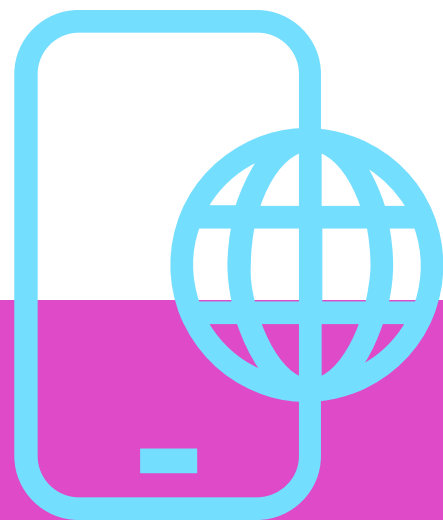


# WHAT ARE ADVERTISING IDENTIFIERS?



**Advertising Identifiers** enable brands to recognise customers across the authenticated and anonymous web and across devices.

Enabled by technologies that support audience qualification and targeting, audience addressability, frequency capping, and measurement and attribution tools, they come in a variety of formats, and are a prerequisite to address a user for frequency capping or personalised and optimised advertising. They can be either device or user-level, depending on the type of identifier.

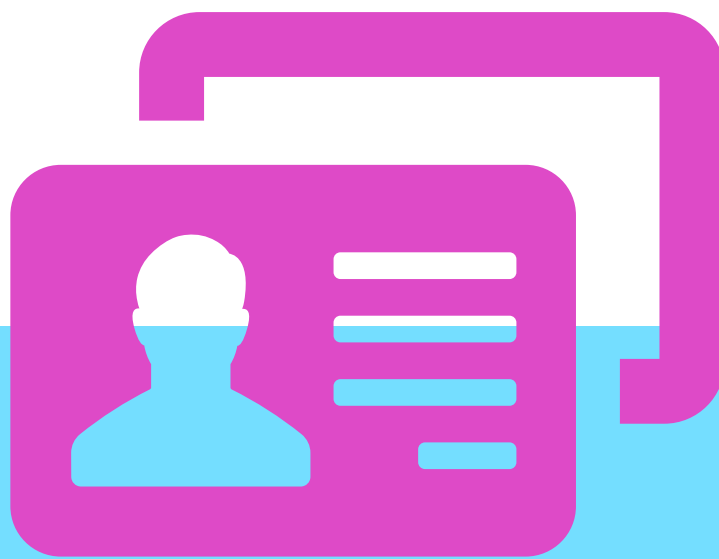


Identifiers can have the following characteristics:

- **Persistent, Semi Persistent or Transient**
  - Persistent identifiers exist across browsing sessions for enough time to effectively engage, frequency cap, and measure interaction, attribute conversions and optimise media spend.
  - Semi-persistent identifiers are generally first-party cookies that may or may not link to a persistent identifier for consistent customer recognition.
  - Transient identifiers, within a closed ecosystem, used for activation purposes can be linked to semi-persistent identifiers for delivery against the above use cases.
- **People-Based vs Device**
  - Device identifiers include browser applications (cookies), smartphones (Mobile Ad IDs), CTVs, or other web-enabled device identifiers.
  - People-based identifiers associate multiple web-enabled devices, including desktop, mobile, and CTV to the same person.
- **Deterministic vs Probabilistic**
  - Deterministic information is explicitly declared by the person providing it e.g. emails or logins.
  - Probabilistic information uses multiple data points and statistical methods to associate a device with an identifier. They use commonly known criteria such as IP address, operating system, geo, etc.
- **Directly-Identifiable vs Pseudonymous**
  - Directly-identifiable information can be used to pinpoint a distinct, natural person (such as a home address, phone number, or email).
  - Pseudonymous information means there are appropriate technical and operational processes within the organisation using the identifier to keep this identifier separate from an individual's identity.
  - Dynamic is a single-use unique identifier, dynamically created for each transaction, containing no personal data. It is important to note that user addressability in digital advertising does not aim to identify an individual person with a name, address or phone number but rather generate a pseudonym to engage and optimise against when buying media or delivering ads.



**User addressability does not aim to identify an individual person with name, address or phone number but rather generate a pseudonym to engage and optimise against when buying media or delivering ads. Identifiers must also be privacy centric to ensure compliance with GDPR and other privacy regulations.**



## Types of Identifier

- **Pseudonymous Universally Unique Identifier (UUID)**
  - Third-party cookies
  - Mobile Ad ID (MAID)
    - IDFA - iOS
    - AAID/GAID - Android
- **Pseudonymous, People-Based Deterministic Identifier**
  - Based on user authentication (such as hashed email), publisher first-party IDs/storage, or telco verification
  - Often called first-party IDs, Common IDs, Stable IDs, Universal IDs, among other terms
- **Pseudonymous Probabilistic / Inferred Identifier**
  - Based on statistical modelling methods
  - Requires sufficient data scale to work/train properly - as more data touch points per user/person increase the potential accuracy and relevance

For more information about, check out IAB Europe's latest updated Guide to the Post Third-Party Cookie Era [here](#) and the Guide to Identity - Technical Standards & Key Considerations [here](#).

