



neustar®

MMA



What You Need to Know About Cookie-Based Marketing to Thrive in a Future Without It

Today's Speakers

Leo Scullin
VP of Industry Programs
MMA



Steve Silvers
SVP Product, GM Customer Experience
Neustar





MMA is the Global Industry Association for Marketing

Started in 2003;
turned around in
2013

Operations in 15
countries

Marketer led; plus
media sellers, tech
and agencies

55+ team
worldwide

25+ conferences in
15 countries

EMEA

-  France
-  Germany
-  Middle East
-  South Africa
-  Spain
-  Turkey
-  United Kingdom



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-  Mexico
-  Brazil
-  Colombia
-  Argentina

APAC

-  China
-  Vietnam
-  India



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Who & What is the MMA All About



The People We Serve

Primary Audience

Pioneering Chief Marketers



Our Strategic Priorities

Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices



Our Reason for Being

Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.



MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS





MMA Programs Transform Marketers Understanding of Marketing

The following are the core programs of the MMA

MMA Key Programs		Description
Key Think Tanks	1 Marketer Organization Think Tank (MOSTT)	Community of CMO & academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR
	2 Marketing Attribution Think Tank (MATT)	Community of marketing & analytics leaders committed to measurable impact & accountability by advancing people-based approaches in media measurement.
	3 Data in Marketing Think Tank (DATT)	Focused on supporting marketers in their ingesting, applying and success with data in marketing. Eventually, group is to be regulatory voice of CMOs on Data. In development
Funded Research	4 Brand as Performance (BaP) *	Industry consortium to first time ever measure the impact of Brand, a core element of marketing success. Will likely to produce a new growth framework for brands. (\$850k)
	5 First-Second Strategy (Cognition 2 study)	Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.
	6 SMOX (Modern Marketing Mix)	Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.
	7 Location Privacy Alliance (LPA) *	Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials
Key Member Councils	8 Mobile Fraud Tool & Council *	Member council created better help our members stay ahead of Mobile marketing fraud by assessing, evaluating, and combatting Fraud. Fraud assessment tool coming.
	9 Brand Safety Council (SAVE)	Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.
	10 RCS/SMS/OTT Messaging	Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Center of Excellence" that issues regular guidance on this new function.
	11 MMA Events	35+ event across 16 countries globally, from 350 to 2,000 attendees.
	12 MMA Smarties	Awards Program that offers marketers multiple opportunities to showcase their best work in modern marketing around the world. Includes a business impact index

* Obligations to sponsors

MMA COVID-19 Marketer Support Hub

#WeAreInItTogether

The most comprehensive central resource for information on the coronavirus pandemic as well as guidance for brands on how to navigate marketing during the worldwide crisis. Information is constantly being curated and loaded in real time, the hub is searchable by the different regions the MMA serves (North America, APAC, EMEA and LATAM) and includes:

- 1 An aggregation of critical information on Covid-19's impact around the world
- 2 Tools and tips for managing teams remotely, crisis guidance as well as programs to support small businesses
- 3 Marketing and advertising best practices and current consumer trends to help brand members make more informed decisions
- 4 Some light moments with staff picks on the humorous videos and memes circulating

We'd love to include your content.

If you are an MMA Member with Resources / Programs / Research that is focused on helping brand marketers, we'd love to include your information in the hub,



Please visit <https://www.mmaglobal.com/marketersupporthub/weareinitttogether>



MMA IMPACT VIRTUAL

THE FUTURE OF MODERN MARKETING
MAY 18-19, 2020

MMA IMPACT 2020: Building Capabilities for the Modern Marketer

MMA IMPACT 2020 is designed to help brand marketers enhance and build their internal marketing capabilities. In fact, last year, more than half of MMA member companies in attendance registered multiple marketing team members to leverage the opportunity of this accelerated learning over two rich days of content.

PAST ATTENDEES INCLUDE



Vivian Chang
VP Growth, Nutranext
DTC, part of The
Clorox Company



Babak Farrokh-Siar
Vice President, Head
of National Business
Development,
Acorns



Ingrid Cordy
Vice President, Global
E-Commerce &
Customer Experience,
e.l.f. Cosmetics



MATT | DATT

UNPLUGGED VIRTUAL

JUNE 9, 2020 JUNE 10, 2020

MMA Unplugged Virtual Events offer marketers a deep dive into some of their most pressing challenges and opportunities. Topics are often aligned closely to industry-wide initiatives being led collaboratively by the MMA and our marketer members.

