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So now what? A collective approach to the cookie conundrum

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Today’s speaker

Scott Kozub

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The way we live is **changing.**

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Consumer privacy is taking center stage

The ability to rely on individual identifiers for activating digital media is eroding.

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However, marketer’s fundamental needs remain **unchanged.**

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Marketers will always need to...

reach relevant people

at the right time

in the right environment

with messages that resonate

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There’s no shortage of thoughts on this space right now

The path forward

- Audience identifiers attached to real people designed to operate in a consumer-centric ecosystem
- Contextual intelligence that enables anonymous reach based on page content and consumer mindset

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Audiences

Identifiers attached to real people designed to operate in a **consumer-centric ecosystem**

Contextual Intelligence

Anonymous reach and adjacency based on **page content and consumer mindset**

New Targeting Solutions

Privacy first approach to **improving contextual intelligence through data**

Reaching relevant people through digital audiences requires three building blocks

Platform Integrations

Identity Resolution

Data Signal Gravity

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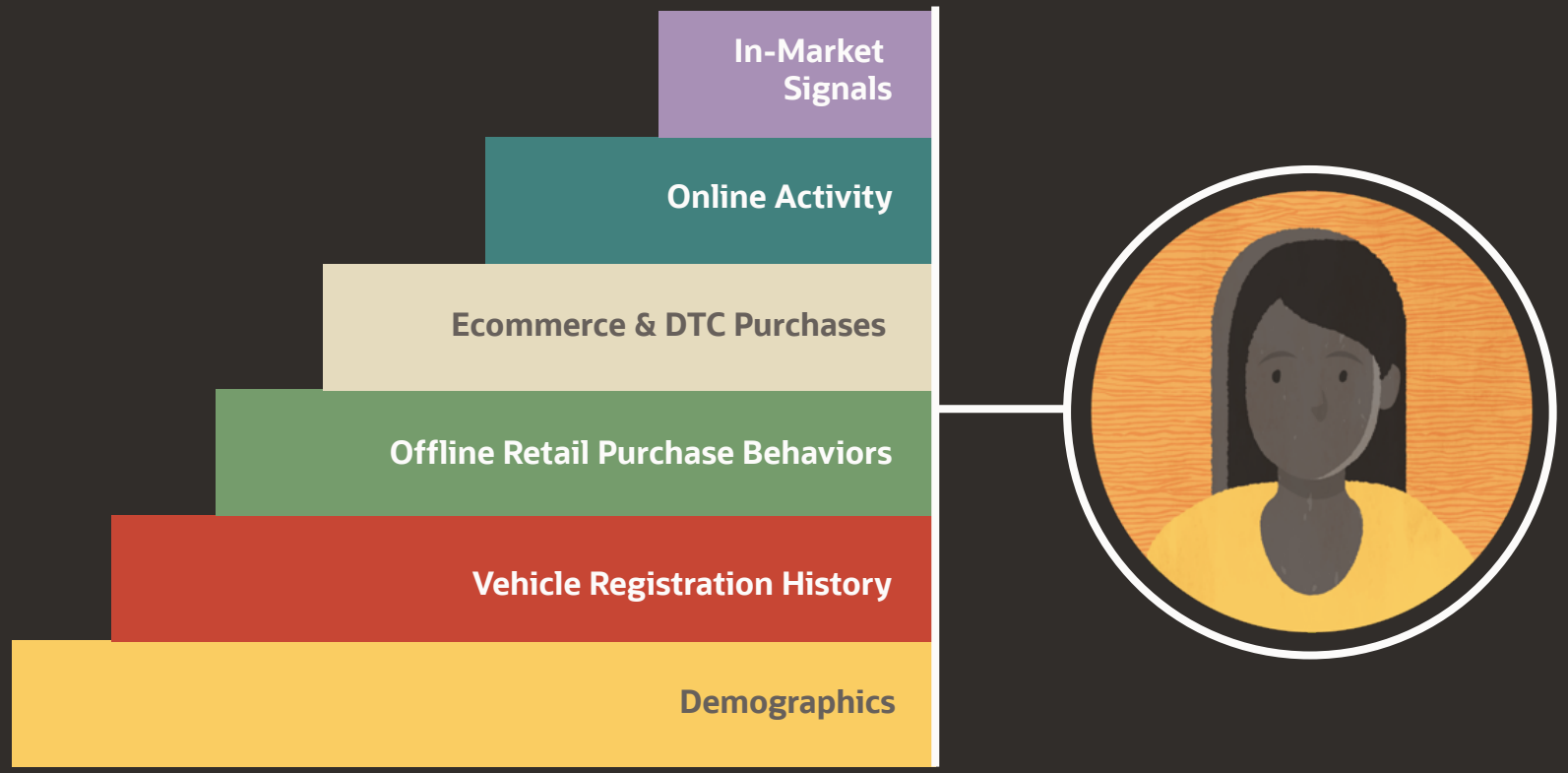

