



ZEOTAP



Identity Resolution in a Cookieless Future

Today's Speakers

Leo Scullin
VP of Industry Programs
MMA



Projjol Banerjea
Founder & CPO
ZEOTAP



Olivier Maugain
Analytics & Digital Technology Director
Henkel





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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HQ

LATAM

-  Mexico
-  Brazil
-  Colombia
-  Argentina

APAC

-  China
-  Vietnam
-  India



CHRIS BABAYODE
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EMEA



ROHIT DADWAL
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APAC



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 11:00am – 3:00pm EST

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



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.



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

NEW! DATT UNPLUGGED

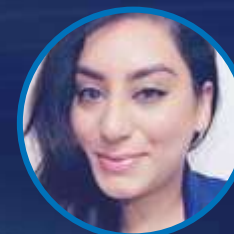
DATA IN MARKETING THINK TANK



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.



Sarah Din
Director of
Product
Marketing,
Survey Monkey






Ian Mundorff
Global Head Of
Media, HP

|| Asking Questions, Sharing Insights

GoToWebinar Control Panel

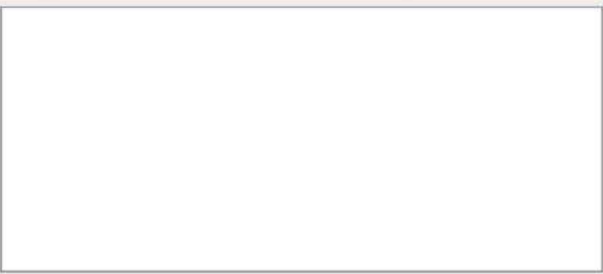
▼ Audio


Use: ☐ Telephone
☒ Mic & Speakers

 **MUTED**  

Talking:

▼ Questions



Type question here. 

