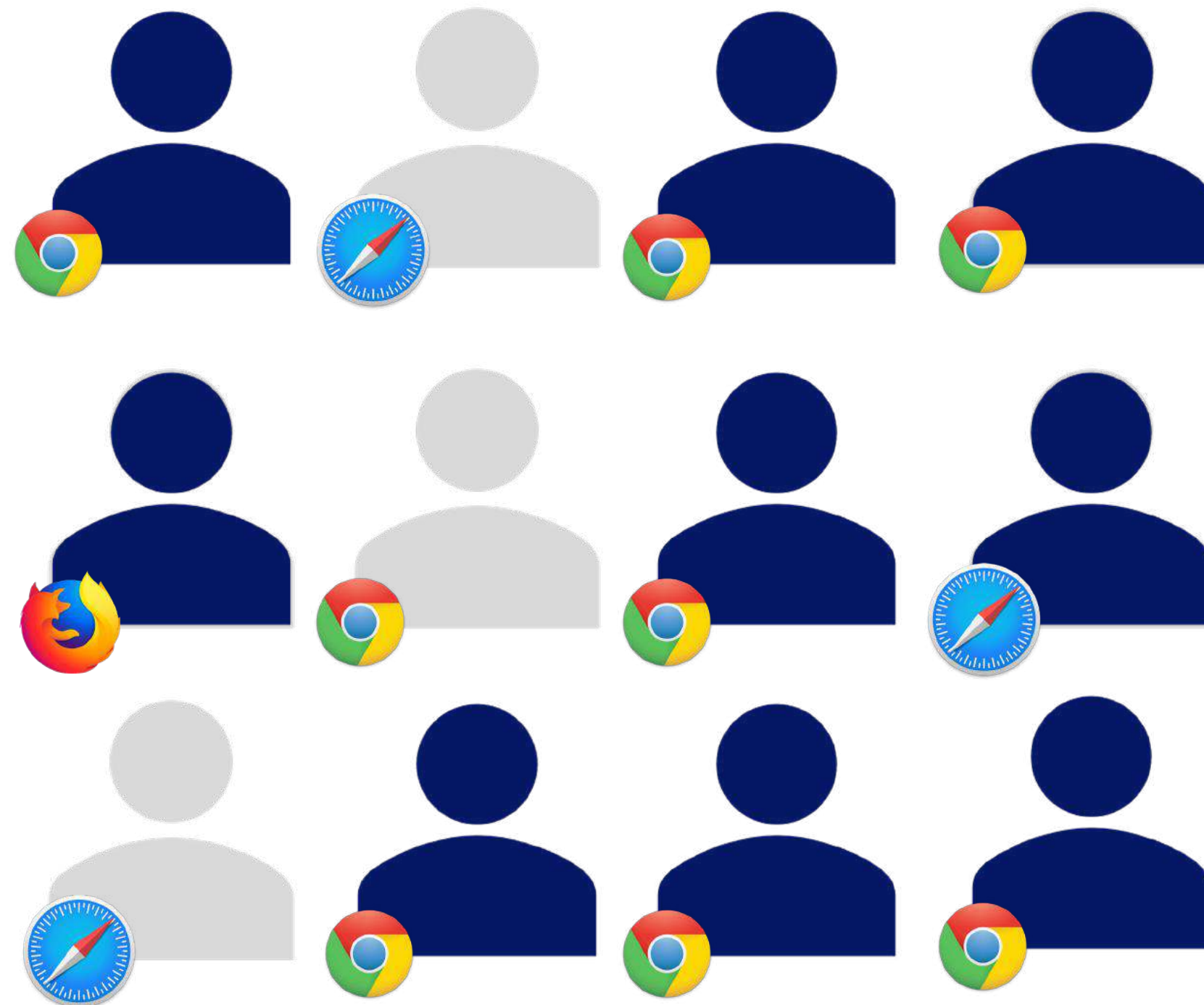## Hard signals

- Hashed emails
- Hashed phone numbers
- Publisher alliance/ "group" ID
- Telco-level identifier
- ID5 cookie ID

