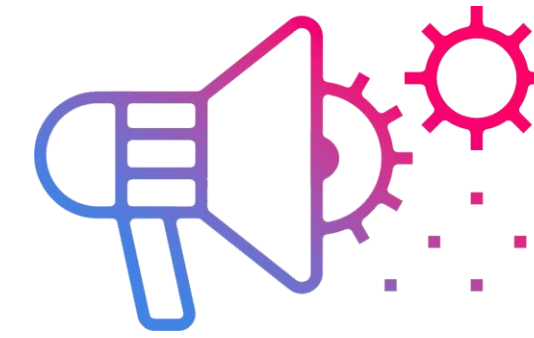**TITLE**

Thriving in the New Data & Analytics Environment
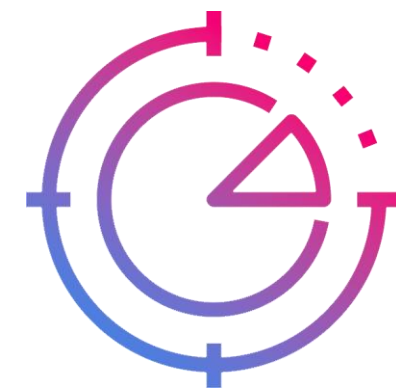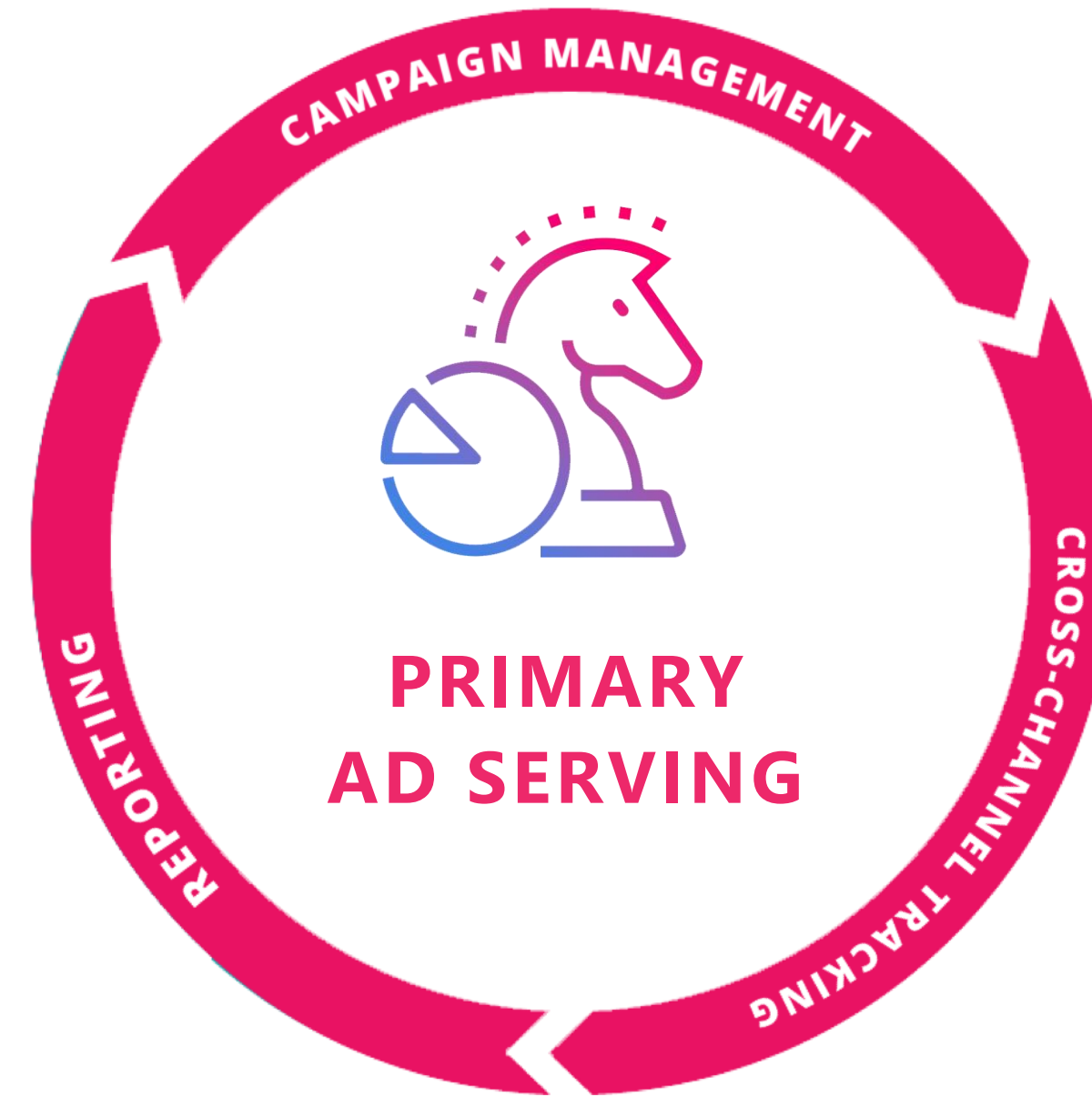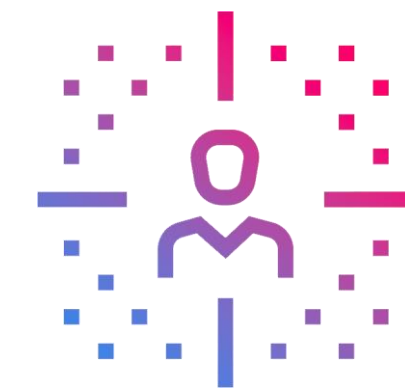
flashtalking