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

GoToWebinar



#MMA
#WeAreInItTogether
#ShapeTheFuture



MAY 6TH, 2PM EST

IDENTITY RESOLUTION IN A COOKIELESS FUTURE



OLIVIER MAUGAIN
*ANALYTICS & DIGITAL
TECHNOLOGY DIRECTOR
@HENKEL*



PROJJOL BANERJEA
*FOUNDER & CPO
@ZEOTAP*

IDENTITY RESOLUTION IN A COOKIELESS FUTURE



MARKETERS' GOALS HAVEN'T CHANGED

**TO UNDERSTAND
CUSTOMERS**

43%

of brands fail to use even half of their
CRM systems correctly



**AND YET THERE PERSIST
STRUGGLES APPARENTLY**

83%

can't make connections across
consumer touchpoints/devices



39%

struggle to integrate offline to
online data

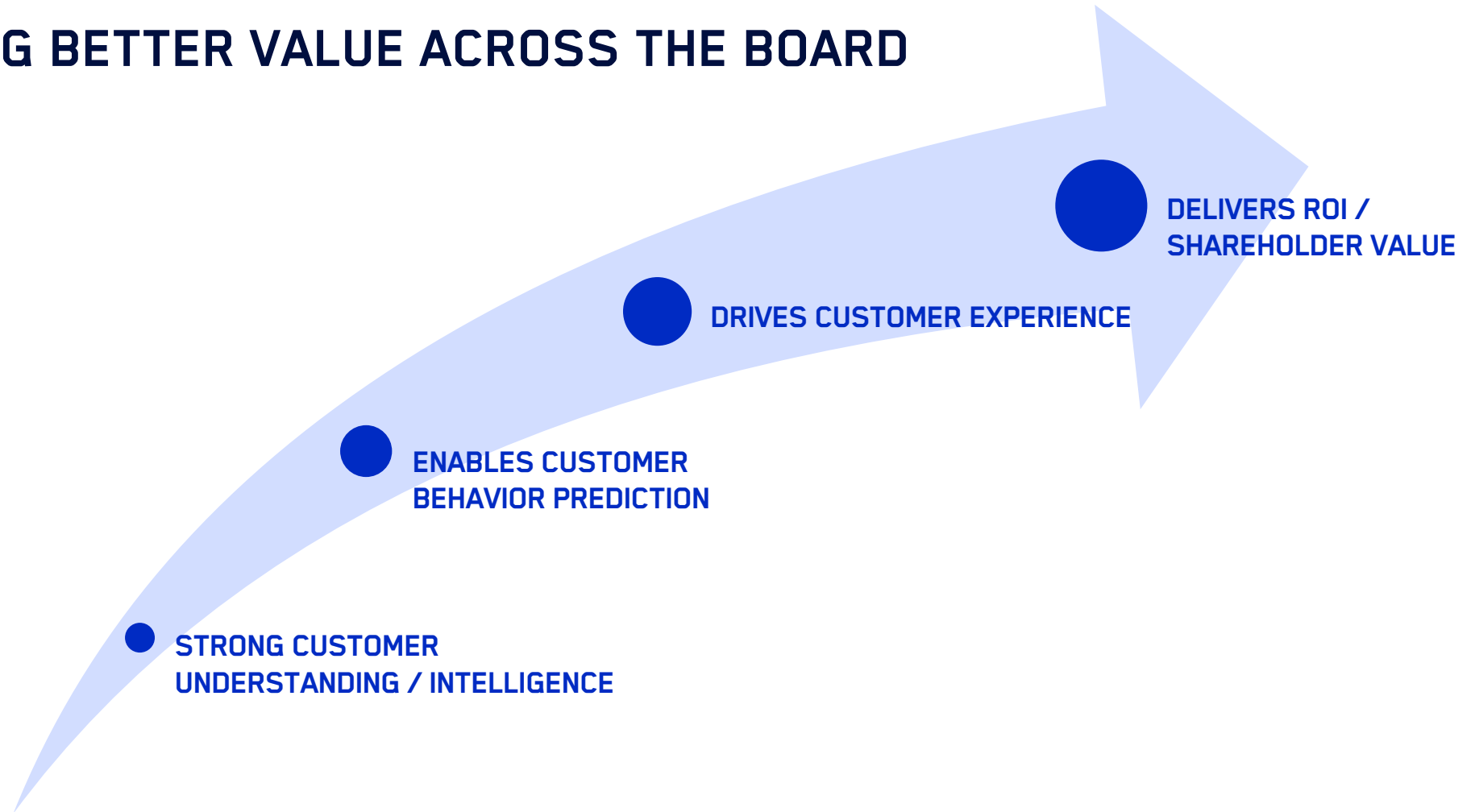
FORRESTER®

47%

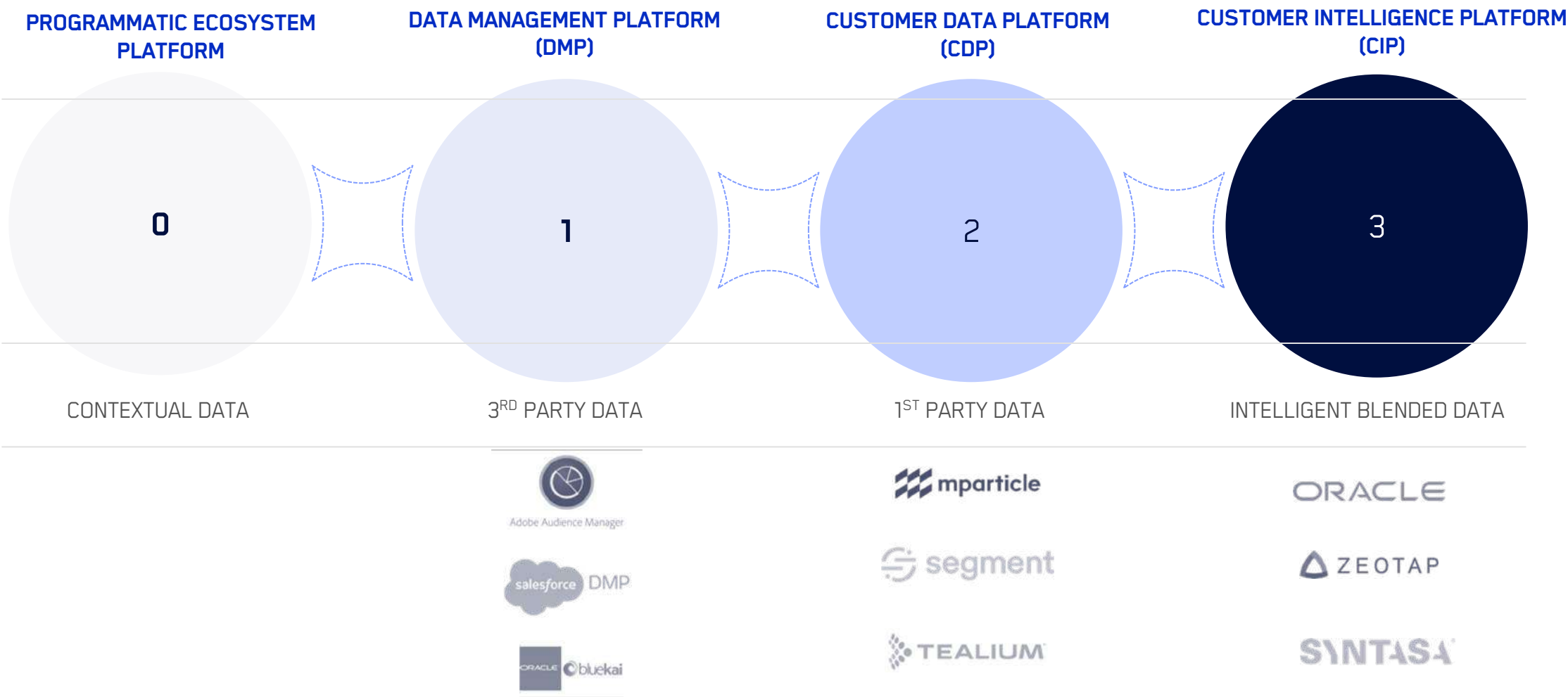
take more than 1 week to analyze/draw
marketing campaign conclusions