☒ **Declared user ID**

Soft signals

- Page URL
- User Agent string
- IP address
- Timestamp

☒ **Inferred user ID**

Solving the Accuracy v. Scale Dilemma

- Hashed email addresses
- Login IDs / SSO IDs
- Other deterministic signals (eg. telco)

Declared IDs

Probabilistic, based on algorithmic recognition using "soft signals" like IP address, User Agent string, navigation pattern (URL), timestamp

Inferred IDs

- Cohort approach
- Contextual targeting

Anonymous Users

With the ID5 ID, brands can extend their reach across cookieless users

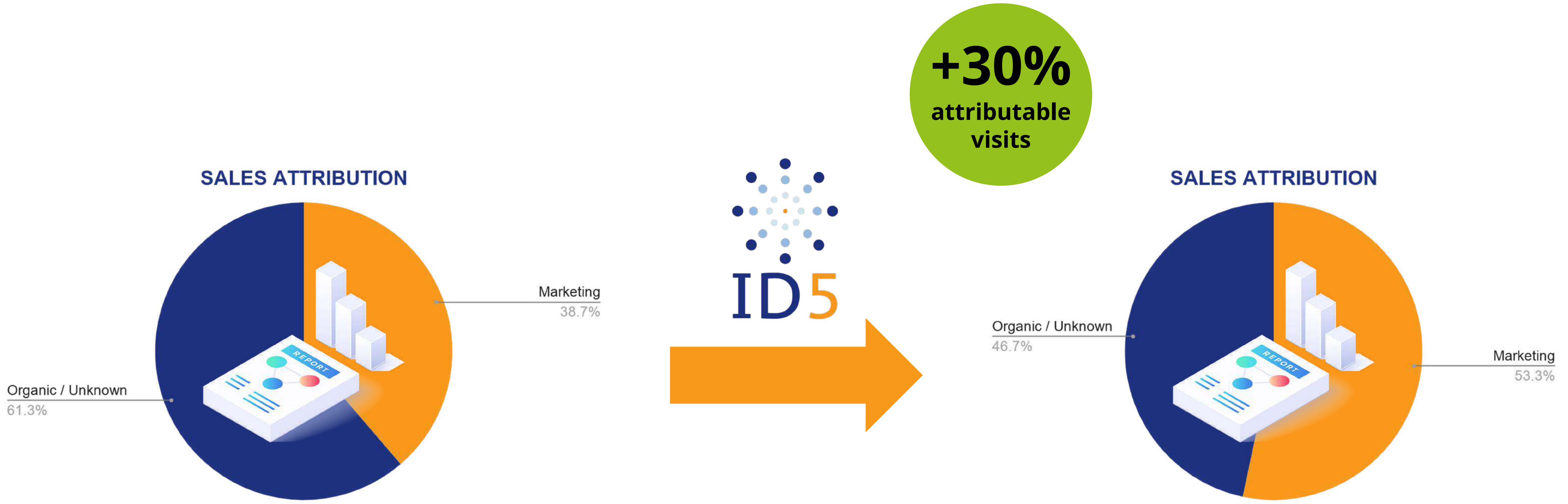+50% addressable audience

With the ID5 ID, brands can retarget their Safari & Firefox visitors

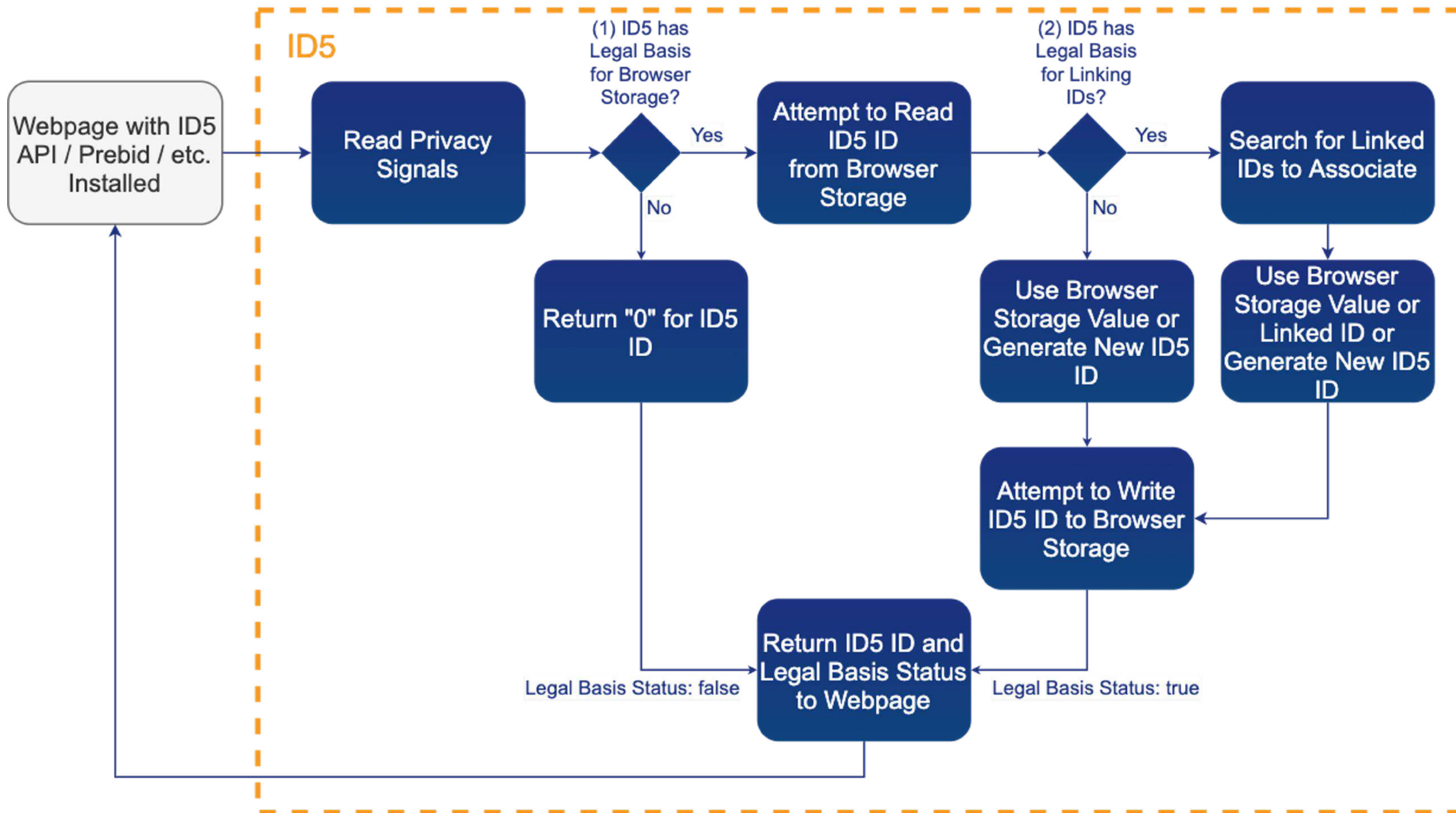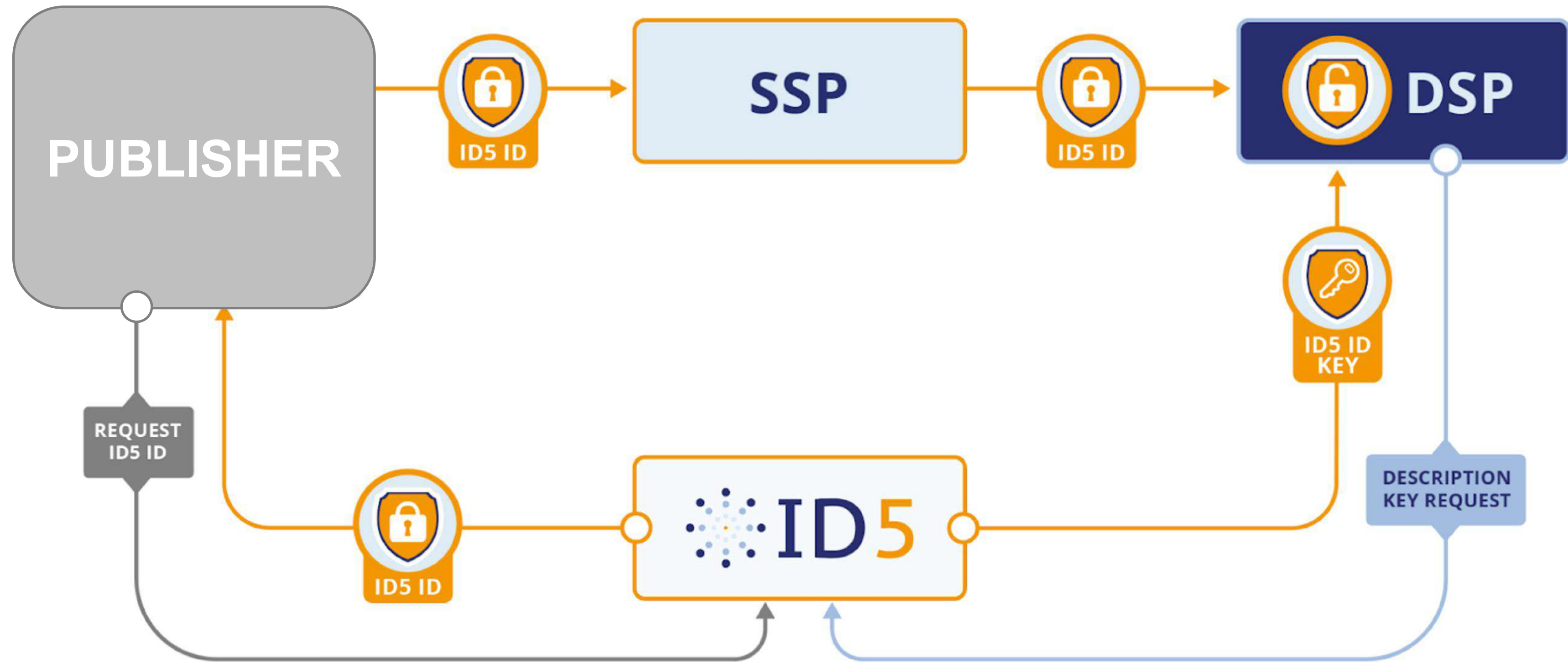# With the ID5 ID, brands can measure and attribute sales to cookieless visitors