MATT UNPLUGGED

FUTURE OF ATTRIBUTION



Tina Tonielli
Americas Lead,
Consumer and
Business Insights and
Analytics, GSK



Marc Vermut
Vice President,
Marketing Solutions,
Neustar



Lindsay Chastain
Senior Director,
Global Digital
Marketing, Ancestry

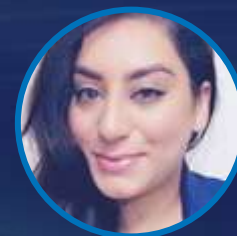


JUNE 9, 2020 | VIRTUAL

Register for MATT Unplugged Virtual

MATT Unplugged brings together marketers, measurement and attribution experts to discuss how the latest measurement methodologies need to align more closely to marketer objectives as well as explore the challenges and obstacles marketers face around Multi-Touch Attribution.

NEW! DATT UNPLUGGED



Sarah Din
Director of
Product
Marketing,
Survey Monkey



JUNE 10, 2020 | VIRTUAL

Register for DATT Unplugged Virtual

In the age of 1st party, 3rd party, and more recently 2nd party data, complexity proliferates of how marketers use data effectively. Not to mention, with constant developments in nearly every aspect of the ecosystem, from regulatory activities to OS systems to browsers/cookie usage, combined with many marketer moves to data-driven businesses like DTC and we have a recipe for chaos. DATT Unplugged will bring together privacy experts, brand marketers and data junkies to unravel this complicated quagmire.




Ian Mundorff
Global Head Of
Media, HP

|| Asking Questions, Sharing Insights

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Talking:

▼ Questions



Type question here. 

Tentative: Mobile & Privacy: Actionable Steps for Success
Webinar ID# 249-340-790

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#MMA
#WeAreInItTogether
#ShapeTheFuture



What You Need to Know About Cookie-Based Marketing to Thrive in a Future Without It