Forbes

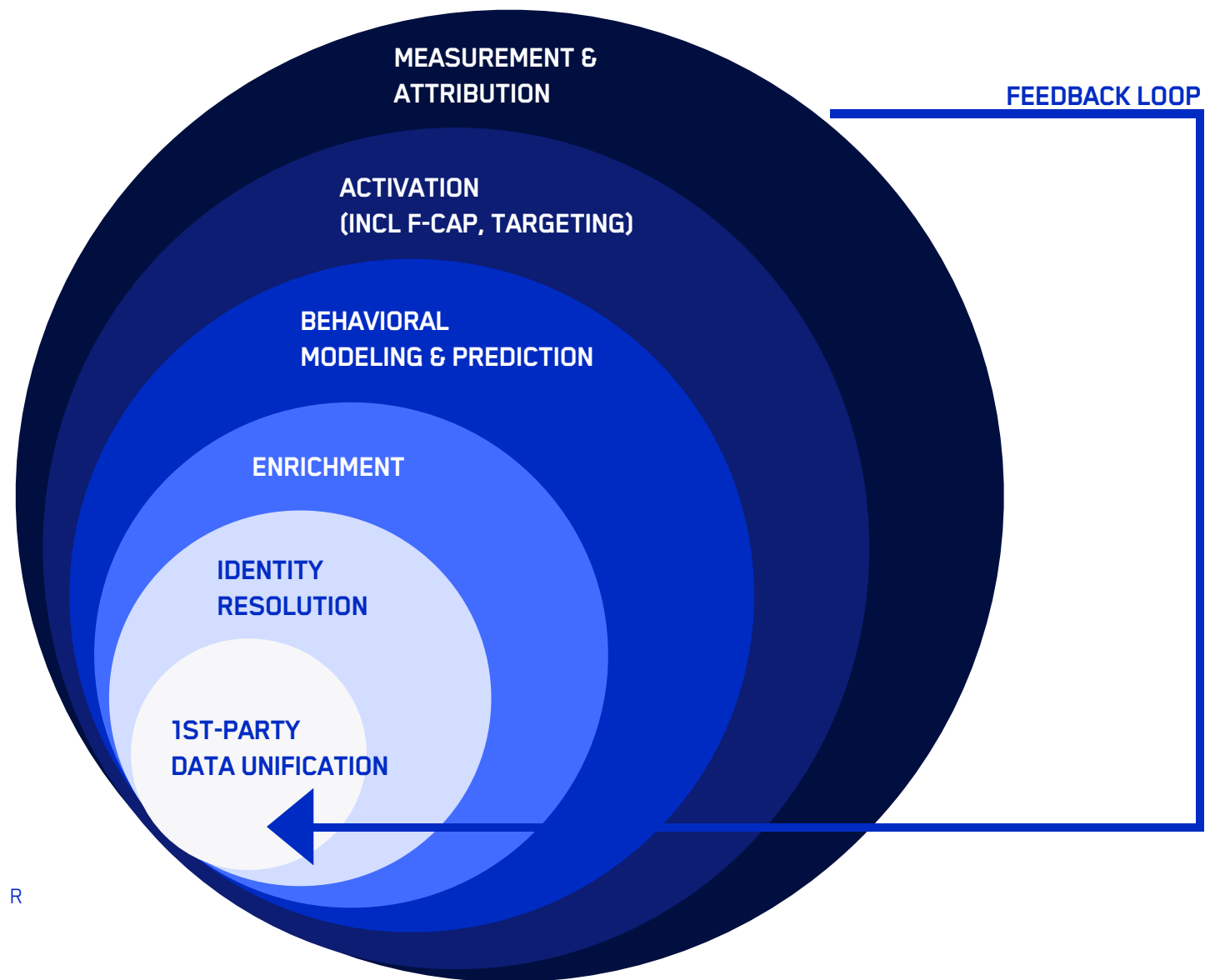
REAL CUSTOMER UNDERSTANDING IS FOUNDATIONAL TO DRIVING BETTER VALUE ACROSS THE BOARD



