ID5

The ID5 and **MediaMath** server-side integration **enables IBM to reach and retarget elusive high-value, B2B Safari users**

OVERVIEW

Reaching high-value B2B users is key to IBM's digital marketing strategy. However, with third-party cookies already restricted in browsers such as Safari, Firefox and Edge, and with Chrome set to follow suit, targeting these users online is becoming increasingly difficult. IBM wanted to find a long-term solution that would enable them to continue to reach their audience, even in cookieless environments.

IBM ran a proof of concept campaign alongside MediaMath, their DSP partner, leveraging the ID5 ID to retarget users who had visited the IBM website via Safari, and recorded the results.

ABOUT

IBM is a leading global hybrid cloud and AI, and business services provider, helping clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries.

IBM

MediaMath

MediaMath is the leading technology pioneer on a mission to make advertising better. We deliver outstanding results through powerful ad tech, partnership and a curiosity for what's next. We help more than 3,500 advertisers solve complex marketing problems so they can deepen their customer relationships across screens and around the world.

THE ISSUE

Currently, **40% of global traffic is unaddressable due to restrictions on third-party cookies in Safari, Firefox and Edge browsers.** Advertisers like IBM are unable to execute key digital advertising strategies in these browsers, including retargeting and customer prospecting.

With the upcoming deprecation of third-party cookies in Chrome, **IBM also recognized that the percentage of unaddressable users across the internet would soon increase.** They, therefore, began to search for a solution that would **enable them to continue to reach their audience efficiently at scale and apply key campaign strategies** like frequency capping, measurement and attribution.

SOLUTION & TESTING

IBM ran a proof of concept campaign in the US across desktop, Android and Apple iOS devices, **leveraging the ID5 ID to recognize Safari users and DSP MediaMath to retarget them.**

Reaching Apple iOS users was of particular interest to IBM due to their customer profile. **Research conducted by Slickdeals has shown that Apple iOS users are likely to spend more than their Android counterparts, especially on tech purchases.**

The campaign involved retargeting users who had visited the IBM website via Safari. **Thanks to the ID5 and MediaMath server-side integration, IBM was able to create a retargeting segment which was then ingested into MediaMath for targeting.** As IBM's website users moved across the web to visit other websites and upon consent from these users, a bid request with the ID5 ID was issued, allowing MediaMath to overlay the relevant retargeting information and display the correct creative.
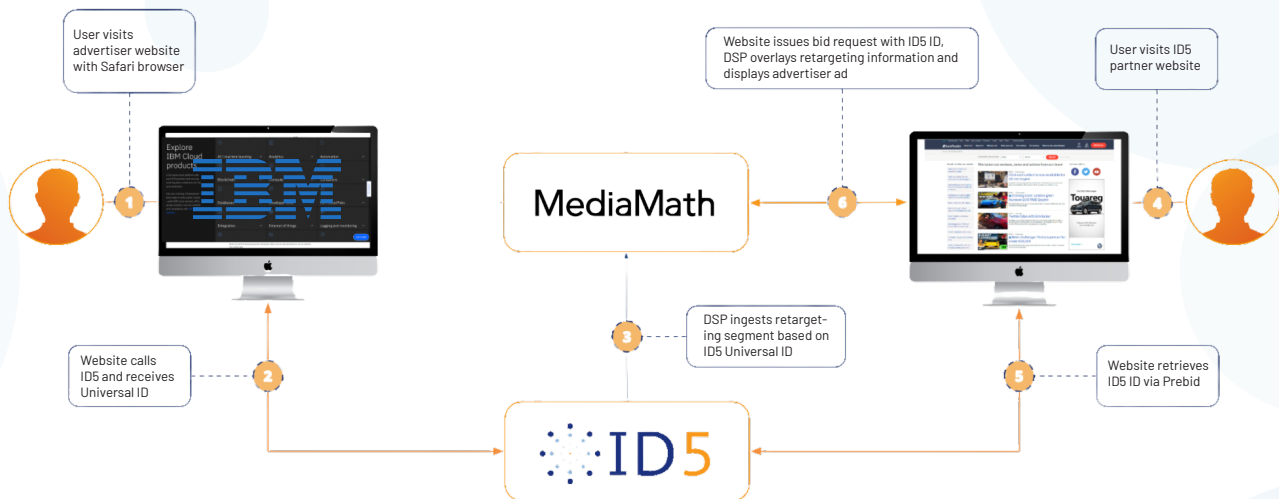
THE RESULTS

Not only did the campaign prove that the ID5 and MediaMath server-side integration is able to provide immediate efficiencies and competitive advantages for companies like IBM, it also offers a scalable, high-performing and privacy-safe identity solution for advertisers in the long term.

Unique Users

1.4M

By leveraging the ID5 and MediaMath server-side integration, **IBM was able to create a retargeting segment of 1.4 MM unique users**, a significant pool of addressable users for IBM's retargeting

Lower CPMs across iOS

21%

Thanks to the ID5 and MediaMath server-side integration, **IBM was able to maximize its campaign budget as the average CPM was up to 21% lower across Apple iOS** users compared to those using Android devices.

"Reaching B2B Safari users can be extremely difficult and that's why we were so pleased with the results we saw with ID5 and Mediamath. This is an important learning that could benefit many companies who wish to target business users in cookieless environments."

Richard Brandolino, Global Media Channels and Adtech Leader, IBM

To learn more about the ID5 ID and how it can benefit your business and increase the value of your inventory, get in touch.

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