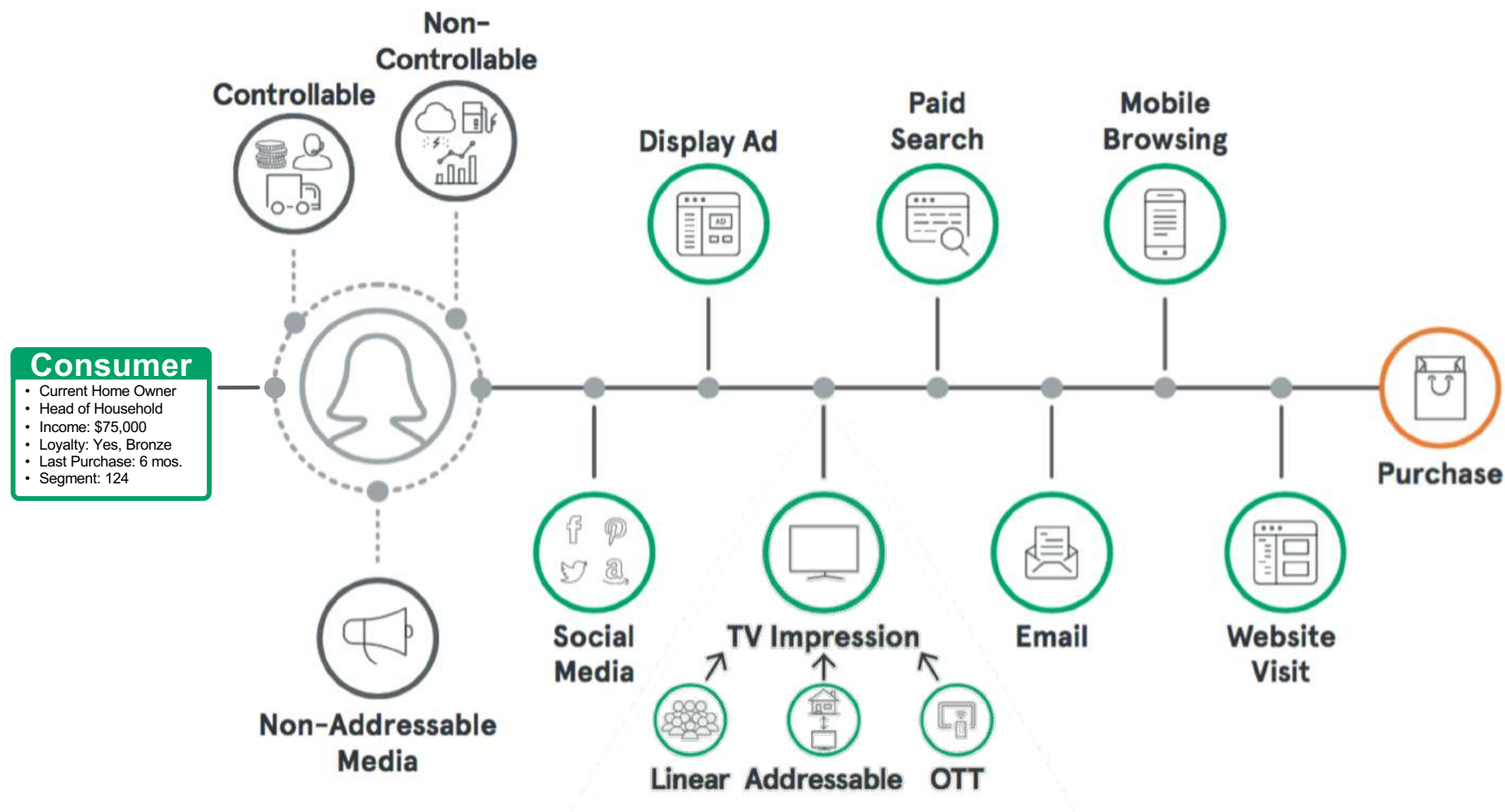


Steve Silvers
SVP Product,
GM Customer Experience

The goal of marketing is to **increase the likelihood to buy** through influence



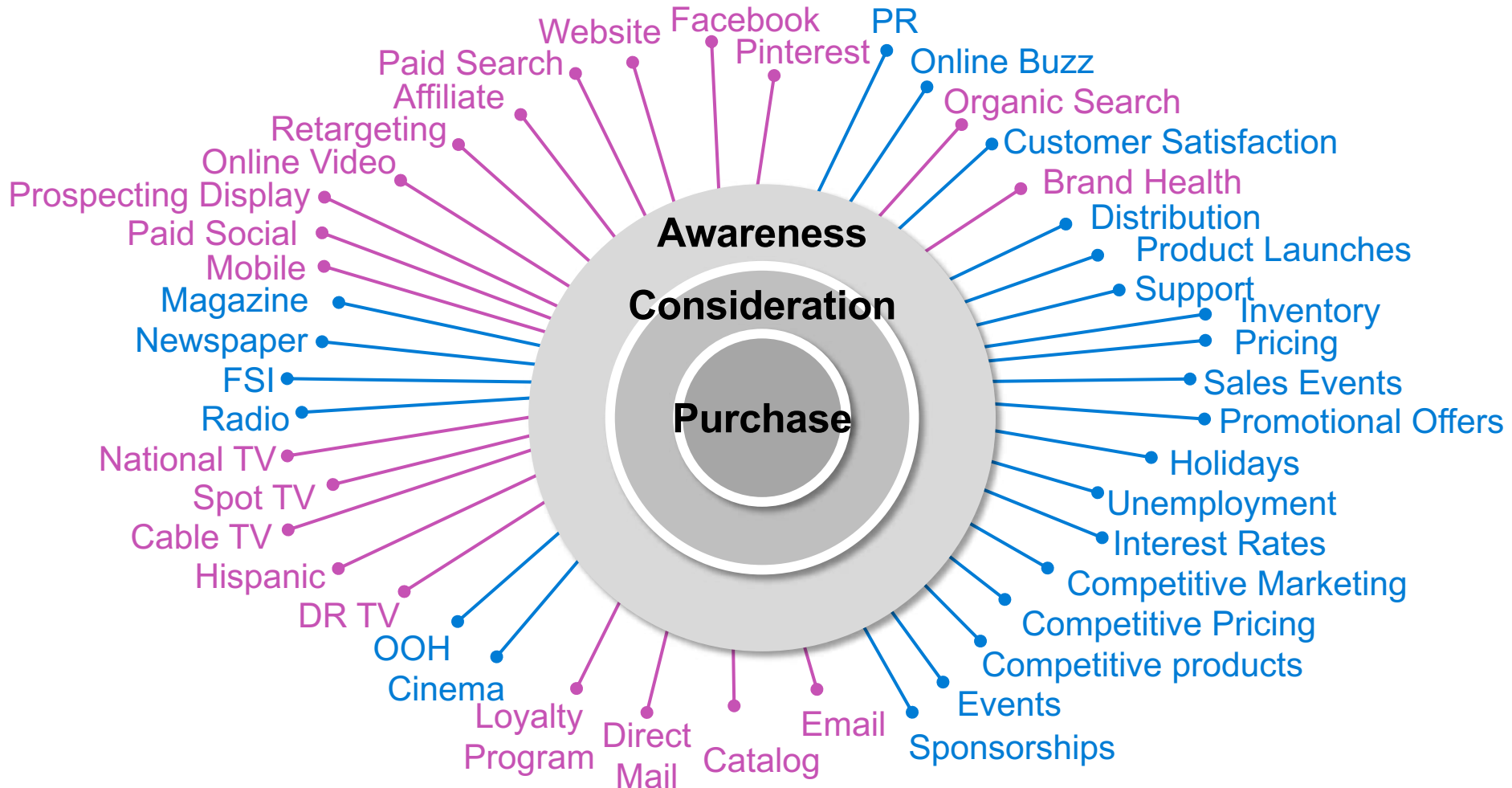
Influence must be measured across the **full spectrum** of the consumer journey



