

UNLOCKING THE VALUE OF COOKIELESS: A BRAND'S GUIDE TO LEVERAGING UNIVERSAL IDS



INTRODUCTION

Preparing for the cookieless future is top of mind for all marketers. But more and more advertisers across the globe are becoming aware of the missed opportunity that cookieless browsers present today. In ID5's State of Digital Identity 2022 report, it was found that **69% of advertiser respondents want to be able to reach cookieless audiences today, and 87% believe they are missing out on the opportunity of doing so.**

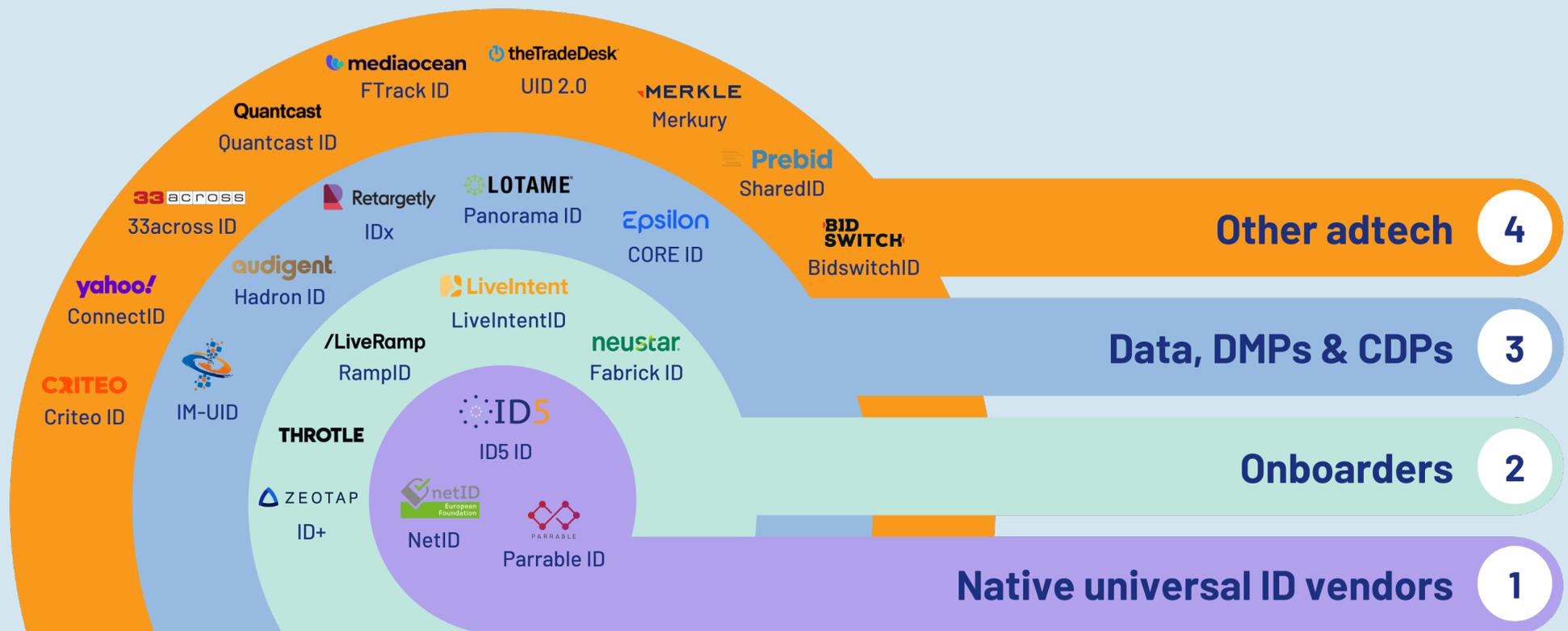
In response to increasingly unaddressable environments, universal identifiers (UIDs) have proven themselves as one of the top alternatives to third-party cookies and MAIDs. Universal IDs are alternative identifiers that enable user-level identification across websites and platforms without third-party cookies. They optimize the number of addressable users and enable campaign strategies such as targeting and measurement, benefiting both the buyers and sellers of data-driven digital advertising.