Introduction to Flashtalking

—

The leading ***independent*** primary ad server for advertisers who value ***ownership and control of their data*** and wish to separate media sales from delivery and measurement

CREATIVE & PERSONALIZATION

CAMPAIGN MANAGEMENT

CROSS-CHANNEL TRACKING

REPORTING

PRIMARY AD SERVING

ADVANCED ANALYTICS

IDENTITY MANAGEMENT

flashtalking"„

Partnerships with Leading Global Advertisers

AUTO	CPG	FINSERV	RETAIL/QSR	TECHNOLOGY	TME	TRAVEL	VIDEO GAME	GAMBLING

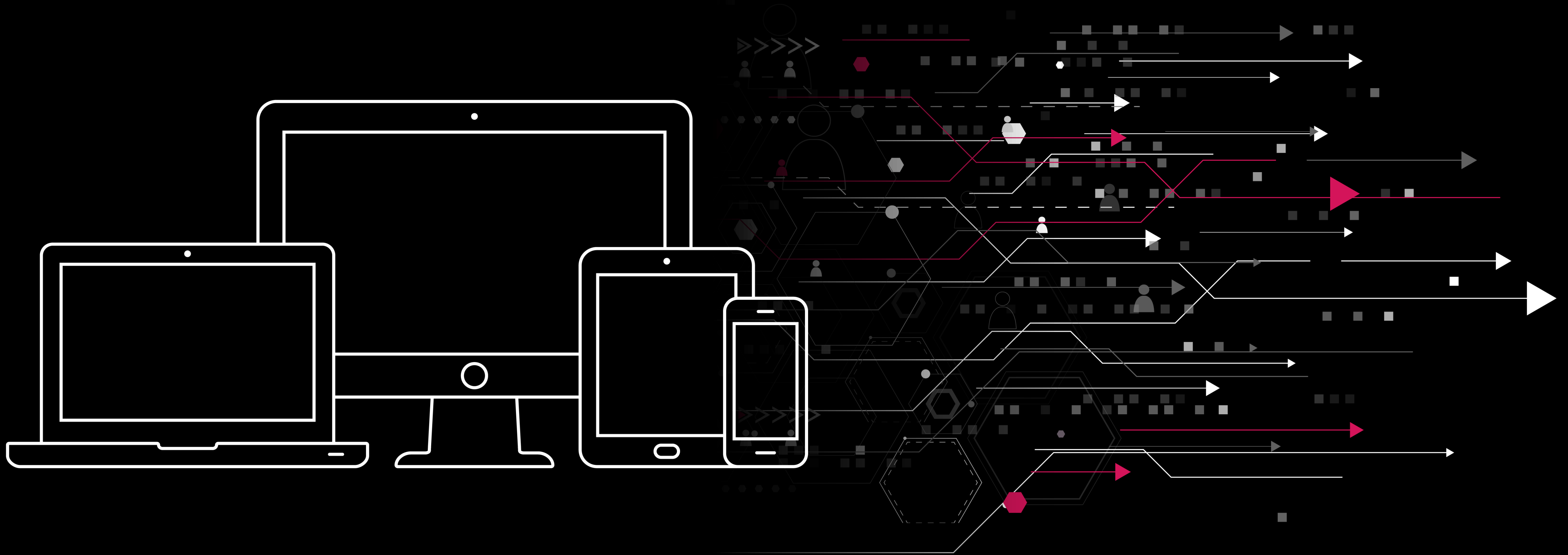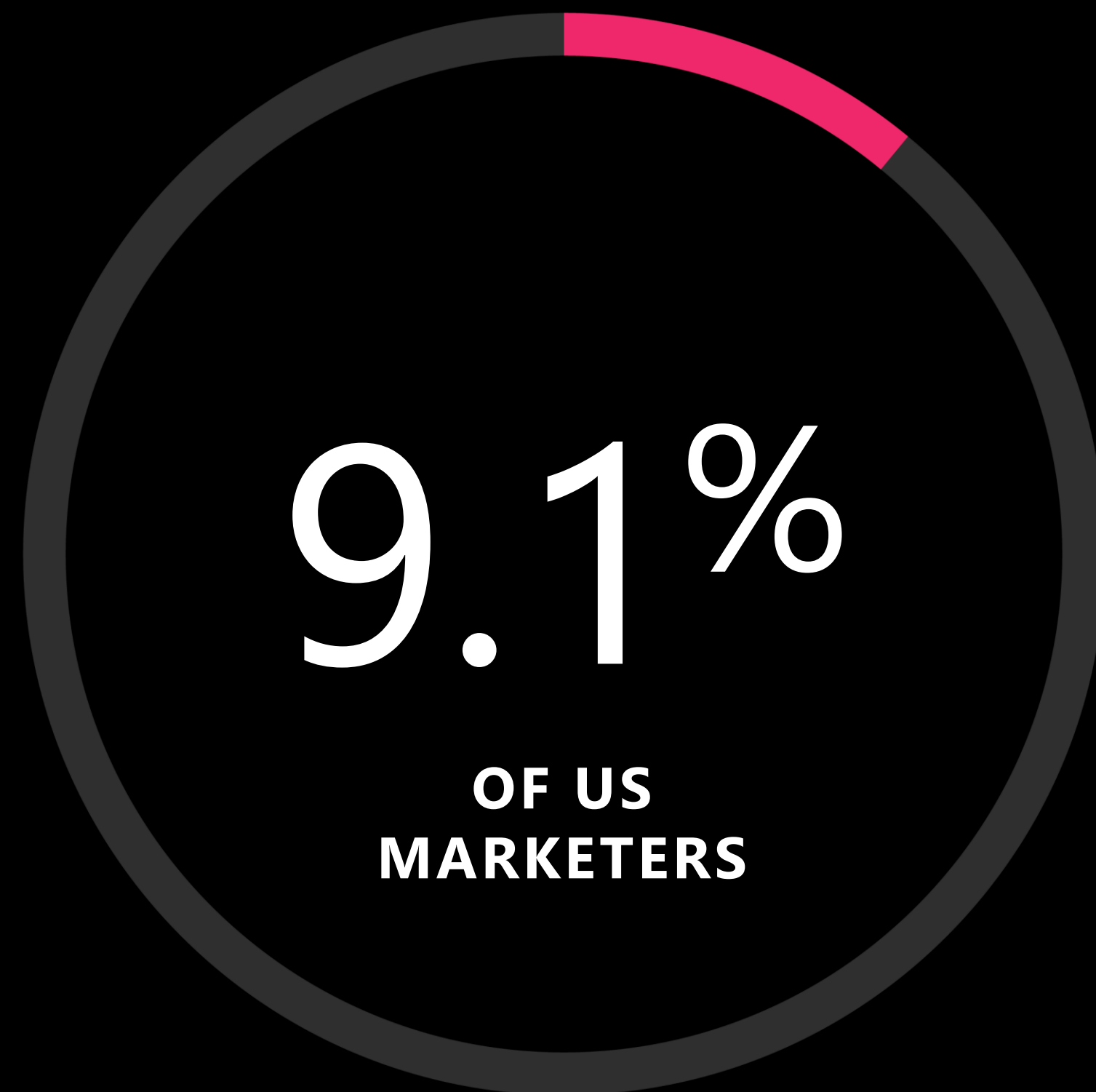# The Changing Data Environment: New Challenges; New Solutions