Only then can an **accurate calculation** of marketing incrementality be realized



The right calculation hinges on a model that incorporates **all demand drivers**



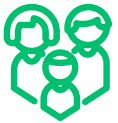
This must be measured at the **user-level** to manage reach, frequency, & ROI



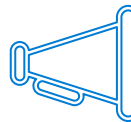
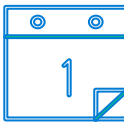
Only **multi-touch attribution** measures incrementality at the user-level

$$\log\left(\frac{p}{1-p}\right) = \alpha + \beta \times \text{Propensity Index} + \gamma \times \text{Offline Index} + \sum_i \varepsilon_i \times \text{Sequence Feature}_i$$

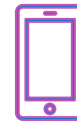
Consumer Attributes



Non-Addressable and Exogenous Factors



Addressable Media Interactions




MTA is currently **being threatened** by industry and legislative changes



Google to **phase out third-party cookies** by 2022.

Privacy regulations are restricting individual-level identification

Consolidation of power across media players is putting content owners at risk

A night sky with a meteor streaking across it, with the silhouette of a church roof in the foreground.

But the good
news is that
**the sky is
not falling**

75% of digital media dollars today are not being spent on cookies!

Top 5 Companies, Ranked by US Net Digital Ad Revenue Share, 2018 & 2019

% of total digital ad spending

1. Google*



2. Facebook**



3. Amazon



4. Microsoft (Microsoft & LinkedIn)



5. Verizon



■ 2018

■ 2019

The noise we hear today is mostly focused on long-tail programmatic



Consumers are actively logging in across the top 100+ publishers



Sign in

Email (phone for mobile accounts)

Password

[Forgot your password?](#)

Sign in

New to Amazon?

Create your Amazon account

Sign in

Or [sign up](#) to make your own posts

 Sign in with Facebook

 Sign in with Google

or

Username or email

Password

Sign in

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

[I forgot my password](#)



Username or Email Address



Password (case sensitive)



Log In

[Need help logging in?](#)

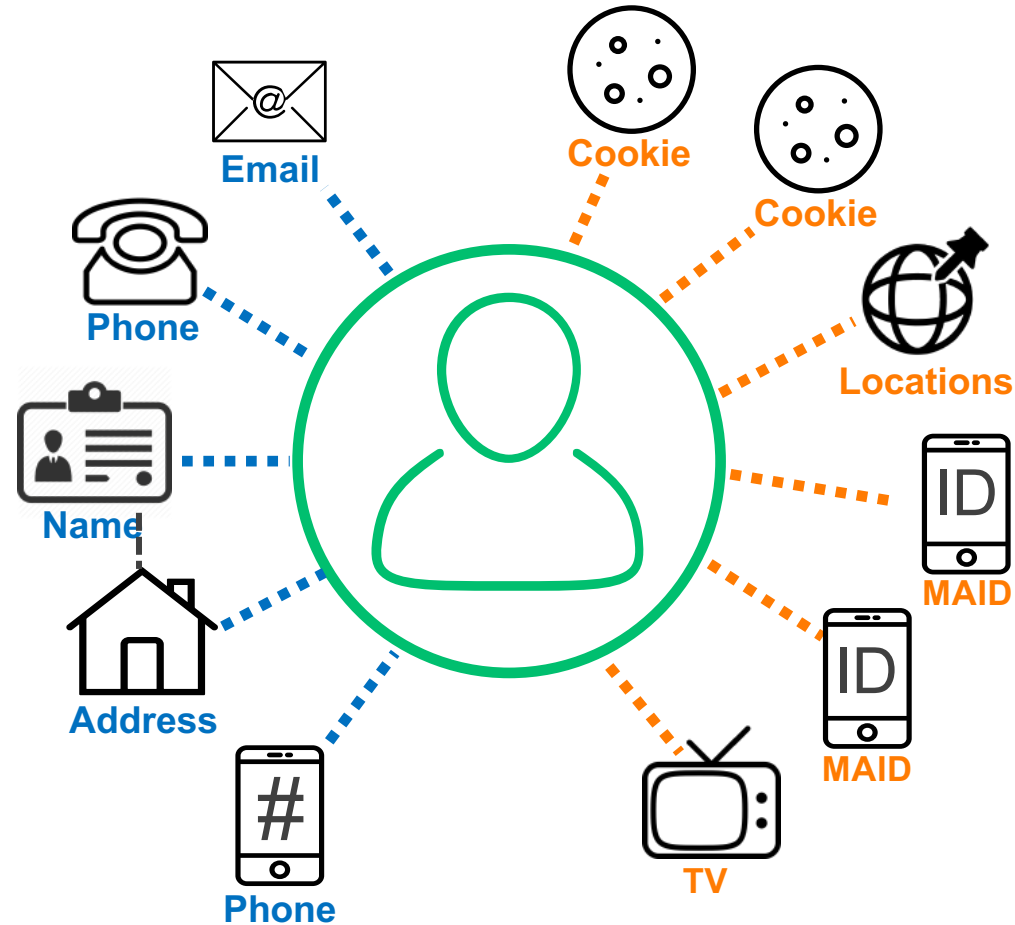
Facebook Log In is no longer available. For help logging in, please use the link above.