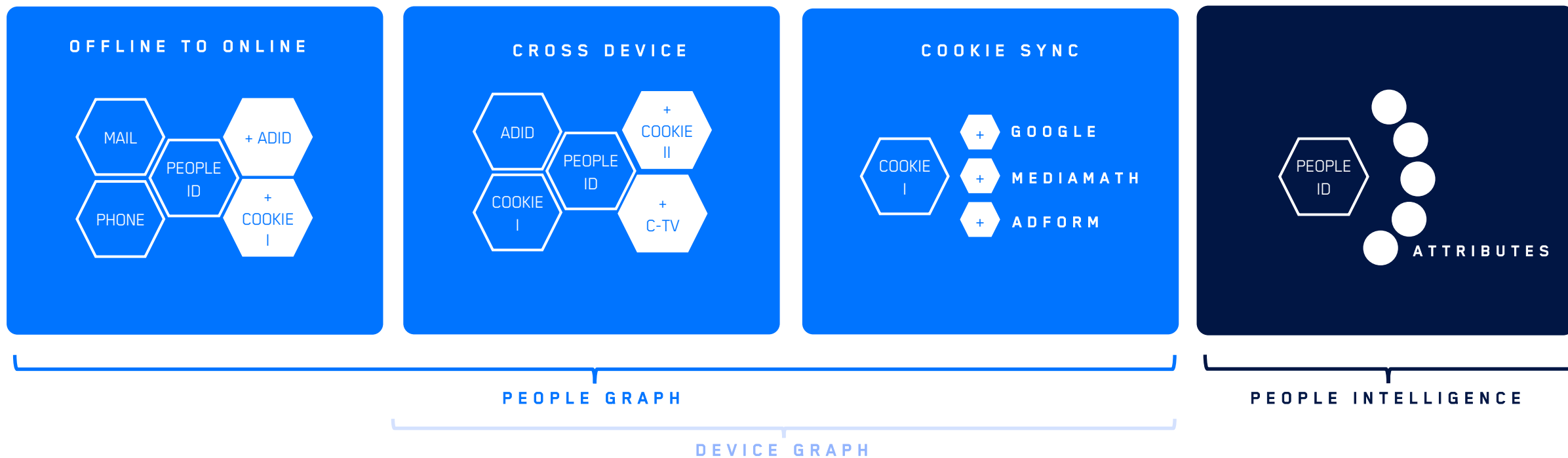
MARKETING DATA EVOLUTION APPROACHES A 360° CUSTOMER UNDERSTANDING



HOW TO DRIVE CUSTOMER UNDERSTANDING?



IDENTITY RESOLUTION CAN MEAN DIFFERENT THINGS



NEW *HOLISTIC* DEFINITION OF IDENTITY RESOLUTION



STATUS OF IDENTITY RESOLUTION BY CHANNEL

Web Browser	<ul style="list-style-type: none">▪ 3P cookies available only on the Chrome browser (60% coverage) – removed by 2022▪ Login-based 1P data available – omnichannel challenge since the data turns into 3P when used on other sites
In-App	<ul style="list-style-type: none">▪ IDFA/Android IDs are persistent – removed in the future?▪ IDs do not persist when switching between app and web
Connected TV	<ul style="list-style-type: none">▪ IDs are fragmented across apps, devices and media companies▪ IDs are synthetic (80%) and intentionally obfuscated for business reasons sometimes▪ Data from CTV ads cannot easily be matched to viewership data from set-top boxes or linear TV purchases
Digital Out of Home	<ul style="list-style-type: none">▪ Accurate individualized user identification is difficult as exposure is naturally to cohorts of passers-by based on their location.
Podcast Ads	<ul style="list-style-type: none">▪ IDs are not shared outside of distribution companies (Spotify, Apple).▪ Advertisers and media companies have little visibility except for gross listenership

IDENTIFICATION TECHNIQUES OVERVIEW

	PROS	CONS
3P Cookies	<ul style="list-style-type: none">▪ Existing industry optimized for this ID▪ Opt-out available	<ul style="list-style-type: none">▪ Going away▪ Identifies a device, not a person
Mobile Identifiers	<ul style="list-style-type: none">▪ Persistent over time and across apps▪ Works for in-app measurement▪ Some degree of user control	<ul style="list-style-type: none">▪ May be removed by Apple/Google▪ Identifies a device, not a person▪ Opt-out difficult for most users
1P Cookies / Log ins	<ul style="list-style-type: none">▪ Persistent and not blocked▪ Easy to gate with privacy notices▪ Can be linked by a publisher to their login profiles	<ul style="list-style-type: none">▪ Hard to use across sites (attribution, reach, frequency)
Universal IDs / Shared Identity Consortia	<ul style="list-style-type: none">▪ The same ID used by many ecosystem vendors, reduces the need for syncing	<ul style="list-style-type: none">▪ Still a third-party ID so doesn't solve fundamental problems listed above▪ "Walled Gardens" won't participate, so limited scale

