IAB EUROPE – THE POST 3RD PARTY COOKIE WORLD – A LOOK BACK ON 2022 AND A LOOK FORWARD TO 2023

iab europe

2022 HAS BEEN A BUSY & NOISY YEAR FOR DIGITAL

THE INDUSTRY NEEDS TO KEEP FOCUS

- Currently marketeers are faced with trying to reach 30% of audiences in browsers with no third party cookies - Google represents approximately 65% of the browser market.[1]

- The market has lost 50 to 60% signal fidelity from third-party identifiers.[2]

- Lotame study shows a 50% increase in testing of probabilistic identity solutions[3]

- The digital ad market in Europe was worth €92 Billion in Europe.[4]

- Targeted advertising is of immense commercial value to our industry with up to 57% of SME's across Europe applying "Smart Planning" that uses targeting.[5]

- 76% of users prefer customised experiences online[6]

1:https://iabeurope.eu/knowledge-hub/iab-europe-guide-to-the-post-third-party-cookie-era/
2:https://resources.lotame.com/global-survey-report-beyond-the-cookie-3-customer-acquisition-and-retention
3:https://resources.lotame.com/global-survey-report-beyond-the-cookie-3-customer-acquisition-and-retention
4:https://iabeurope.eu/wp-content/uploads/2022/06/IAB-Europe_AdEx-Benchmark-2021_REPORT_V3.pdf
5:https://iabeurope.eu/wp-content/uploads/2021/09/The-Wider-Socio-Econmic-and-Cultural-Value-of-Targeted-Advertising-in-Europe-Sept-2021.pdf
6:https://www.zendesk.co.uk/blog/start-providing-personalized-customer-service/#georedirect

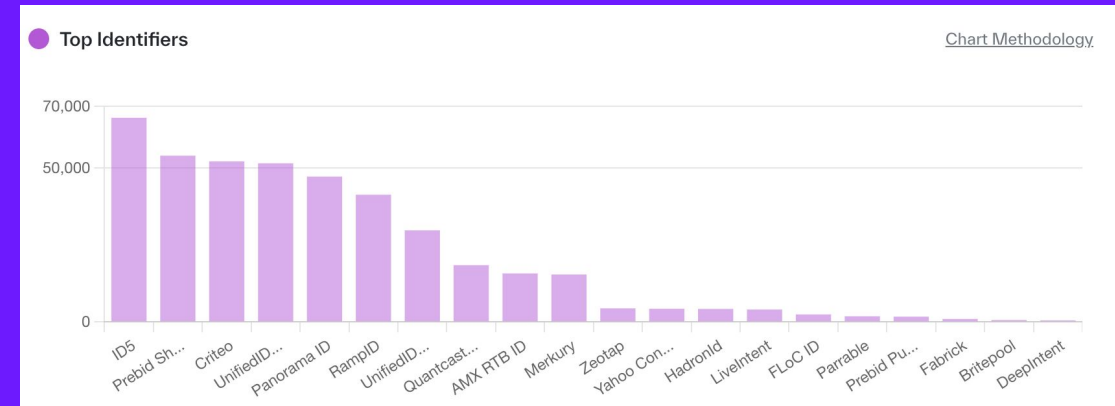# GOOGLE DELAYED THE DEPRECIATION OF THE COOKIE TO 2024 & SHIFTED TO TOPICS

APPLE IOS CHANGES CONTINUE TO BE FELT & SIGNS THAT APPLE ARE LOOKING TO LAUNCH A DSP SURFACE

- Estimated ATT impact for FB was $10 billion

- Up to 62% of users are using the ATT opt out option.