Sign Up

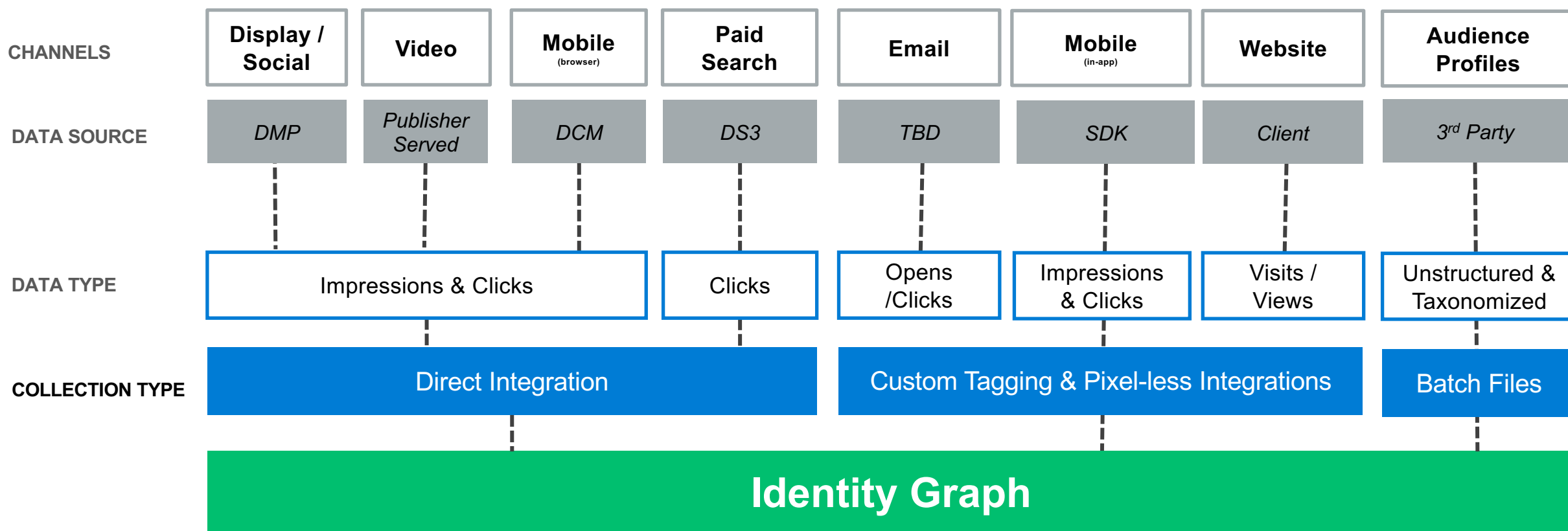
You are targeting, measuring, &
connecting with **people not cookies**