+30% attributable visits

SALES ATTRIBUTION

Marketing
38.7%

Organic / Unknown
61.3%

ID5

SALES ATTRIBUTION

Organic / Unknown
46.7%

Marketing
53.3%

How ID5 handles privacy

ID5

Webpage with ID5 API / Prebid / etc. Installed

Read Privacy Signals

(1) ID5 has Legal Basis for Browser Storage?

— Yes → Attempt to Read ID5 ID from Browser Storage

— No → Return "0" for ID5 ID

(2) ID5 has Legal Basis for Linking IDs?

— Yes → Search for Linked IDs to Associate

— No → Use Browser Storage Value or Generate New ID5 ID

Use Browser Storage Value or Linked ID or Generate New ID5 ID

Attempt to Write ID5 ID to Browser Storage

Return ID5 ID and Legal Basis Status to Webpage

Legal Basis Status: false

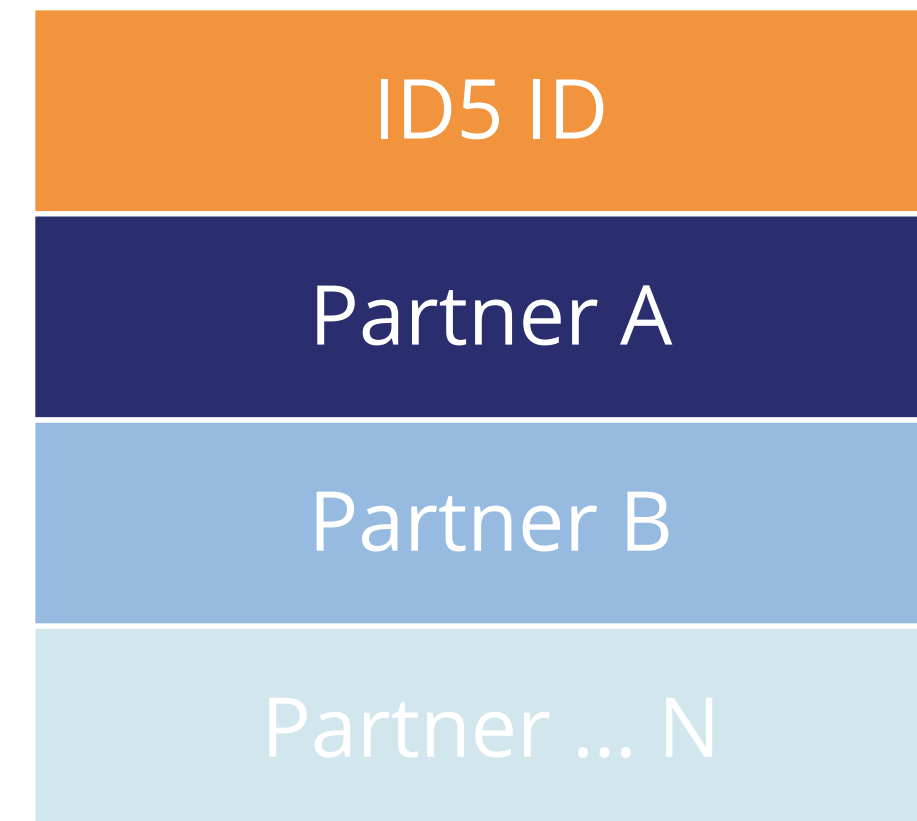Legal Basis Status: true

Consent-based encryption

Consent-based encryption

Partner keyset

1. Partner looks for their Partner Block
2. Partner decrypts their Block
3. Partner uses the result to read the ID5 ID in the Common Block

ID5 ID Consent-based Encryption Structure

ID5 ID
Partner A
Partner B
Partner ... N

ID5's distribution channels and partners

ID5 reaches nearly 3.4B devices per month

940 M devices/month in EMEA

780 M devices/month in North America

1.2 B devices/month in APAC

460 M devices/month in LATAM

ID5 is the most adopted ID solution

KEY

- Cookie-based
- Publisher specific
- Cookie-less

Chart categories (left to right): ID5 ID, Unified ID 1, IdentityLink, SharedID, Criteo, PubCommon ID, Floc ID, Merkle ID, Criteo ID, VerizonMedia ID, Quantcast ID, Lotame Panorama ID