flashtalking

Measurement

- How do you measure digital media across devices, people, channels and funnel position?

flashtalking ""

Few marketers have confidence in their digital media measurement

9.1%

OF US MARKETERS

Rated their company's current understanding of data-driven attribution as excellent

flashtalking "

Cookies have been our foundation...but the foundation has eroded

APPLE ITP (2017)

Safari started blocking third-party cookies in 2013. In 2017 Apple introduced ITP which has evolved over the years to block cross-domain click-tracking for third-party and first-party cookies.

FIREFOX ETP (2018)

Following Apple's lead, Firefox introduced ETP as an optional feature to block **third-**party cookies in 2018. In 2019 Firefox made ETP the default feature and now claims to block 100% of **third-**party cookies.

GOOGLE CHROME (2019)

In 2019 Chrome announced intentions to limited cookie-based tracking. In early 2020 Chrome announced it would block all **third-**party cookies in 2022.

flashtalking

It's already far more challenging than most marketers realize...

DATA IS BASED ON 2019 AVERAGES FOR:

- 36 advertisers
- 6 billion impressions

>64%

of cookies are deleted*

>32%

of browsers reject cookies*

*Actual rates vary based on

1. *Targeting strategies*
2. *Share of impressions by device*
3. *Share of impressions by browser*

...and these numbers understate the problem!

flashtalking

CHALLENGE

Implications on Measurement

CONVERSION UNDERSTATED

10-20 %

Media attributed conversions are being undercounted while CPA is overstated by up to 25%.
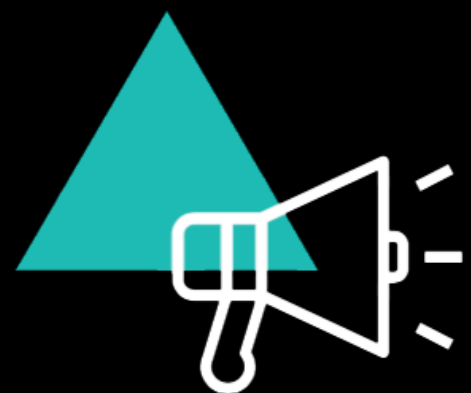
REACH OVERSTATED

200 %

You think reach was 10 million—it was actually only 3 million.