Past behavior data and attributes

Use consumer-centric, enduring data assets that help you reach real, relevant consumers

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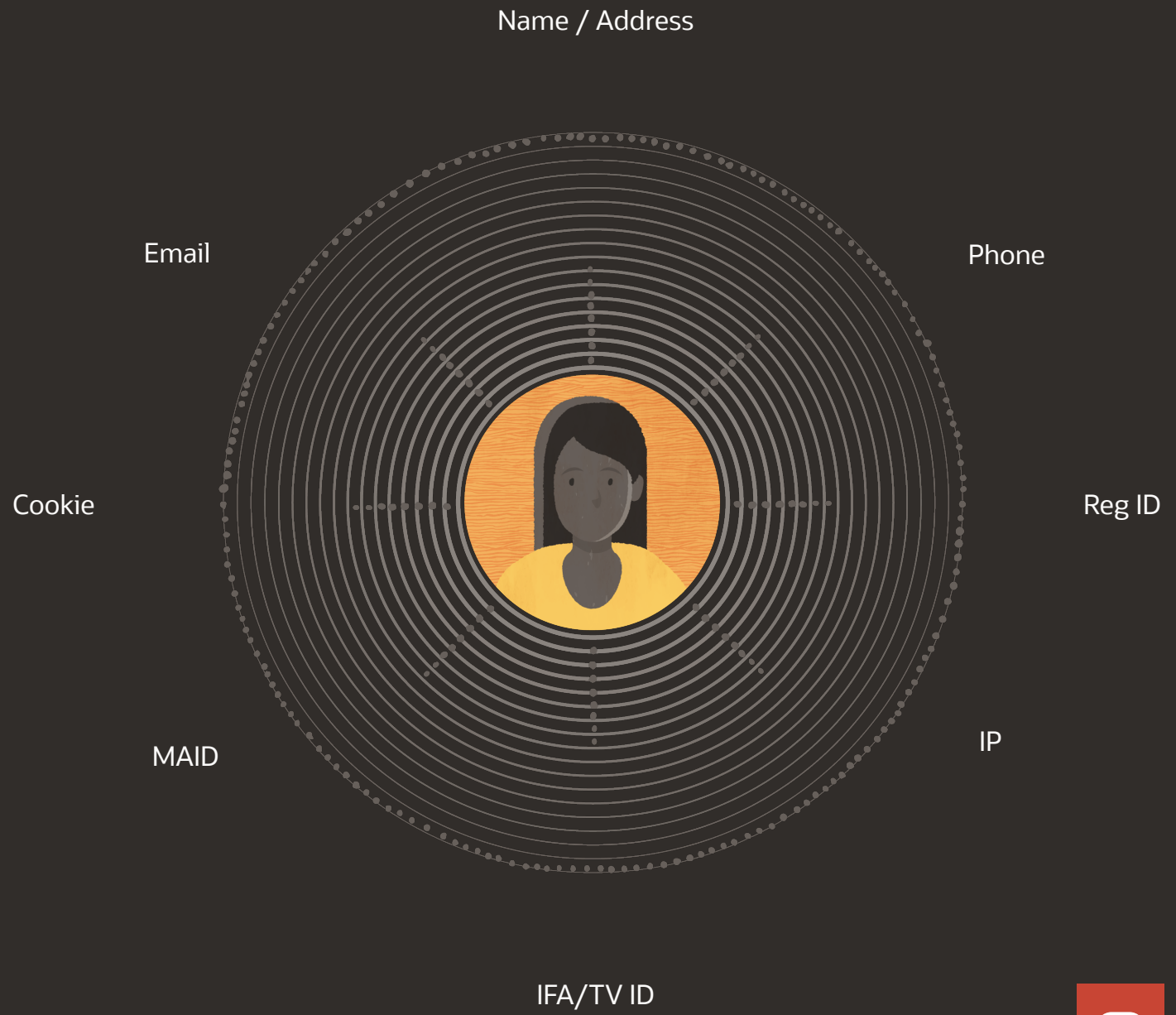
The Oracle ID Graph, comprised of 115MM households, ties real people across devices and channels

Even without the use of cookies and MAIDs, Oracle can help you reach over **99%** of people in the US-based Identity Graph



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Integrations are needed to deliver you audiences anywhere

Social Platforms and Commerce Sites

Media and Entertainment

hulu pandora®

Spotify®

DSPs and DMPs

Google

Adobe

theTradeDesk

AMOBEE

salesforce DMP

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Oracle Advertising is well positioned for the evolution of 3P audiences

Audience Creation

- 1st Party Data
- CPG Loyalty Cards
- Retail Purchases
- Vehicle Registration
- Demographics
- Online Behavioral

80% **of our audience volume is sourced from offline data**

Identity Resolution

Audience Delivery

Registration based linkages are already used to connect into much of the digital eco-system

- Social Platforms
- Commerce Platforms
- Streaming Audio
- Connected Television

New identifiers and solutions are needed to reach known consumers through the open internet

- Open Web Desktop
- Mobile Browsers

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It seems everyone is creating their own ID namespace now

We will not add to the noise but remain agnostic with principles.