IDENTIFICATION TECHNIQUES OVERVIEW

	PROS	CONS
Universal ID / Shared Login Consortia	<ul style="list-style-type: none"> Same login used by many publisher sites, allows those sites to share IDs and store in 1P cookies 	<ul style="list-style-type: none"> Limited scale and dependent on # of pub sites that are onboard Still need to sync to an advertiser's ID space to measure conversions and attribution
Probabilistic Graphs	<ul style="list-style-type: none"> Estimated view of people across devices 	<ul style="list-style-type: none"> Often dependent on 1P/3P cookies for activation - drawbacks discussed above Not reliable for detailed attribution (probabilistic)
Deterministic Graphs	<ul style="list-style-type: none"> Accurate estimated view of people across devices Can be used to correlate media and advertising across sites, given opt-in from consumers 	<ul style="list-style-type: none"> Often dependent on 1P/3P cookies for activation Reach limited given quality of data
IP Addresses	<ul style="list-style-type: none"> Persistent identifier across devices, including CTV Represents a household or business 	<ul style="list-style-type: none"> Doesn't identify individuals "Blind spots" when users leave their homes Hard for consumers to opt-out Full IP not always present on bid requests

3RD PARTY COOKIES HAVE ALWAYS PRESENTED A CHALLENGE, AND WILL DISAPPEAR IN 2022



The Cookie's Fortune

FUTURE

HOW WILL IDENTITY CHANGE WITHOUT COOKIES?

THE RISE OF UNIVERSAL IDS






UNIVERSAL IDS

"An opportunity for the ecosystem to collaboratively solve an industry challenge by building a unique ID that can be traded across the ecosystem without the need for additional syncing"