In ID5's State of Digital Identity 2022 report, **first-party universal identifiers took the top spot as the most favored solution to replace third-party cookies above all other options, with 38% of respondents opting for this alternative.**

For advertisers, universal IDs are a valuable asset to consider. These solutions can unlock the ability to increase ROI, reach more users, and deliver campaign objectives across both cookie-based and cookieless environments. Ultimately, they replace the capabilities that cookies have been used for in a privacy-compliant way.

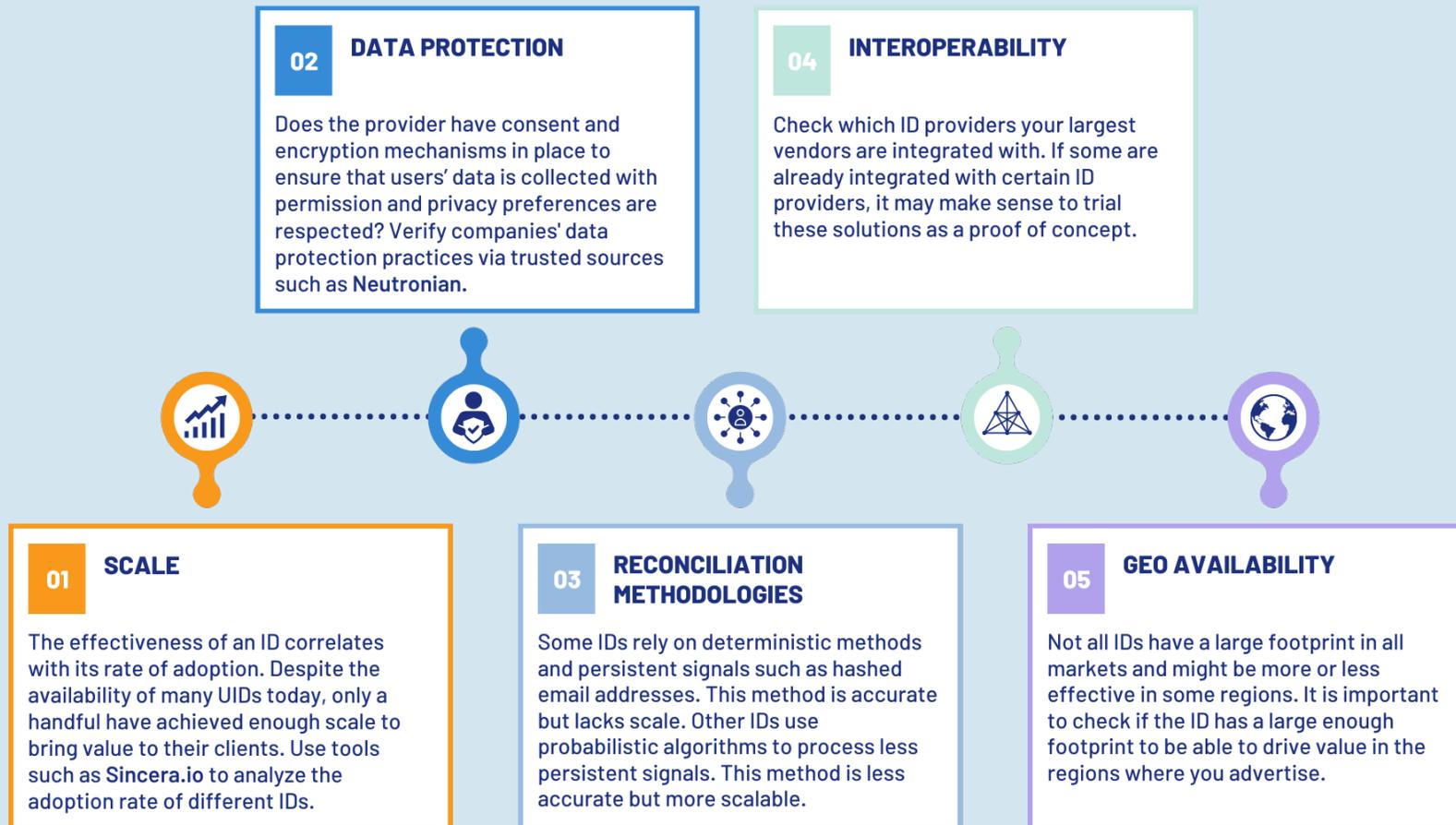
NAVIGATING THE IDENTITY LANDSCAPE

There are many universal identity solutions available on the market today, and this can make the navigation process confusing and lengthy. Below is a representation of some of the main ID solutions available in the market, the companies providing them, and the role they play in the digital advertising ecosystem.