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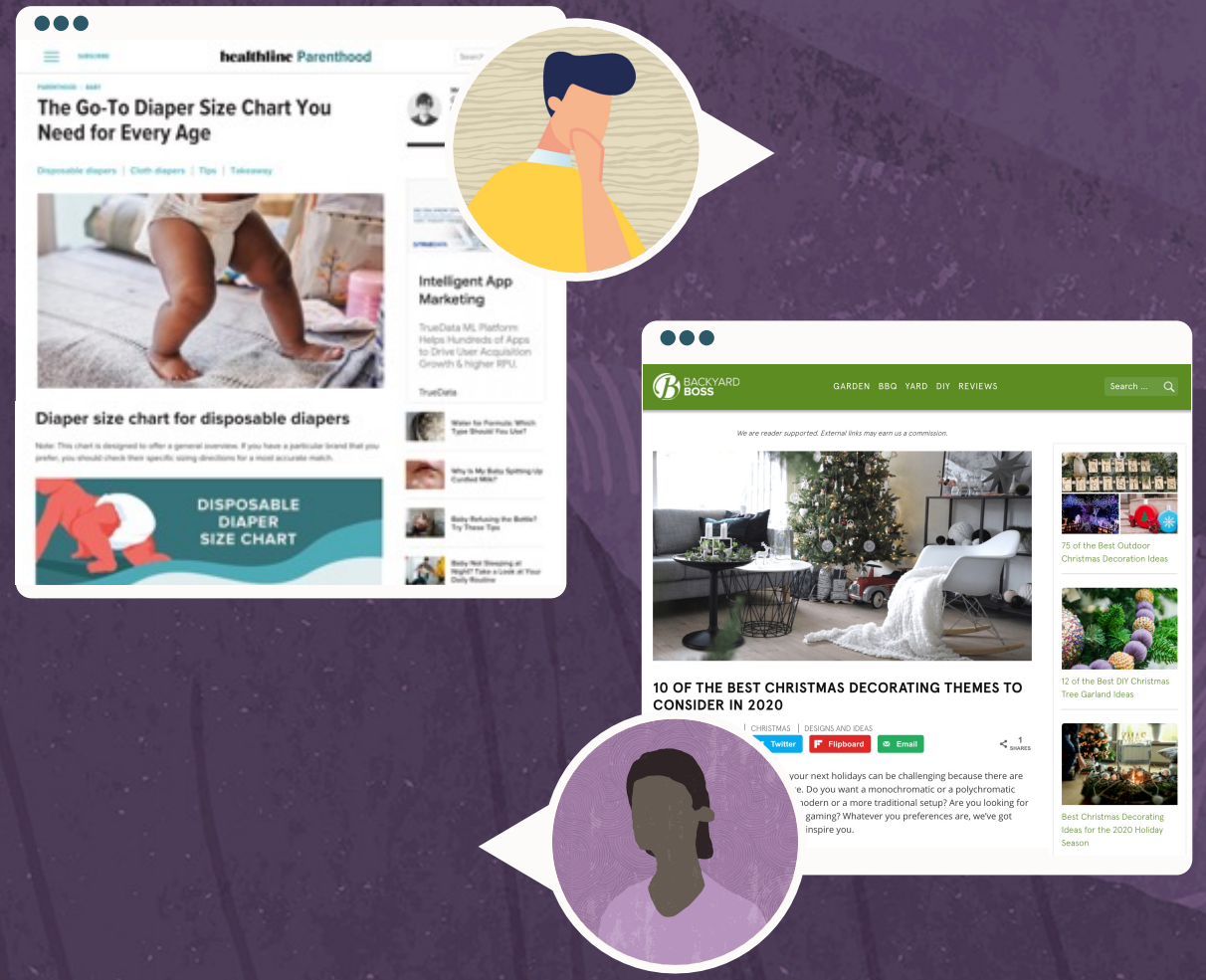
Contextual Intelligence