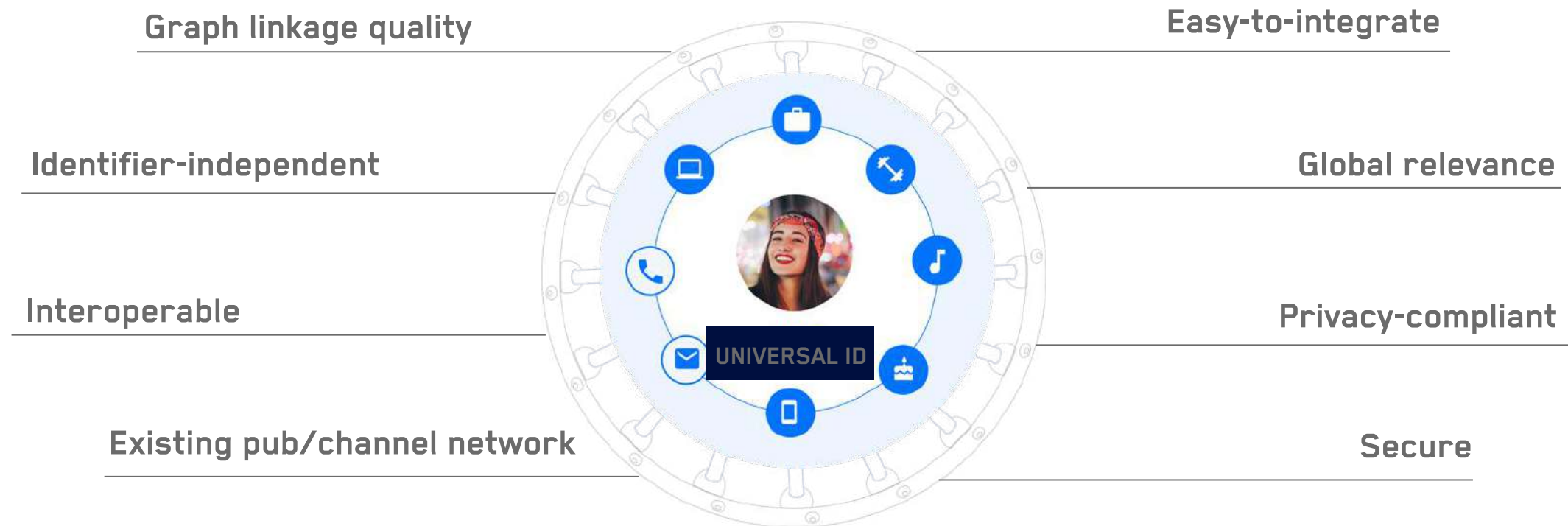
CURRENT UNIVERSAL ID LANDSCAPE



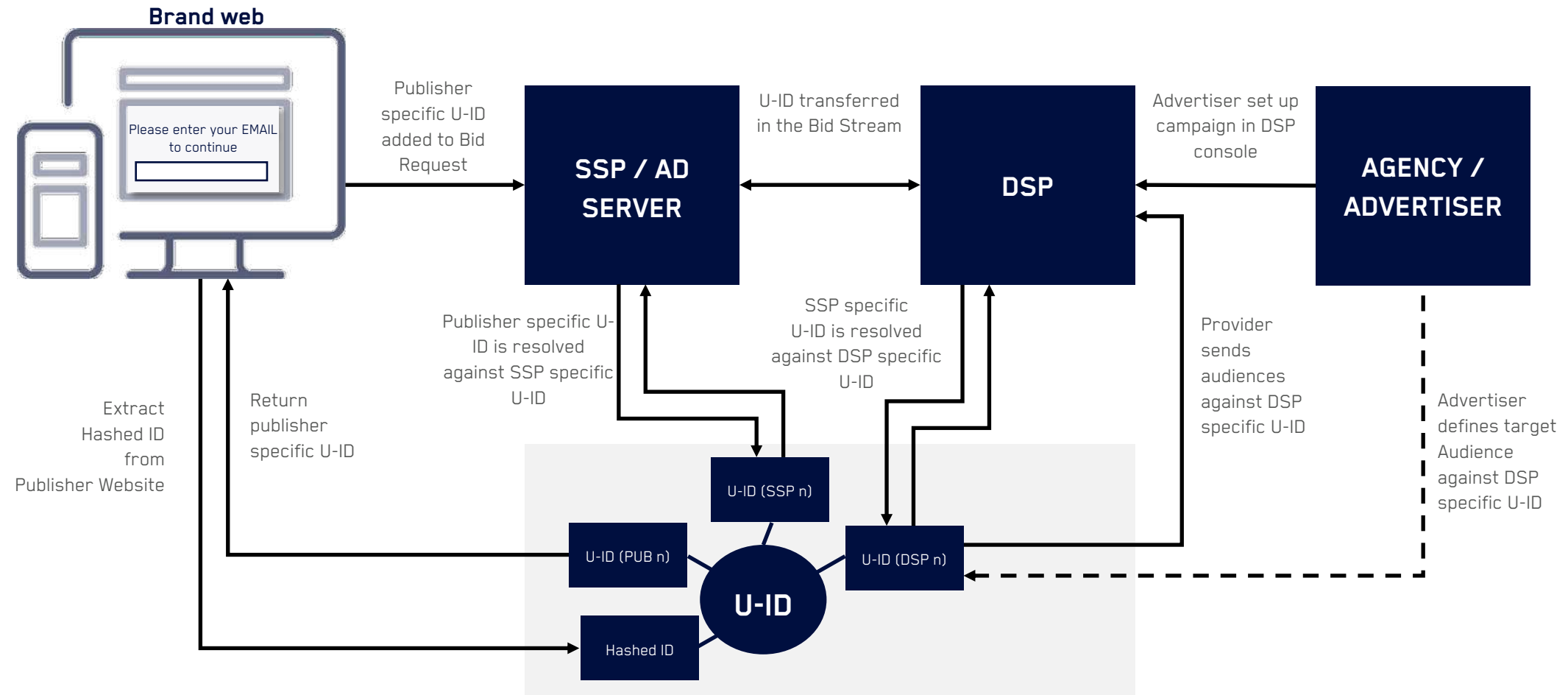
IDENTITY RESOLUTION STRATEGIES MOVING FORWARD FOR BRANDS

	OPERATE WITHIN WALLED GARDENS	1 ST PARTY DATA-BASED APPROACH	"UNIFIED" ID-BASED APPROACH
Example			
Pros	<ul style="list-style-type: none">• Deterministic• Accurate	<ul style="list-style-type: none">• High accuracy <i>(depends on provider)</i>• Control	<ul style="list-style-type: none">• More efficient• Greater scale
Cons	<ul style="list-style-type: none">• Restricted• No control	<ul style="list-style-type: none">• Limited scale• Needs greater adoption as a currency	<ul style="list-style-type: none">• (Mostly) cookie-based