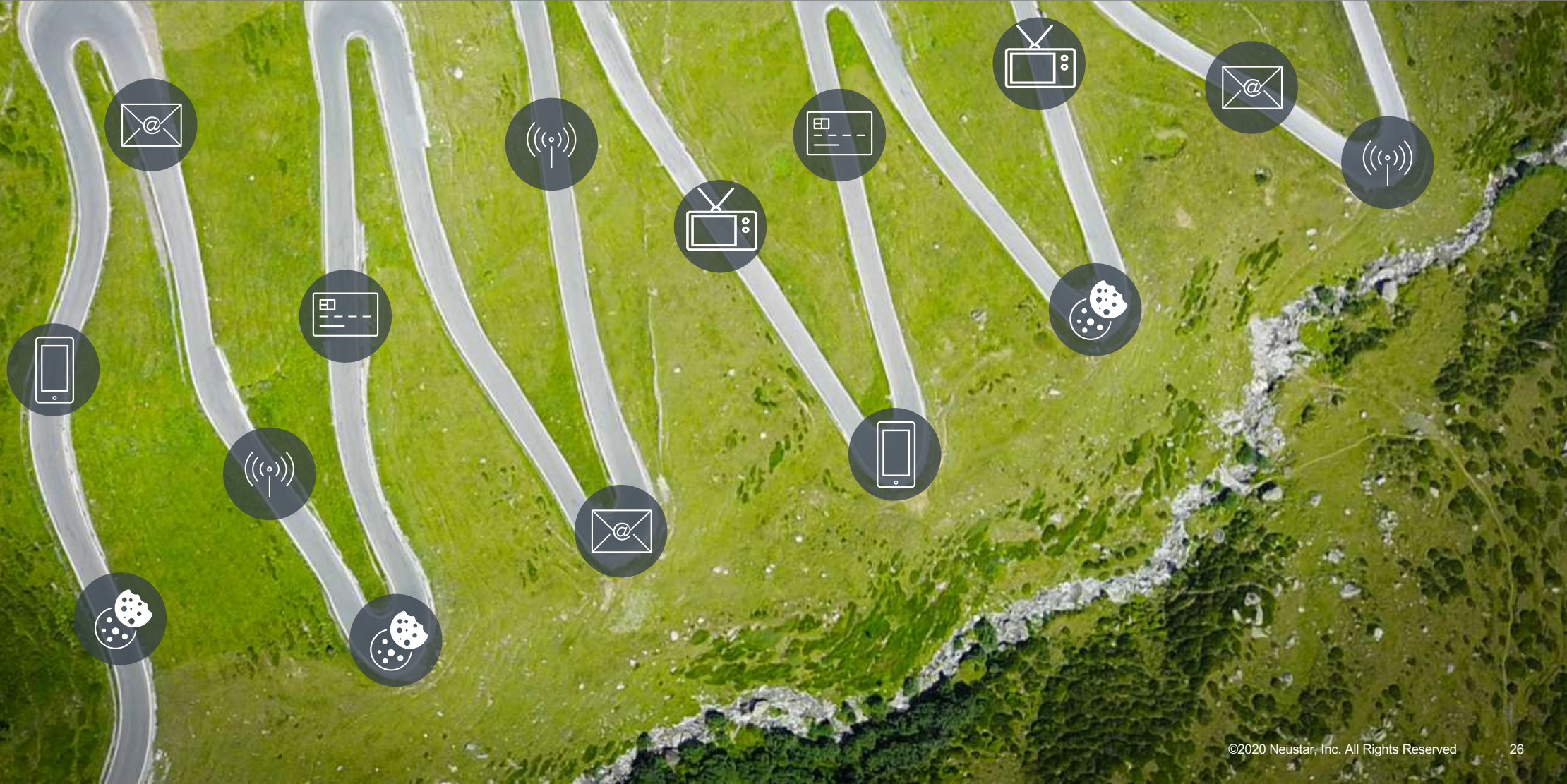
Identity Resolution connects the dots across fractional identifiers on & offline



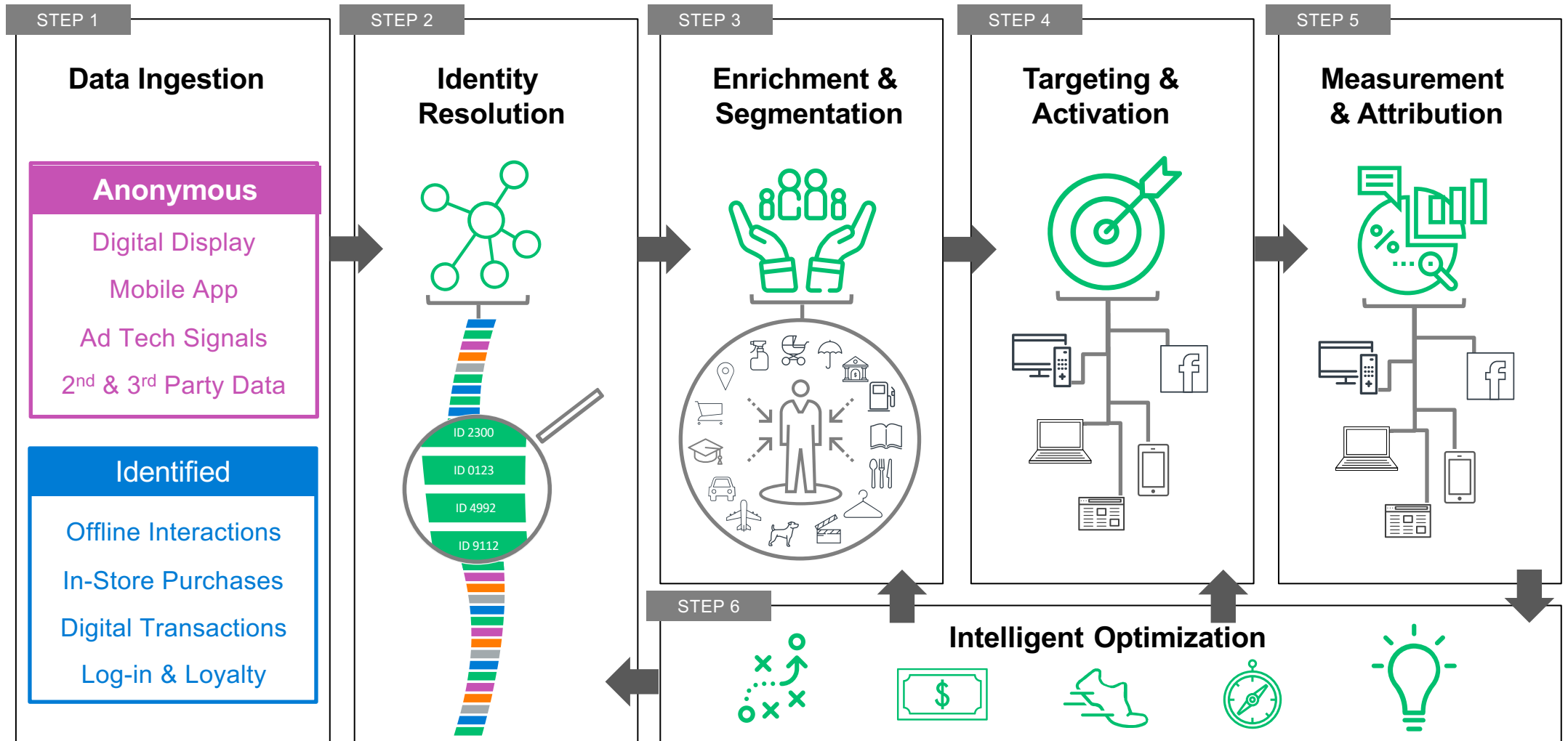
It captures all addressable signals from the marketing & advertising ecosystem