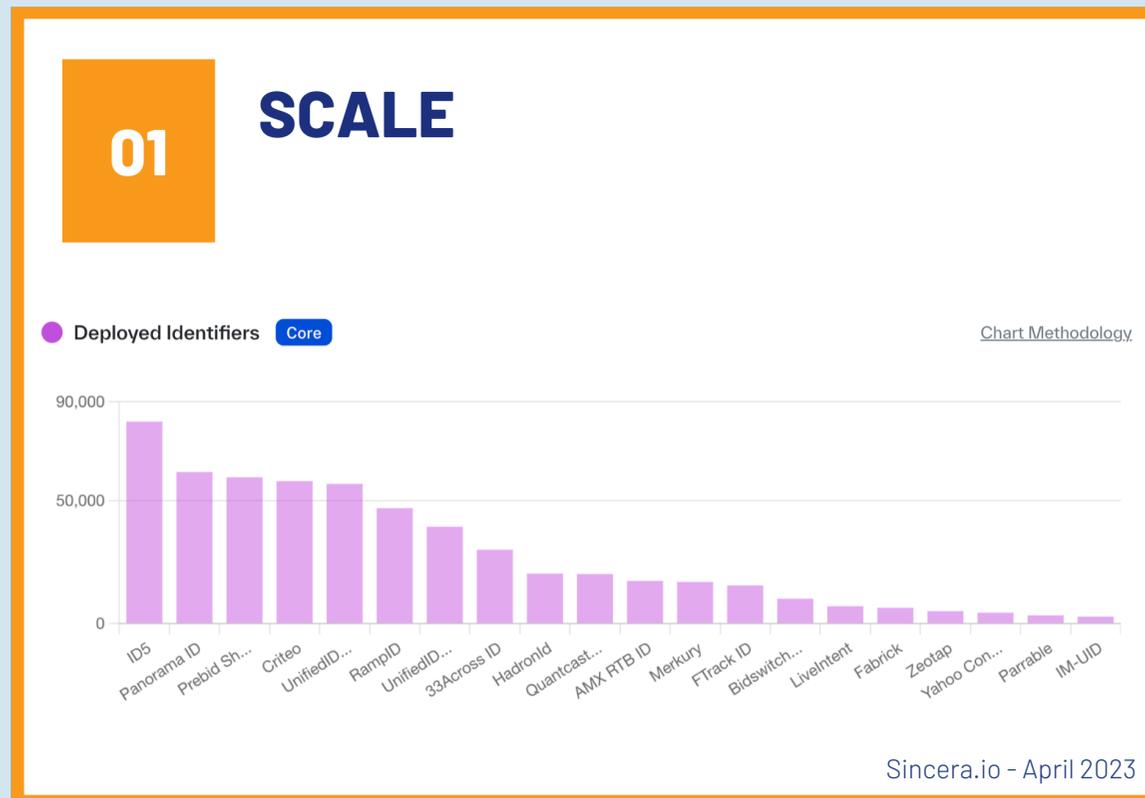
THINGS TO CONSIDER

Below is some criteria to help you differentiate ID solutions. Having a better understanding of the identity landscape is crucial in informing your identity strategy and if you are looking to influence your demand partners on what solution to choose.



ESSENTIAL TOOLS - SINCERA

As touched on in the previous section, useful tools to consider when evaluating solutions include **Sincera**. Sincera is an engine that crawls thousands of the top websites running Prebid to provide you with helpful data on the adoption rate of different solutions. **Below is a snapshot of the most adopted IDs on the sell-side today.**



THE THREE PATHS

Today, marketers have three different ways to work with and benefit from universal identifiers.