- Apples own search business has grown considerably now sitting at 94% channel adoption (previously at 74%)
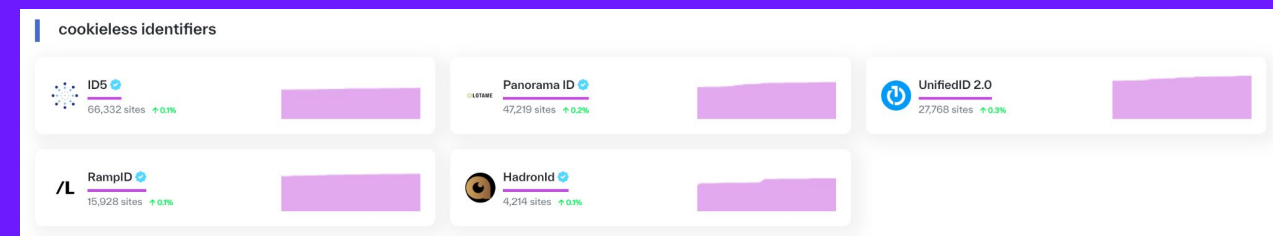
- Rumors about Apple launching a DSP
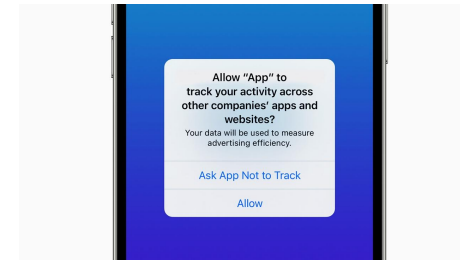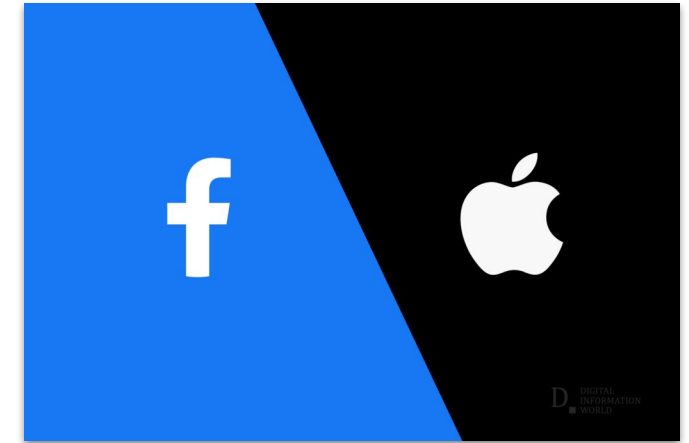
ADOPTION OF ALTERNATIVE SOLUTIONS CONTINUE TO GROW -

- Google has announced support for seller defined audiences

- We have seen solutions such as Adform ID fusion launch to help advertisers navigate the identity landscape

- Still challenges with email based solutions around scale and the use of third party data[1]

- 48% of publishers now use data clean rooms[1]

Source: https://app.sincera.io/

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1: https://resources.lotame.com/global-survey-report-beyond-the-cookie-3-customer-acquisition-and-retention
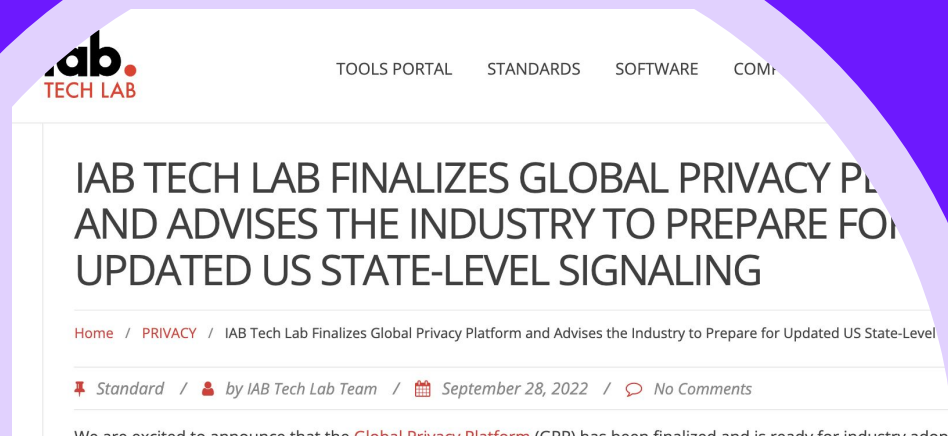
California Consumer Privacy Act's Employee and
Exemptions to Expire on January 1, 2023