Providing a **persistent view** of marketing influence across the customer journey




Enabling **actionable intelligence** to power and enrich marketing strategies



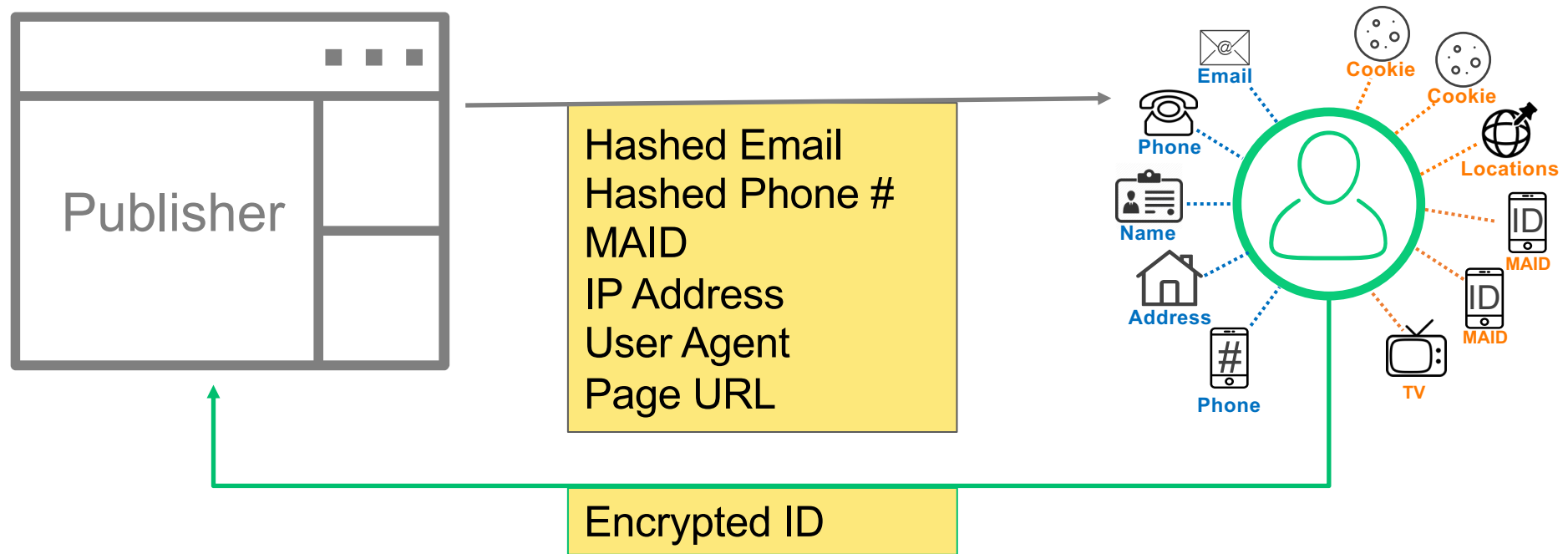


Establishing platform,
publisher, and industry
relationships that do
not rely on a cookie

A close-up photograph of two hands shaking in a firm grip. The hand on the left is wearing a dark blue long-sleeved shirt, and the hand on the right is wearing a red long-sleeved shirt. The background is a light-colored brick wall. A semi-transparent dark grey rectangular box is overlaid on the right side of the image, containing white and yellow text.