Anonymous reach and adjacency based on **page content and consumer mindset**

New Targeting Solutions

Privacy first approach to **improving contextual intelligence through data**

Contextual Intelligence allows you to target important mindsets and life moments



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Contextual Intelligence understands and activates across trillions of browser-agnostic content across the addressable web

57%

Mobile web inventory unreachable via ID targeting

Source: GlobalStats: Mobile Browser & Desktop Market Share US, Dec 2020

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A diversified approach poised to meet the needs of today's modern marketing organizations

Expand audience usage **cross channel**

Assess **enduring** audiences

Test new **identity solutions**

Utilize **contextual intelligence**

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New Targeting Solutions

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A new targeting approach to reach relevant consumers

Audience Targeting

Reaching **known** relevant consumers based on behaviors and attributes collected over time and connected to identity

Contextual Targeting

Reaching **unknown** relevant consumers based on real time content consumption

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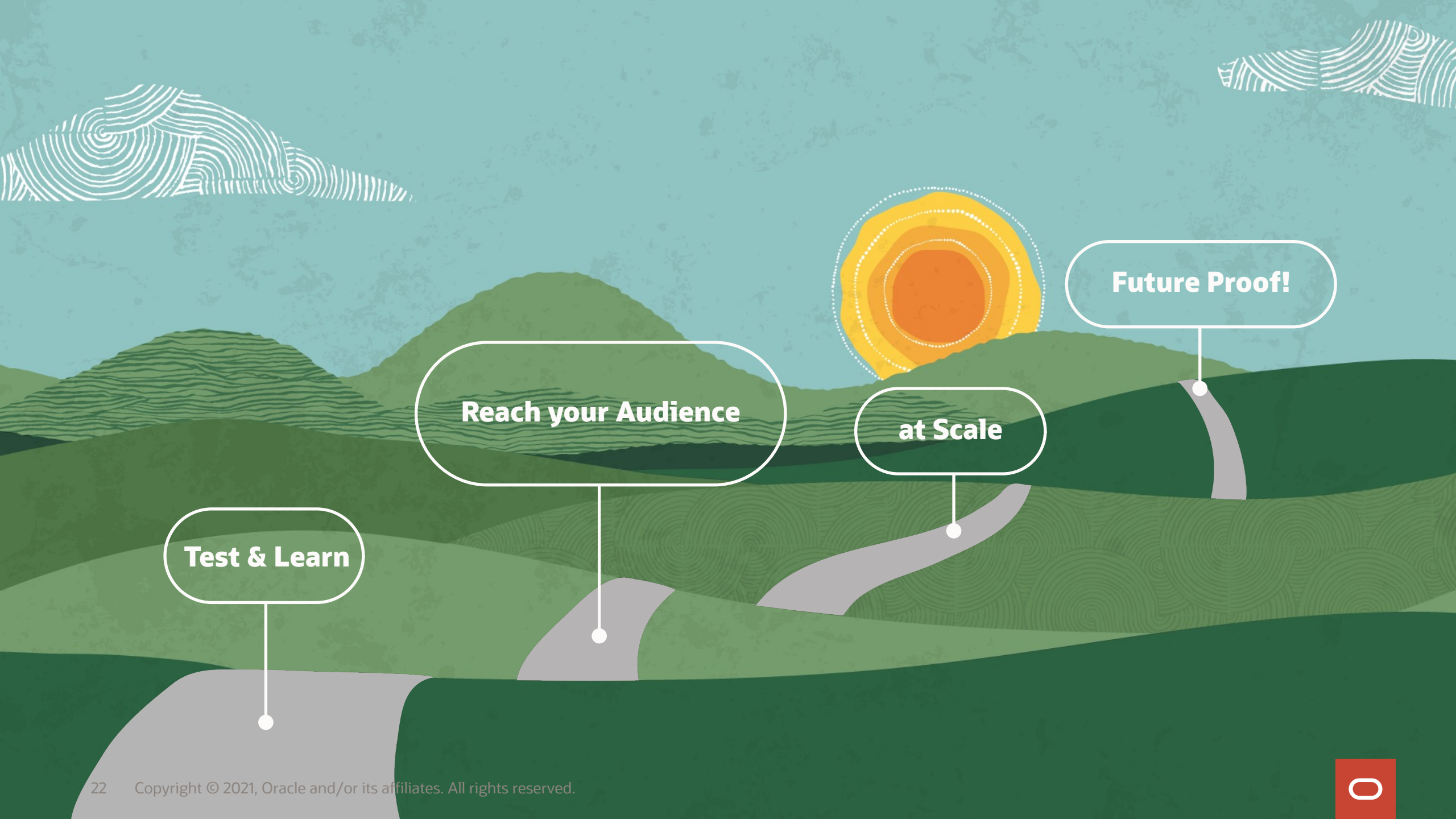

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