FREQUENCY UNDERSTATED

66 %

You think you're serving them 10x per week. You may be hitting them 30x.

flashtalking

BUT WAIT...

Things Are About to Get Worse

flashtalking "„

Measurement disruption brought to you by Google

ad exchanger

TOPICS | OPINION | RESOURCES | EVENTS | PODCAST | CAREERS

Google's GDPR Policies Throw Digital Media Into Disarray

by **James Hercher** // *Tuesday, February 5th, 2019 – 4:56 am*

Share:

Since GDPR came into effect last year, Google has been at the center of two connected issues around resolving identity in digital marketing.

First, it planned to remove the DoubleClick ID (now the Google ID) from its log files, preventing ad tech and analytics companies from using the ID to track campaigns across the web. Google is critical there because it serves
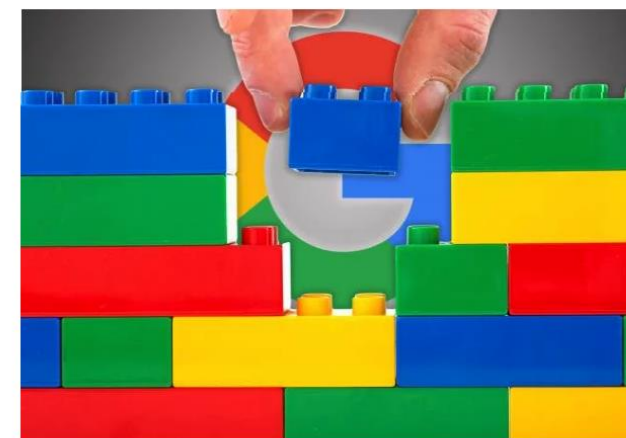
Long Live The King

AdAge

019 Ad Age A-List | Shoptalk takeaways | Stagwell eyes MDC | SXSW 2019

GOOGLE'S REMOVAL OF DOUBLECLICK ID PRESENTS LITANY OF ISSUES FOR BRANDS, AGENCIES

By George P. Slefo. Published on May 08, 2018.

Credit: Photo illustration by Ad Age

The walls around Google's garden are about to get a lot taller.

That's because come May 25, when the European Union's Global Protection Data Regulation goes into effect, Google will no longer provide marketers with DoubleClick IDs from DoubleClick Bid Manager and DoubleClick Campaign Manager on consumers in the European Economic Area. DoubleClick ID allows marketers to use data from DoubleClick Campaign Manager for things such as cross platform reporting and measurement.

MARTECH TODAY | SECTIONS

Google to stop media buyers from using DoubleClick IDs, keeping measurement & attribution within its 'walled garden'

Marketers say that this move is part of a larger trend by companies like Google to control measurement and attribution metrics

Robin Kurzer on May 11, 2018 at 3:47 pm

DoubleClick by Google

Google has told media buyers who use its data transfer service that they will no longer be able to use a DoubleClick ID, multiple sources reported in the past week. Marketers use the IDs to pull cross-platform measurement data from Google's DoubleClick Campaign Manager (DCM)

ad exchanger

TOPICS | OPINION | RESOURCES | EVENTS | PODCAST | CAREERS

Google Sharply Limits DoubleClick ID Use, Citing GDPR

by **Alison Weissbrot** // *Friday, April 27th, 2018 – 1:51 pm*

Share:

Google is making it more difficult for advertisers to have an independent view of the data generated from ad buys in its ecosystem.

In a note to partners sent Friday and obtained by AdExchanger, Google said it will no longer let buyers use the DoubleClick ID when leveraging its data transfer service. The service allows marketers to pull data out of DoubleClick Campaign Manager (DCM) for cross-platform reporting and measurement.

Data In...

flashtalking

FROM BAD TO WORSE

Europe has given us a preview...