That rely on identity syncs to
provide a bridge between
publishers and advertisers

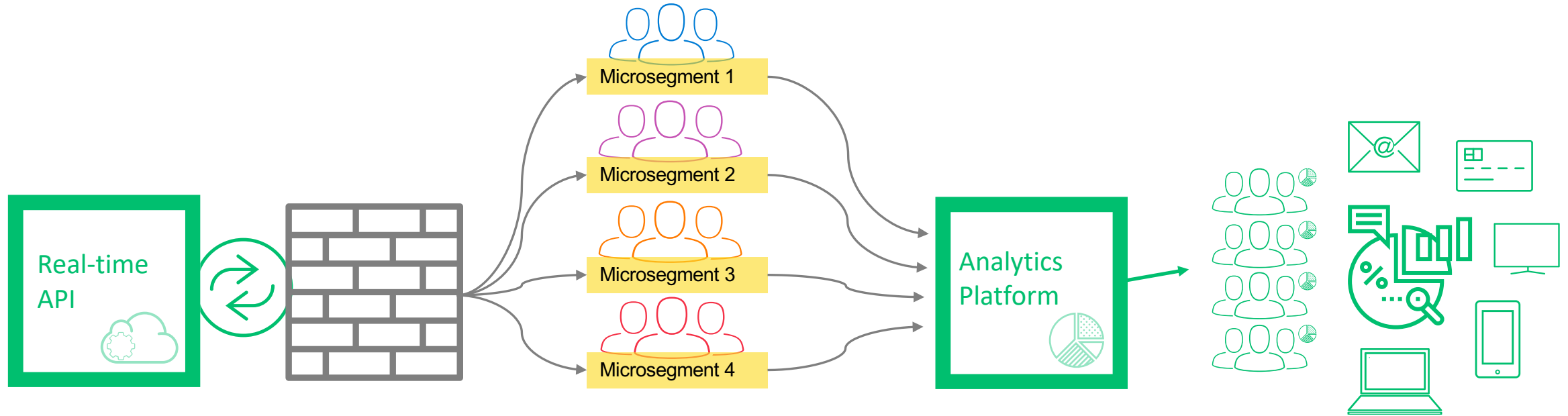
Leveraging **identified digital traffic** to provide insight and value to marketers



A large flock of birds, possibly geese, is flying in a V-shape across a light, hazy sky. The birds are dark silhouettes, and their wings are spread, creating a sense of movement and direction. The flock is dense in the upper half of the image and tapers off towards the bottom.

Differential privacy provides insight
while respecting consumer privacy

Data-driven microsegment-based marketing data sustains measurement



Always-on **identity sync**
between a real-time API
and the platform

Platform aggregates
users into
microsegments
leveraging on-platform
brand interaction activity

Platform delivers **microsegment-**
based metrics a analytics and
measurement platform to include
in sequencing and attribution

Browser privacy sandboxes will provide insight into **anonymous digital traffic**



All methods will require established industry standards and practices



What can you do to **prepare your organization** for a cookieless future?

- ✓ Identify where cookies are being used today across your own tech stack
- ✓ Establish a relationship with a responsible identity resolution system
- ✓ Evaluate whether your current MTA model is encapsulating the full journey
- ✓ Make sure you are maximizing your first-party and second-party data assets
- ✓ Forge trusted industry relationships with publishers, platforms, and browsers

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Q&A



Steve Silvers
SVP Product,
GM Customer Experience

MMA | WEBINAR SERIES

Check out full list of all available webinars [here](#).

[APAC] Presented by InMobi: Navigating the Shift in Consumer Behavior in Asia During Covid-19

Wednesday, April 29 | 3:00pm - 4:00pm SGT

[Register Today](#)



VASUTA AGARWAL
VP&MD, Asia Pacific, InMobi

Presented by Zeotap: Identity Resolution in a Cookieless Future

Wednesday, May 6 | 2:00pm – 3:00pm EST

[Register Today](#)



PROJJOL BANERJEA
Founder & CPO, Zeotap

Presented by IBM Watson: How AI can help generate insights to drive results

Thursday, May 7 | 2:00pm – 3:00pm EST

[Register Today](#)



JAMIE MOLNAR
Product Marketing AI & Emerging Tech
IBM Watson Advertising

Presented by iconectiv: Numbers Matter: Building brand and keeping customer trust in omni-channel

Tuesday, May 12 | 2:00pm – 3:00pm EST

[Register Today](#)



MIKE GILBERT
Senior Account Director, iconectiv

 Thank you!