Y-axis: 0, 5000, 10000, 15000

September 2021
Source: sincera.org/pbjs
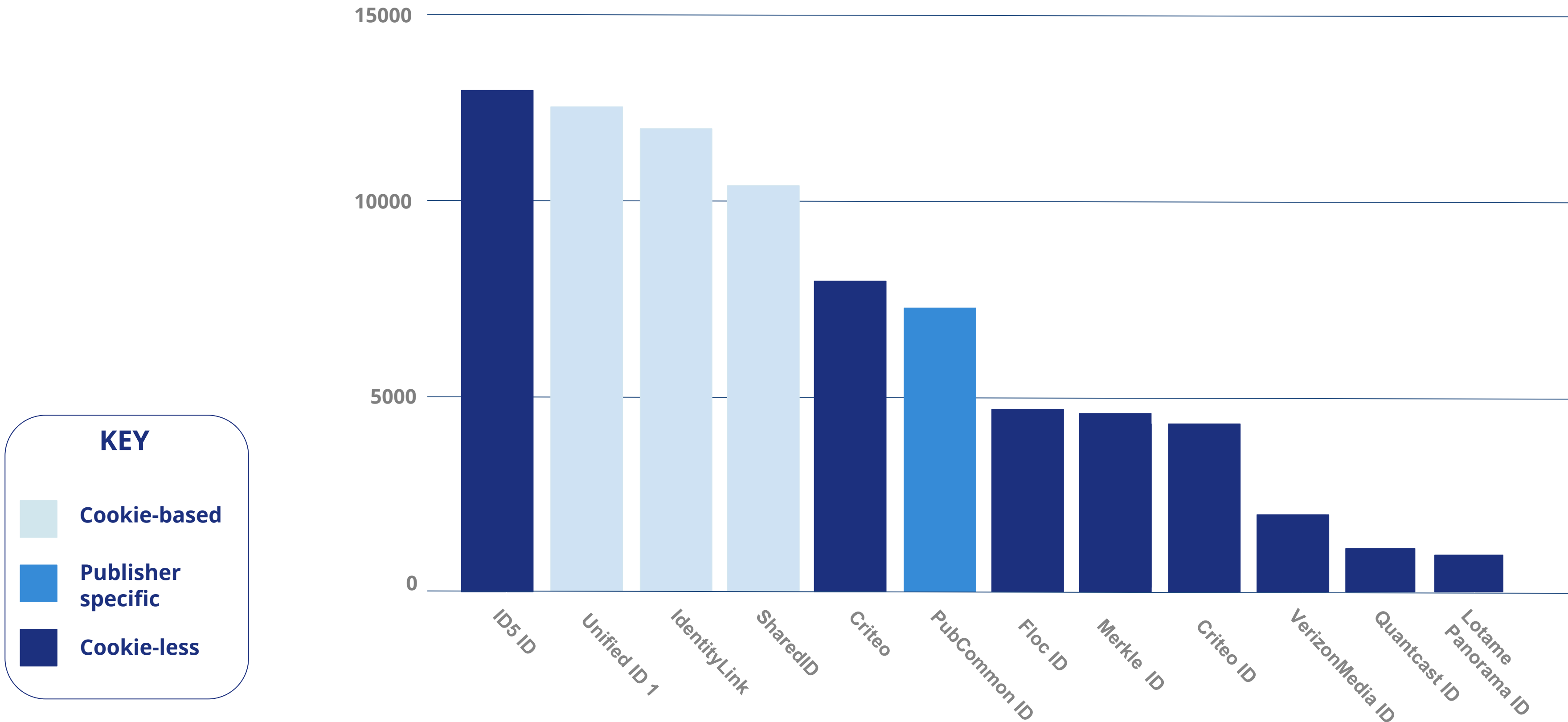
Future-proof your Identity strategy

What **brands** can do to support the development of a new identity infrastructure

- **Assess your needs** - understand your dependency to advertising IDs for targeting, optimisation & measurement of your campaigns

- **Ensure your partners are prepared** to support these key use cases without cookies, MAIDs & IP addresses

- **Start testing** ID5's solution through your DMP & DSP and/or via your agency

Audience Q&A

Moderators:

BCG BOSTON CONSULTING GROUP

Derek Rodenhausen
Partner

Adil Riaz
Expert Project Leader

MATHIEU ROCHE
Co-founder & CEO

ID5

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Q&A

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UP NEXT

BritePool

David J. Moore
CEO, BritePool

Persistent Identity and Opportunity: How BritePool's Cookieless Solution Creates High Value for Marketers

The sunset of third-party cookies is a seismic change. It creates the opportunity for marketers to create higher value digital marketing initiatives, reaching existing customers and prospects (such as lookalikes) with first-party data, for higher accuracy in reach, true frequency capping, and log-level data for measurement and new optimization models. In this session, David J. Moore, BritePool's CEO, will describe the necessary steps for marketers to capitalize on this opportunity.

📅 1 October 2021

⏱ 11:00 am ET

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THANK YOU

For Questions or More Information:

Greg Stuart

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