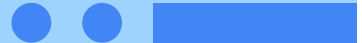


# Privacy Sandbox Demos

August 29th, 2023

Privacy Web Ecosystem  
Andreea Cucu

# What is Privacy Sandbox Demos ?



# Educating Adtechs with Privacy Sandbox Demos

- Adtech companies think in “business use cases” e.g. *Remarketing, Brand Safety, Billing*
- We now provide **end-to-end developer journeys** to the **common use cases**, with **demo applications** and code walkthroughs.
- **Privacy Sandbox Demos’** example walkthroughs to common ads use cases will help **reduce adtechs ramp up** in understanding how the **Privacy Sandbox can support their user cases** as they transition their products to a web ecosystem without Third-Party Cookies

Privacy Sandbox Demos Explore GitHub Search

## Privacy Sandbox Demos

A use cases demos library for Privacy Sandbox APIs.

Start Exploring

### Demonstrations of Privacy Sandbox APIs

Examples of applications using combinations of Privacy Sandbox APIs across multiple services.

### Walkthrough business use cases

Showcase the major business use cases from adtech industry and more. Quickly adapt to a web ecosystem without 3rd party cookies.

### Deploy & Run anywhere

Makes local development easy by pre configured Valid domain/certificates and Origin Trials token embedding.

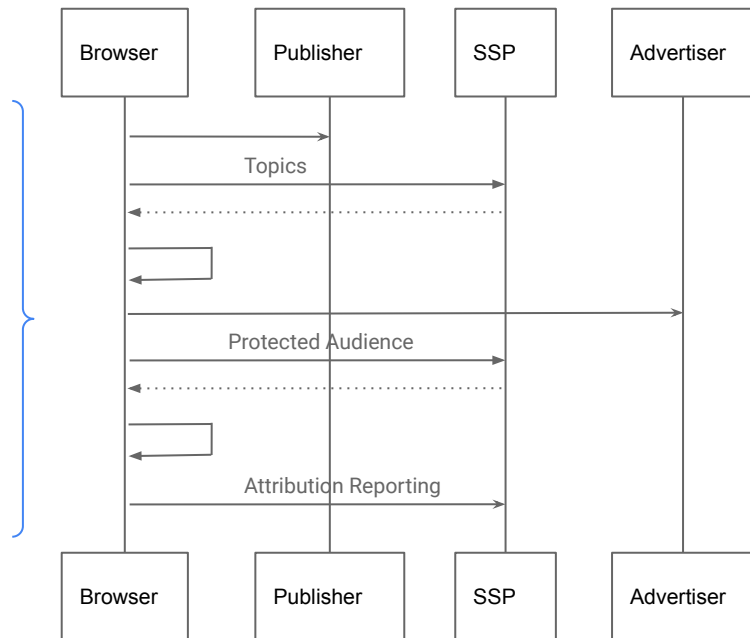
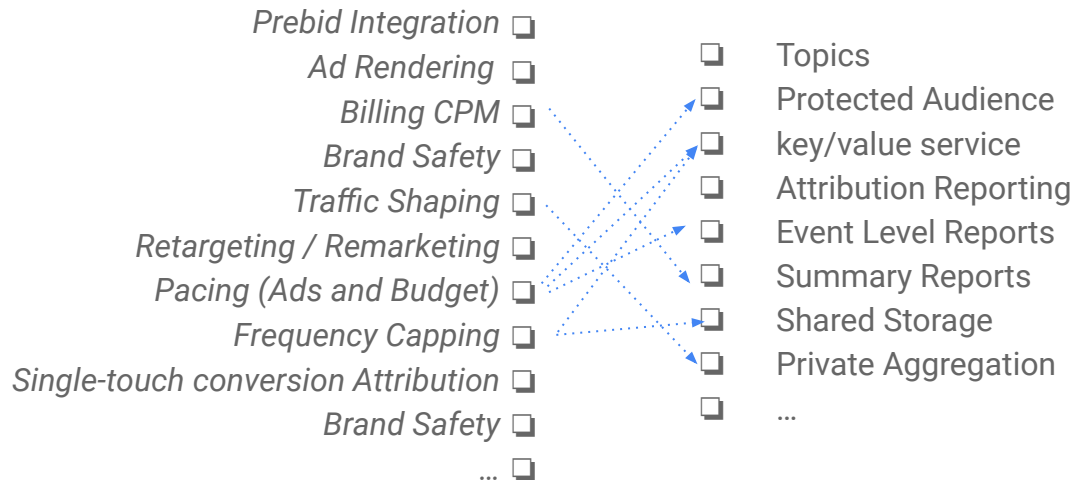
Community Privacy Sandbox  
Contribute GitHub

# Educating Adtechs with Privacy Sandbox Demos

Adtech use cases

APIs

User Journeys  
Code Walkthroughs  
Demo Applications



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Examples of applications using combinations of Privacy Sandbox APIs across multiple services.



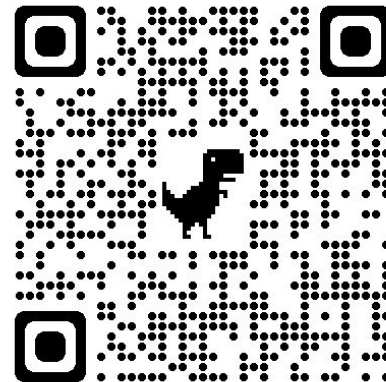
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Showcase the major business use cases from adtech industry and more. Quickly adapt to a web ecosystem without 3rd party cookies.



### Deploy & Run anywhere

Makes local development easy by pre configured Valid domain/certificates and Origin Trials token embedding.