MEDIA EXPOSURE

DSP

DoubleClick ID

CONVERSIONS

SEARCH ACTIVITY

DEVICE BRIDGING

LOCATION DATA
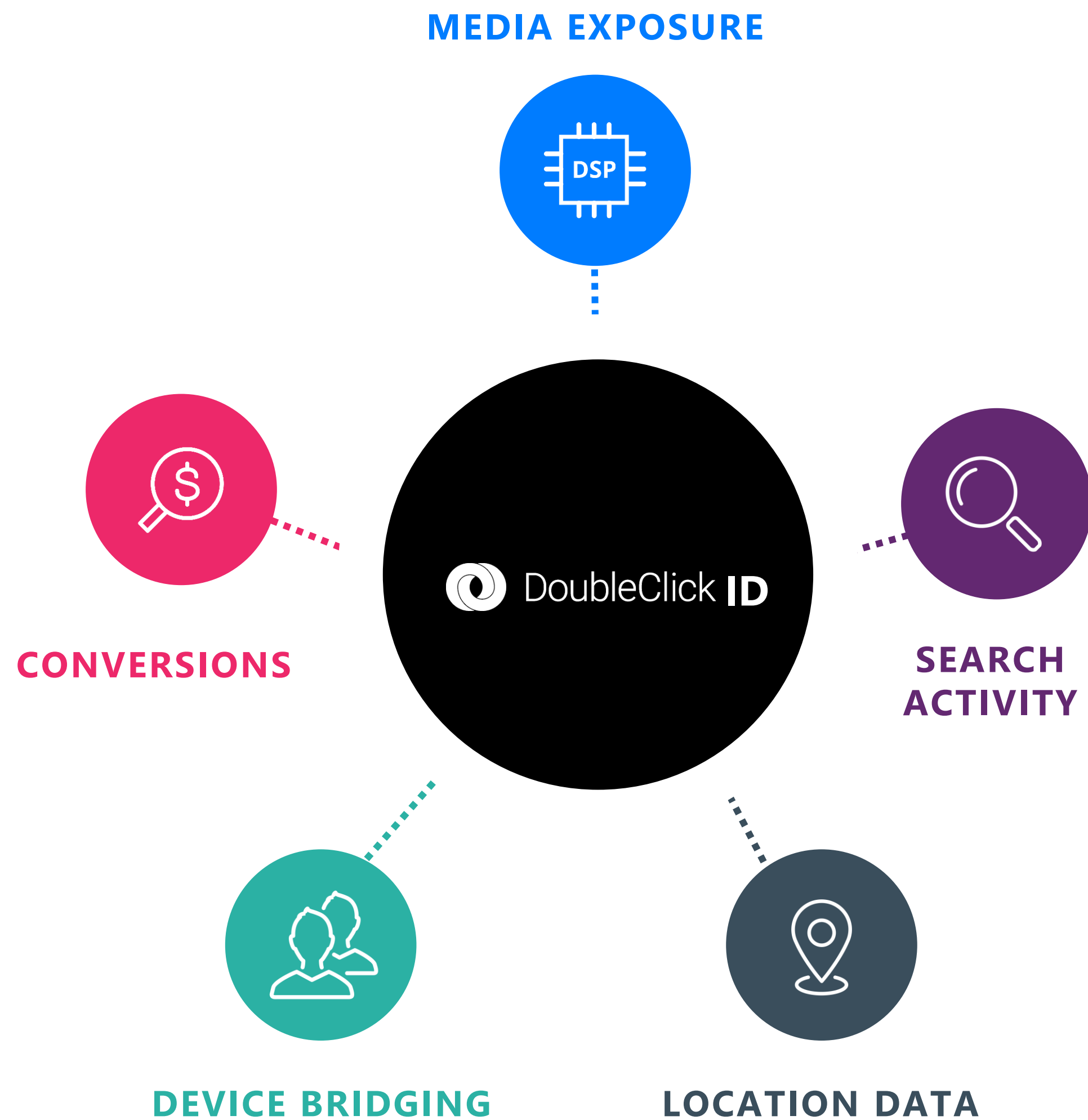
✗ **UNABLE** to verify delivery, reach and frequency at the user level

✗ **UNABLE** to analyze conversion paths

✗ **UNABLE** to perform multi-touch attribution

✗ **UNABLE** to analyze user behavior and preferences

✗ **UNABLE** to build/enhance their data as an asset

Advertisers face a choice: ***diversify*** away from Google's ad-tech ***or accept*** loss of transparency and ownership

flashtalking"„

INSIGHTS

3 Steps to a Better Data Foundation

STEP 1
Mitigate Reliance on Google

flashtalking"

Step 1: Mitigate Reliance on Google...or go "all in"

DCM Advertisers have 3 options regarding user level data for analysis:

① QUERY GOOGLE DATA IN ADS DATA HUB

Campaign Manager

PROCESS

- Become proficient in Ads Data Hub and merge your 1st party data

DRAWBACKS

- Must query groups of 50 or more
- Cannot merge with Facebook or Amazon data
- Limited support for ML models
- Cannot export the data

② USE FLASHTALKING TAGS TO BRIDGE GOOGLE

Campaign Manager + **flashtalking**

PROCESS

- Implement Flashtalking media and conversion trackers in GCM.
- Pass IDs via GCM macros *(Advertiser, Campaign, Site, Placement, Creative)*
- Use Flashtalking log files as source of truth for analytics.

③ MIGRATE TO FLASHTALKING AD SERVING

flashtalking

PROCESS

- Migrate ad serving from GCM to Flashtalking.
- Incorporate FTrack cookieless tracking.
- Connect IDs to unified data for analysis.
- Use Flashtalking log files to enhance data assets.
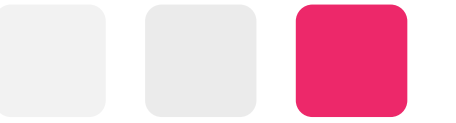- Remove friction and reduce costs.

flashtalking

STEP 2

Prepare for a Cookie-less Web

flashtalking "„

Overcome cookie blindness for better results

- Marketers must develop the capability to incorporate and unify identifiers without cookies.