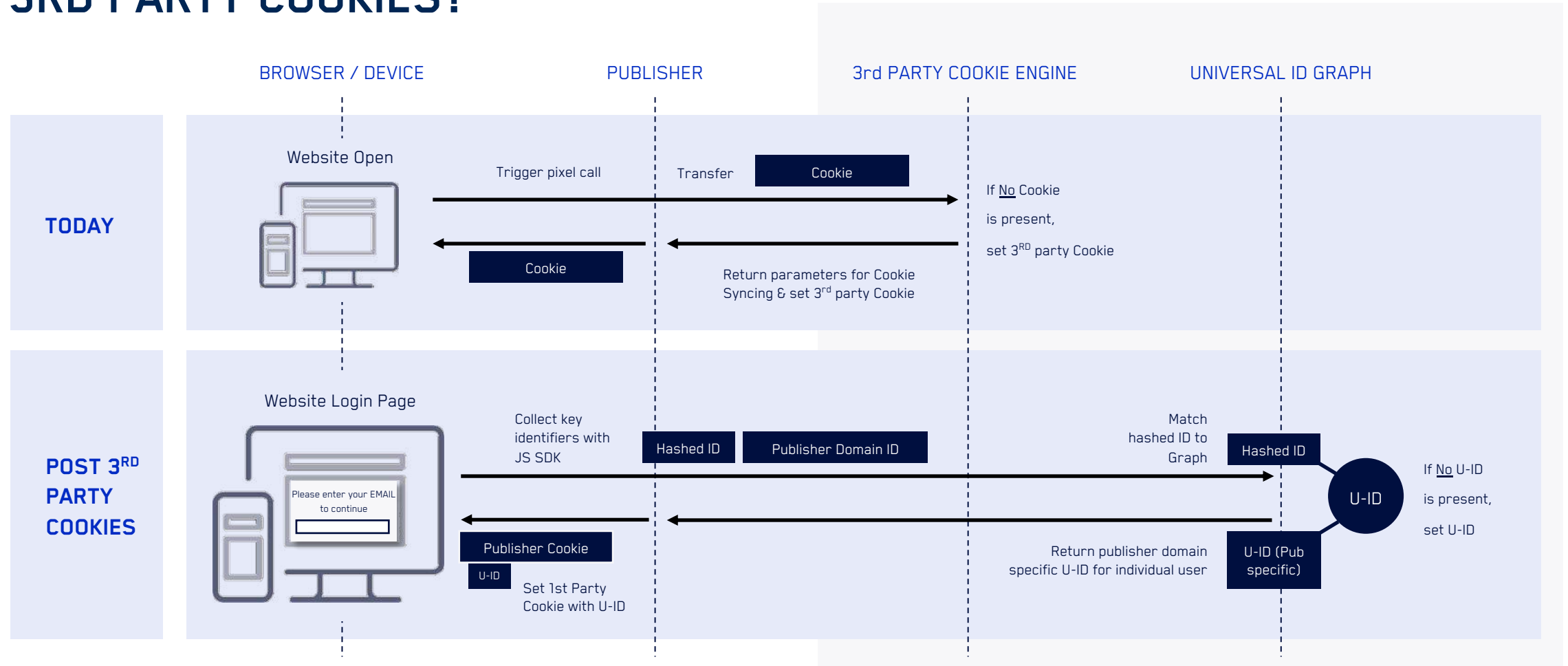
KEY COMPONENTS OF ANY UNIVERSAL ID SOLUTION



HOW DO UNIVERSAL IDS TRADE ACROSS THE PROGRAMMATIC ECOSYSTEM?



HOW IS UNIVERSAL ID TECHNICAL IMPLEMENTATION DIFFERENT FROM 3RD PARTY COOKIES?



UNIVERSAL IDS ADDRESS PRIVACY CONCERNS IN THE ECOSYSTEM



Today with 3P cookies:

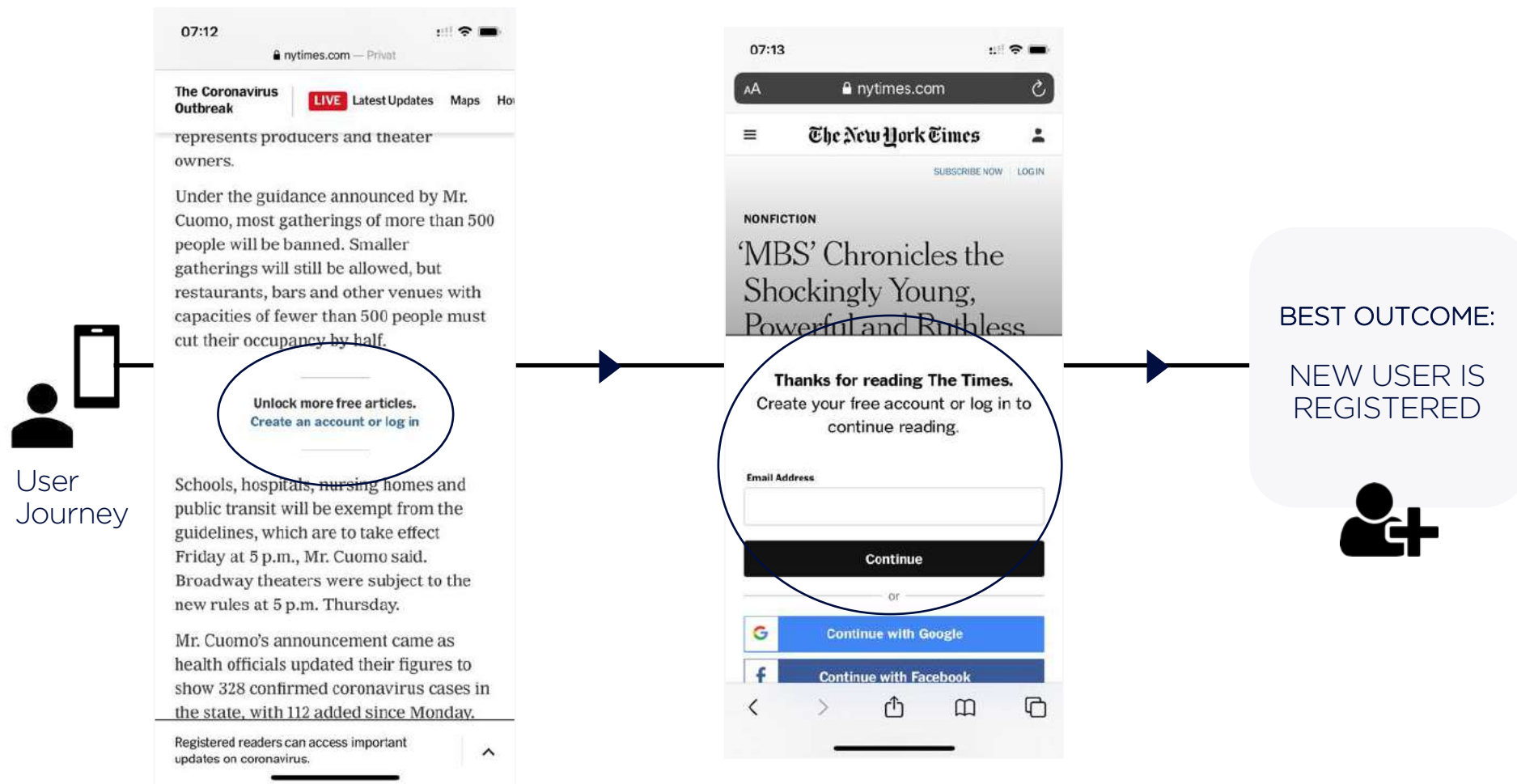
- 3rd party cookie is interchangeable once correctly synced
- User has different opt-out touchpoints for downstream activities



Tomorrow with Universal IDs:

- User consents to the publisher (full control)
- Central opt-out channel
- Full integration with CMPs
- Tokenized U-ID+ cannot be “traded”

CONSENT HAS BECOME MORE IMPORTANT THAN EVER



ADVICE: 3 GUIDING PRINCIPLES FOR IDENTITY RESOLUTION

1 QUALITY

- Linking of different signals not always conducted with the rigor that leads to quality identity resolution and, consequently, effective action
- Brands want to make sure that any decisions they make are based on **data points that are reliable**

2 TRANSPARENCY

- **Provenance of the data** is important
 - Data collection should be **compliant** with regulation
- Deterministic vs probabilistic
- **Downstream activity** should have:
 - Consent traceability
 - Transparency on the nature of data manipulation and utilization

3 FLEXIBILITY

- Meet client needs (especially those in more heavily scrutinized sectors)
e.g. hybrid or on-premise
- In light of a changing regulatory landscape, **adaptability in solutioning and deployment** is imperative

40% of brands said that better **identity**
recognition capabilities would do the most to
advance their organization's **omnichannel**
marketing efforts

ZEOTAP asks



OLIVIER MAUGAIN

ANALYTICS & DIGITAL TECHNOLOGY DIRECTOR

HENKEL asks ZEOTAP



PROJJOL BANERJEA
FOUNDER & CPO

Q&A with



OLIVIER MAUGAIN
*ANALYTICS & DIGITAL
TECHNOLOGY DIRECTOR*
@HENKEL



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FOUNDER & CPO
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ZEOTAP | WEBINAR

MMA | WEBINAR SERIES

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

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

Tomorrow, May 7 | 2:00pm – 3:00pm EST



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



MIKE GILBERT

Senior Account
Director,
iconectiv

Presented by Infobip: Will RCS Steal The Spotlight From Messaging Brands? What the Next Generation of Texting Means For Brands.

Wednesday, May 13 | 2:00pm – 3:00pm EST



**BRIEN JONES-
LANTZY**

Head of Carrier
Relations for
North America,
Infobip

Presented by MATT: The Journey to Achieve MTA Success: How to Initiate an MTA Process

Thursday, May 28 | 2:00pm – 3:00pm EST



JOEL RUBINSON

MMA MTA Expert
& President
Robinson,
Partners, Inc

 Thank you!