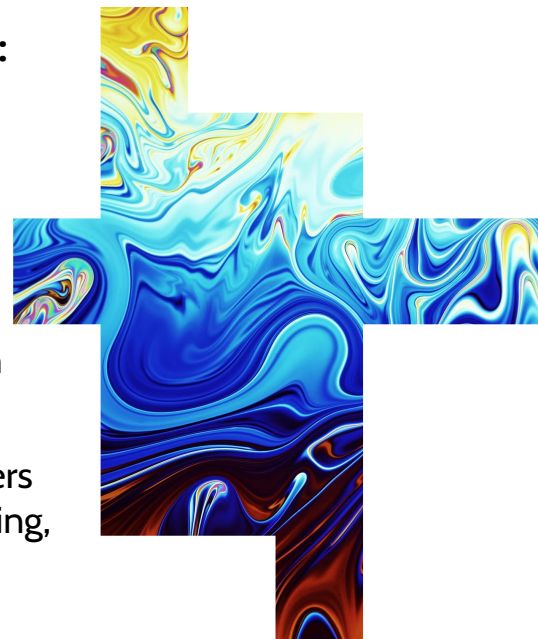


Checklist: Navigating the Shifting Data Landscape

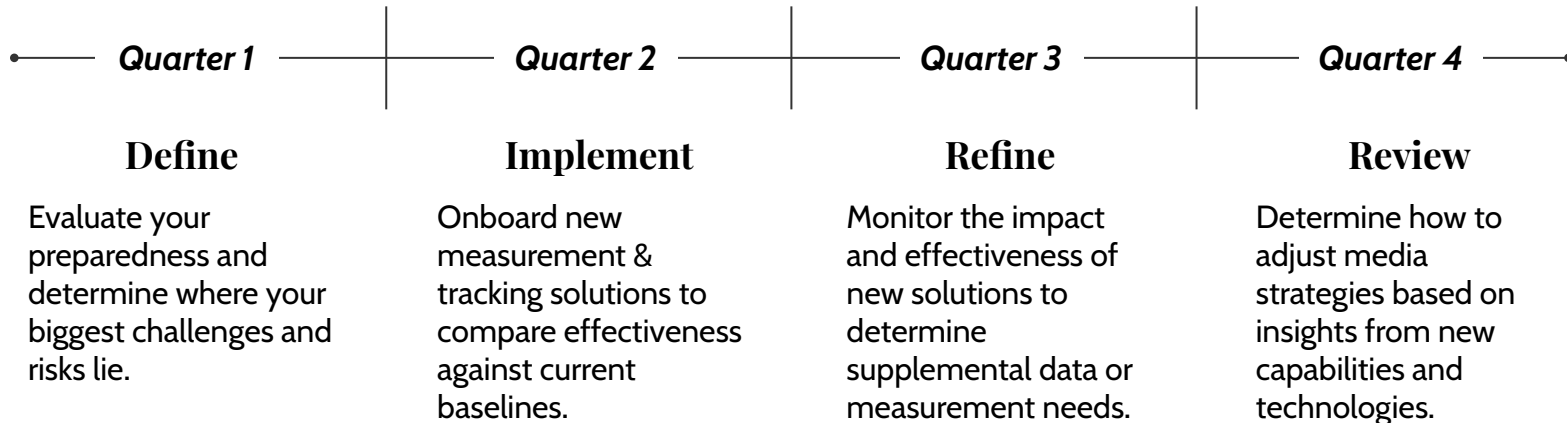


Brands must start planning now to adapt to coming changes:

- 1** Pervasive, user-based tracking is declining due to privacy regulations and changes implemented by browsers and operating systems.
- 2** This will change the way people are targeted and performance is measured. But it doesn't mean data-driven marketing is dead.
- 3** Brands will need to find new ways to identify and track users in a “cookieless” environment. Several methods are emerging, each requiring planning and effort.



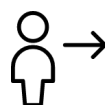
Set an action plan for 2021:



Evaluate digital marketing preparedness across four factors:



Identification



Activation



Utilization



Attribution

Checklist: Evaluating Your preparedness



Identification

Consideration



What first-party data does your brand *currently* hold?



At what point do you currently collect targetable user data for prospective customers?



What supplemental data sources are being used along with your own 1P data?

Impact

Deterministic targeting and tracking's reliance on *known* identities gives Brand's with large pools of user data a distinct advantage of scale

Brands that collect user information early and easily will be able to more capably maintain addressable scale

Supplemental data sets must include *consented* PII-based identifiers to maintain matching



Utilization

Consideration



What tools and processes do you have in place to provide, manage and honor consent?



How capable are you to analyze and segment your existing 1P audience data?



How equipped are you to pass this 1P data to platforms, identity partners and publishers?

Impact

Having a clear, consistent approach to consent management enables easier adaptation to shifting legal requirements

Detailed analysis and differentiation within the data your brand holds allows for unique, strategic activations

Easy, widespread data matching will allow for improved efficiency and increased flexibility in media activation

Checklist: Evaluating your preparedness, cont.



Activation

Consideration



What is your current media plan's reliance -- across platforms -- on 2P identification?



What is your current reliance on third-party data segments that you are activating in platforms?



What is your understanding of the relative effectiveness of new targeting alternatives?

Impact

High reliance on cookie-based remarketing will have an outsized impact on reach and performance and will require a re-evaluation of the marketing approach

Data aggregators are highly cookie-reliant, so reduced use of these segments will limit overall impact

Testing new technologies *now* allows for comparison against your current performance benchmarks and enables a smoother transition to new metrics



Attribution

Consideration



What is your reliance on user-level attribution within internal systems?



How rigid or flexible is the measurement system that is used to make investment decisions?



What is your organization's incrementality testing process?

Impact

The continued reduction in identity sharing from media publisher to advertiser puts internally managed log systems at risk

Over-reliance on a single signal increases the likelihood to misinterpret performance in a more abstracted, diversified ecosystem

Independent, non-cookie-based testing expertise will be increasingly valuable as automated deterministic tracking diminishes