Tuesday, September 20, 2022

The California Consumer Privacy Act (CCPA) is groundbreaking legislation that seeks to give Californi certain rights over how a business handle information" collected about its consumers. On Oc

LEGISLATION CHANGES WILL CONTINUE TO HAVE AN IMPACT

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TECH LAB

TOOLS PORTAL   STANDARDS   SOFTWARE   COMP

IAB TECH LAB FINALIZES GLOBAL PRIVACY PL
AND ADVISES THE INDUSTRY TO PREPARE FOI
UPDATED US STATE-LEVEL SIGNALING

Home   /   PRIVACY   /   IAB Tech Lab Finalizes Global Privacy Platform and Advises the Industry to Prepare for Updated US State-Level

⚲ Standard   /   👤 by IAB Tech Lab Team   /   📅 September 28, 2022   /   💬 No Comments

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DIGITAL IS THE BELLWETHER FOR OTHER MEDIUMS LIKE CTV

Your **B**rand **D**eserves

Sep 7, 2022 • 12 min read

The benefits of universal identifiers on connected TV and mobile

Trey Titone

Future of TV Adtech Media Planning and Buying

Why the CTV IDs replacing the cookie are going all-in on privacy

Awareness 👤👤👤👤
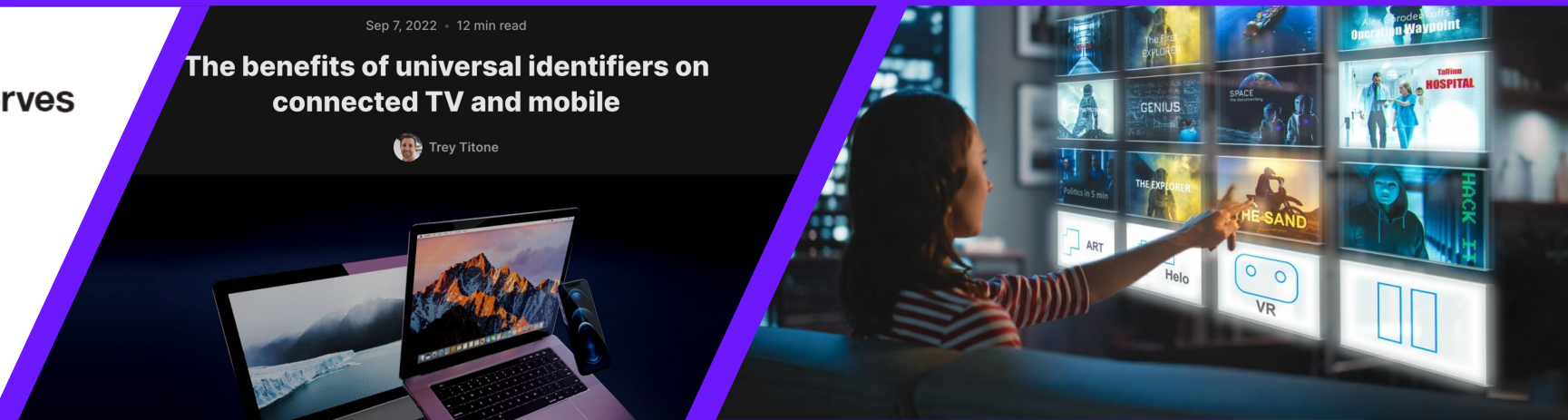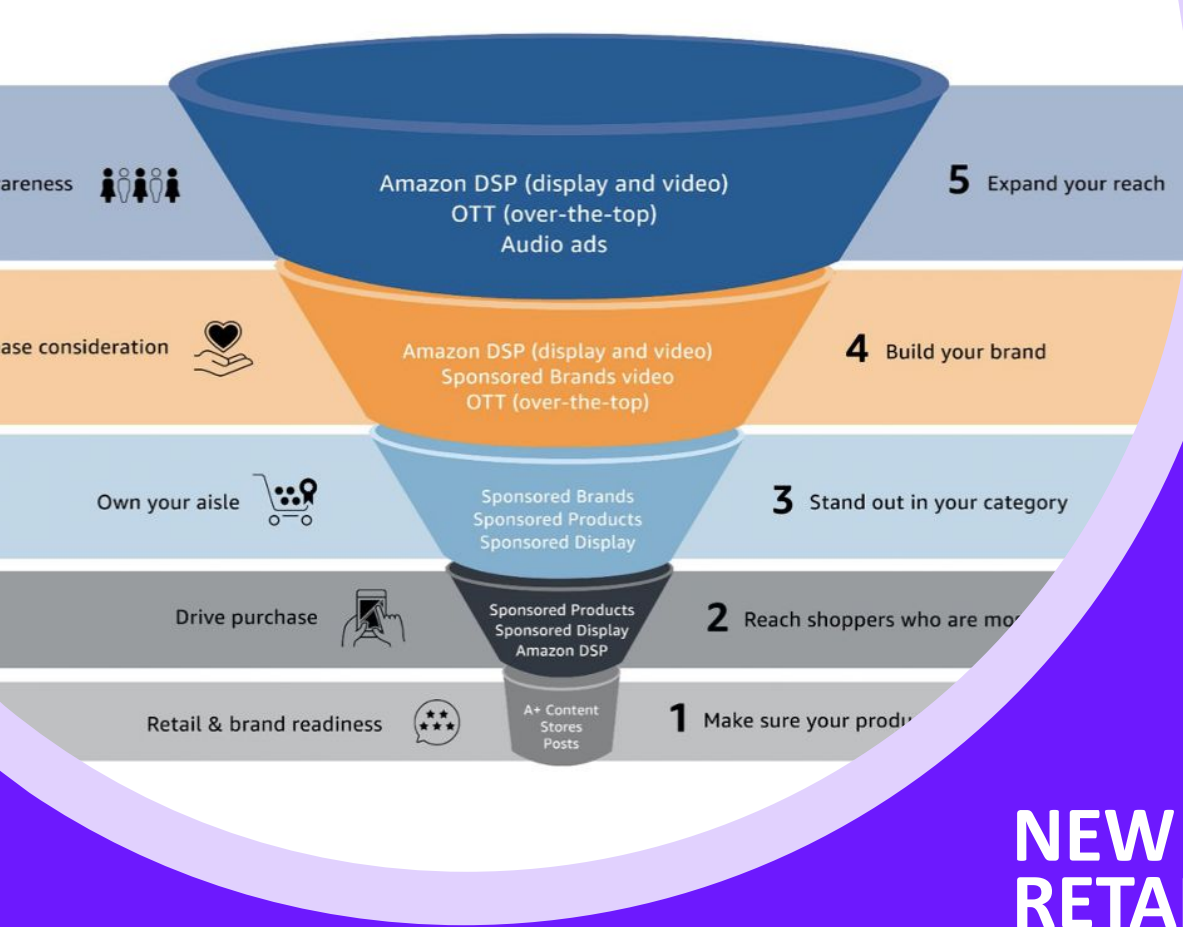**Amazon DSP (display and video)**
OTT (over-the-top)
Audio ads
5 Expand your reach

...ase consideration ♡
Amazon DSP (display and video)
Sponsored Brands video
OTT (over-the-top)
4 Build your brand

Own your aisle 🛒📍
Sponsored Brands
Sponsored Products
Sponsored Display
3 Stand out in your category

Drive purchase 📱
Sponsored Products
Sponsored Display
Amazon DSP
2 Reach shoppers who are mo...

Retail & brand readiness ⭐⭐⭐💬
A+ Content
Stores
Posts
1 Make sure your prod...