In this guide, we will walk you through the three different routes you can take based on your company's specifications and needs. Identifying the best route for your business is essential to test and work with UIDs in a fast and efficient way. **These routes include:**



The **direct path** involves integrating via the universal ID provider directly



The **demand partner path** involves integrating the universal identifier via the advertiser's DSP



The **deal ID path** involves an SSP enabling the brand to reach cookieless audiences via deal IDs

DIRECT

WHO IS THIS FOR?

This route is best suited for large, tech-focused brands with significant internal resources and operations. These brands generally sell technology or have robust websites where they sell products. A typical example could be a large direct-to-consumer brand, such as retail, travel, or insurance.

Such companies integrate directly with a universal ID solution because they frequently manage advertising partly or fully in-house and have the resources to dedicate to integration and relationship management.

Although this option gives brands more control and ownership, marketers are still restricted to use the ID solutions that the DSP partner is integrated with. However, such large brands often have the power to influence the DSP integration roadmap and can push partners to prioritize the integration with their ID of choice.



STEPS & REQUIREMENTS

1. Define your campaign strategy and goals
2. Identify your relevant digital campaigns to implement your identity solution
3. If you have first-party data, you might want to integrate the ID solution on your web page to address your audiences, retarget them, and expand to find lookalike audiences
4. If you don't have first-party data, you will need to work with a data platform to target third-party audiences that are relevant to your brand
5. You will have a direct relationship with the ID provider, therefore, you will need to sign an agreement as the ID solution provider will be a co-controller of the data

DEMAND PARTNER



WHO IS THIS FOR?

This is the typical route for most brands. Generally, these are small to medium size brands or larger brands that prefer to delegate advertising operations to an external agency who is responsible for advising them on their campaign strategies, ad technologies and managing relationships with ad tech platforms.

Your agency and demand partner will work with the ID solution that the DSP is integrated with that best suits your campaign goals.

This option gives brands less control over the campaign set up process and selection of the ID solution, as the agency is responsible for managing such operations.

STEPS & REQUIREMENTS

1. Define the use case you want to deliver against
2. Identify your relevant digital campaigns to implement your identity solution
3. Confirm that your DSP is integrated with your ID solution of choice
4. Work with the DSP to find the relevant cookieless audiences

DEAL ID



WHO IS THIS FOR?

This route is best for brands whose demand partner is not working with their ID solution of choice (and cannot currently be influenced into doing so), or for those that are simply behind in the integration process with cookieless identifiers.

This route will involve working with an SSP that can facilitate the deal ID process and your agency partner who can set up the deal ID campaign. This option is also ideal for brands that are interested in testing a variety of solutions without waiting for their DSPs to be ready.

Positive test results can be leveraged to push demand partners to prioritize the integration with the brand's ID of choice.

STEPS & REQUIREMENTS

1. Define the use case you want to deliver against
2. Identify your relevant digital campaigns to implement your identity solution
3. Confirm with the SSP that they are integrated with your ID solution of choice
4. Work with the SSP and, potentially, your data platform partner to find the relevant cookieless audiences that will be ingested in a Deal ID
5. Target the Deal ID in your DSP

CONCLUSION

There is value for brands in finding the right universal ID partner now because it benefits them both today and tomorrow. Today, brands can reap the rewards that the cookieless present has to offer, from reaching valuable customers in Safari and Firefox to increasing ROI, and more. Tomorrow, they will have given themselves a glimpse into what the cookieless future looks like, equipping themselves with the necessary strategies, partnerships, and tools well in advance to enable their business to flourish.

No matter which category their company falls under, there is always a route they can take to integrate their preferred UID and future-proof their business. As we have seen, there are many options on the table, but advertisers have the knowledge to analyze what works best for them and push their technology partners to adopt their ID of choice, in line with their cookieless identity strategies.

So, why wait? Use this guide to start testing and find the right UID partner for your business today.