- There will be choices; but no universal silver bullets. Privacy law, competition and consumer acceptance will ensure fragmentation and limit solutions.

- Probabilistic IDs can supplement first-party and email-based IDs in a privacy-friendly manner.

FTrack enables brands to see the full open-web journey for *each device*

CNBC	hulu	CNBC	Google	
IN-APP	**MOBILE WEB**	**IN-APP**	**SEARCH**	**CONVERSION**
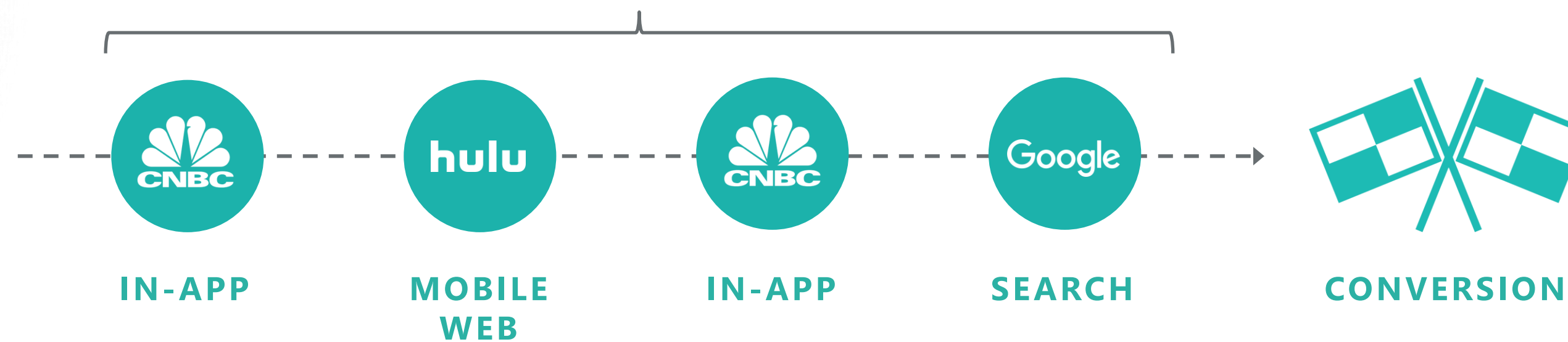
✓ **Achieve more accurate** insights: reach, frequency and **attribution**

✓ **Uncover incremental media-attributed conversions**

✓ Better signals for optimizing campaigns

✓ **Privacy-friendly with notice and choice**

flashtalking "„

FTrack Cookieless Tracking

FTrack analyzes
40+ non-personal signals
to create a unique
FTrack ID for each device

PRIVACY-FRIENDLY PERSISTENT ID

✓ Complements cookies as a probabilistic ID for each device

✓ 90%+ accurate when validated against deterministic data

✓ GDPR-compliant for measurement use case
(cannot be used to buy media or target users)

✓ Data may not be sold or used to resolve personal identity

✓ Notice provided via AdChoices icon on FTrack ads

✓ Choice provided via global opt-out via AdChoices
or Flashtalking website

*In US and APAC, FTrack "cross-device clusters" a person's devices
to create a person-based view of delivery and attribution.*

SCREEN
ATTRIBUTES

TIMEZONE
& GEO

BROWSER &
OS SETTINGS

HASHED IP

USER-AGENT

flashtalking

STEP 3

Integrate Your Data

flashtalking"„

Step 3: Unify data across *your* ecosystem: the key to workflow efficiency

- Pass user and campaign data between platforms with integrity and efficiency and automated processes