NEW EMERGING TRENDS SUCH AS RETAIL MEDIA PRESENT OPPORTUNITIES FOR US TO REFOCUS ON ALTERNATIVE SOLUTIONS & CREATE CLOSED LOOP TARGETING.
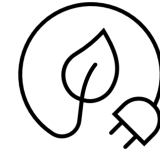
iab.europe

SUSTAINABILITY MEETS TARGETING IN 2023

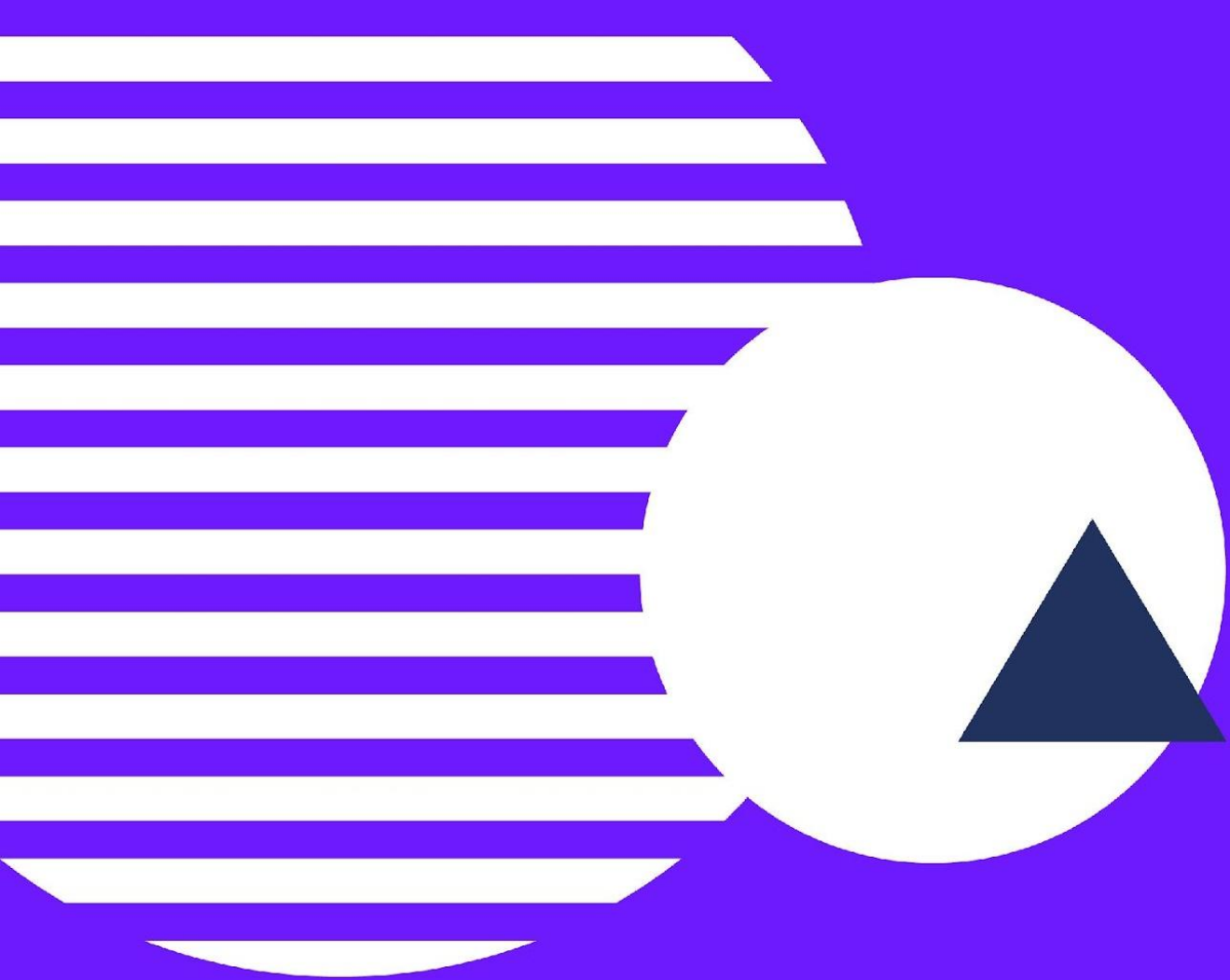CONSIDERED APPROACH FOR WHAT PARTNERS YOU USE

UNDERSTANDING WHAT CLOUD RESOURCE ML AND AI TAKES

ASSESSING VENDORS FOR THEIR ENERGY USEAGE

THANKYOU

HAYWARD@IABEUROPE.EU

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