Community

[Privacy Sandbox](#)

Contribute

[GitHub](#)



# Privacy Sandbox Demos

NOTE

Looking for running these demos on your local environment ? Check the deployment guide on the [GitHub](#).

Category	Use Case	Privacy Sandbox APIs	Relevant for
Show Relevant Content and Ads	Retargeting / Remarketing	Protected Audience API	Publisher, SSP, Advertiser, DSP
Measure Digital Ads	Single-touch conversion Attribution	Attribution Reporting API, Aggregation Service	Publisher, SSP, Advertiser, DSP

INFO

Looking for a use case not listed here ? Help us growing this repository by [contributing](#) or [sharing feedback](#).

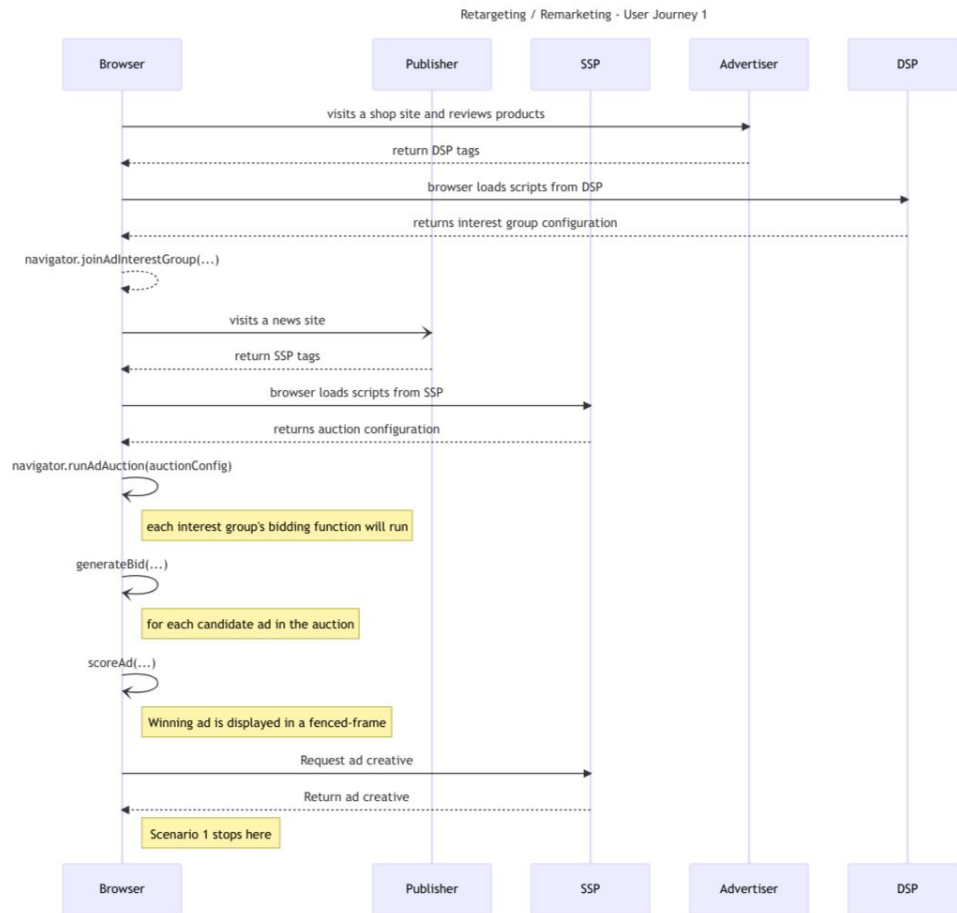
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# Demo apps

Demo app	Event
E-commerce site	An advertiser shopping site
News site	A publisher site where ads are displayed
SSP service (Supply Side Platform)	<p>The demo SSP service :</p> <ul style="list-style-type: none"><li>• Chooses Ads to show based on Topics, Protected Audience auctions and other contextual or first party signals</li><li>• Shows Ads in iframe or fenced frame</li><li>• Registers view/click impression with Attribution Reporting API</li></ul>
DSP service (Demand Side Platform)	<p>The demo DSP service :</p> <ul style="list-style-type: none"><li>• Joins user into interest group with Protected Audience API</li><li>• Register conversion with Attribution Reporting API</li></ul>

# User Journey #1



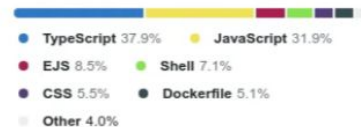


<https://github.com/privacysandbox/privacy-sandbox-demos>

The screenshot shows a web browser window displaying the GitHub repository page for 'privacysandbox/privacy-sandbox-demos'. The browser's address bar shows the URL 'github.com/privacysandbox/privacy-sandbox-demos'. Below the browser window, a table lists repository files and their commit history:

File Name	Commit Message	Time
README.md	Add OpenSSF Scorecard badge to README	last month
cloudbuild.yaml	[cicd] migrate to artifact registry	last month
docker-compose.yml	move to repo	2 months ago
firebase.json	move to repo	2 months ago
package-lock.json	move to repo	2 months ago
package.json	move to repo	2 months ago

### Languages



☰ README.md

## Privacy Sandbox Demos

A use case demo library for [Privacy Sandbox APIs](#) on the web.

### Motivation

The Privacy Sandbox initiative offers [20+ APIs](#) to protect people's privacy online while giving companies and developers tools to build thriving digital businesses.

Web ecosystem developers expect new approaches to typical use cases supported today by third-party cookies. These use cases often require incorporating a combination of new Privacy Sandbox APIs into their products, which requires advanced planning and a clear understanding how these APIs work.



# Live demo



# Q&A