DSP
Direct Integrations

VERIFICATION

ATTRIBUTION
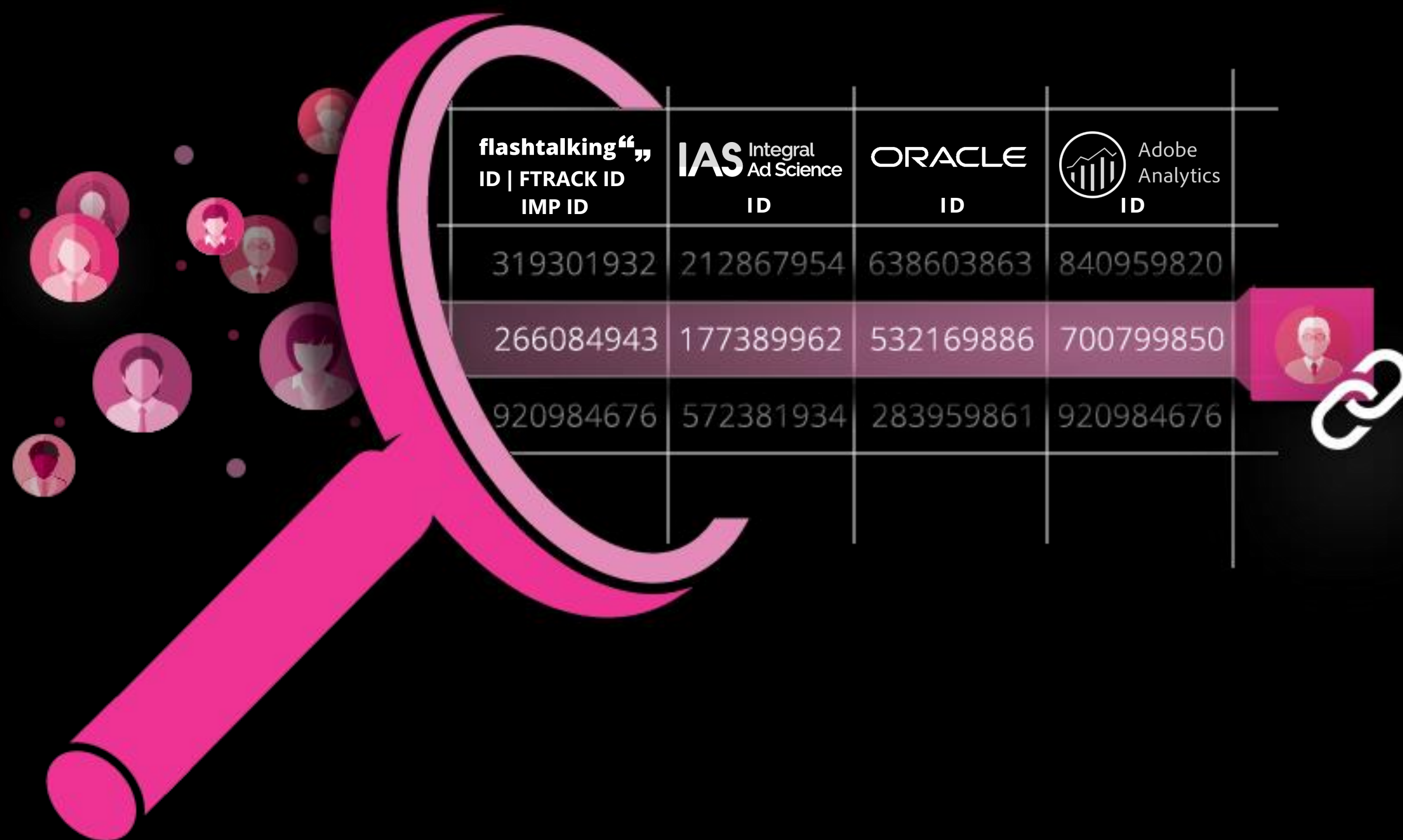
DMP
Direct Integrations

IDENTITY

SEARCH

OFFLINE CONVERSIONS

flashtalking

ID Connect help unify your data across devices, users and your tech stack

Connect data across open web platforms without undue friction or latency

flashtalking ID | FTRACK ID IMP ID	IAS Integral Ad Science ID	ORACLE ID	Adobe Analytics ID
319301932	212867954	638603863	840959820
266084943	177389962	532169886	700799850
920984676	572381934	283959861	920984676

BENEFITS

▪ Assemble IDs across tech stack

▪ Allows you to remove invalid impressions and clicks

▪ Cleansed, unified data for advanced analysis

flashtalking

Yes...Welcome OTT and CTV!

CTV is growing fast, but measurement is a challenge

- We can now connect post-view conversions to CTV impressions

BENEFITS

- Analyze (and validate) attribution performance of CTV media investments + reach / frequency metrics

- Optimize CTV buys with confidence across partners and placements

- No additional tagging, trafficking or reliance on third-party data partnerships
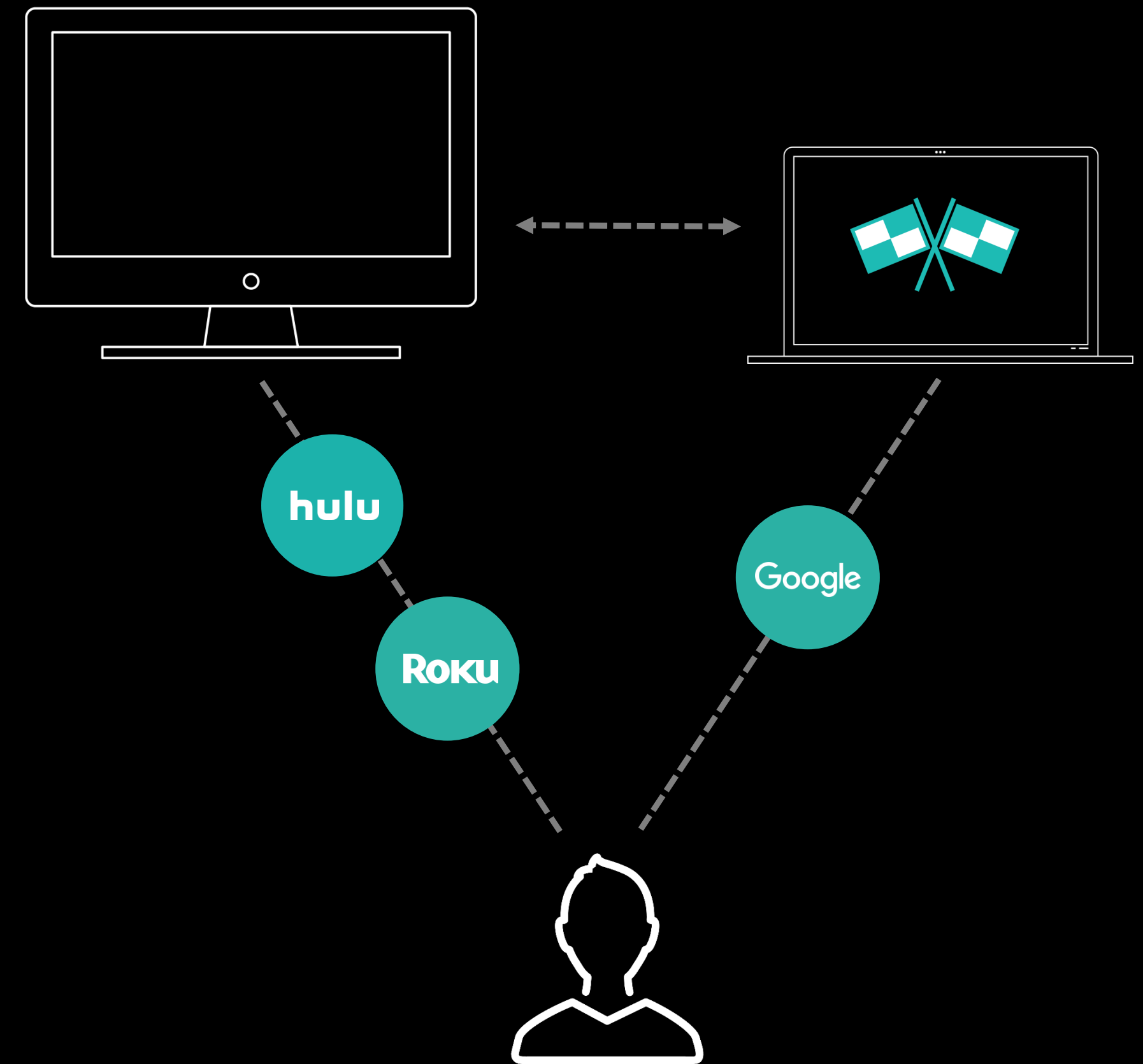
flashtalking

Case Study Examples

flashtalking

CASE STUDY

Adobe

CHALLENGE

With removal of the DoubleClick ID, Adobe needed a new solution to connect engagement

SOLUTION

Migrated off Google to Flashtalking ad server in only three weeks

IMPACT

Solved data challenges and enabled Adobe to serve, personalize and measure in a whole new way

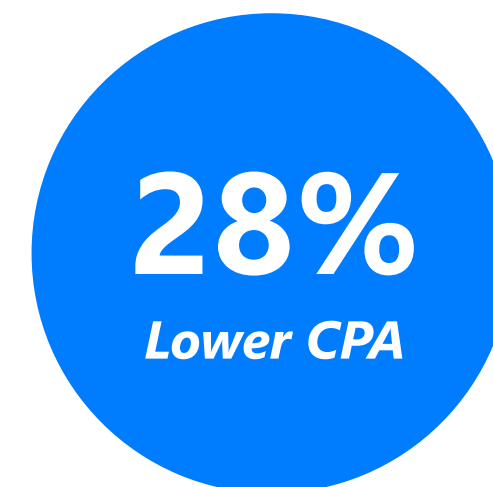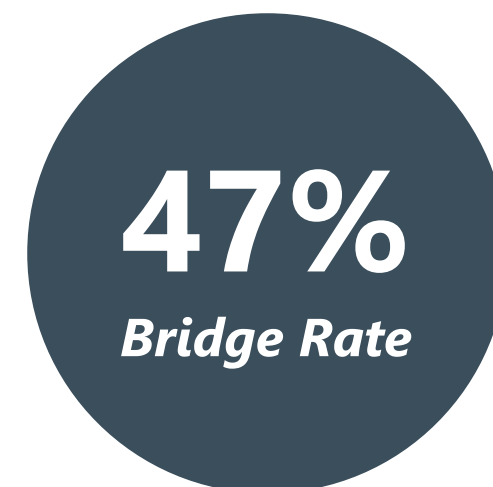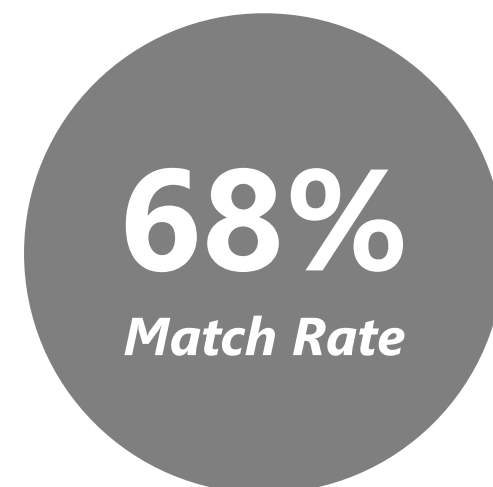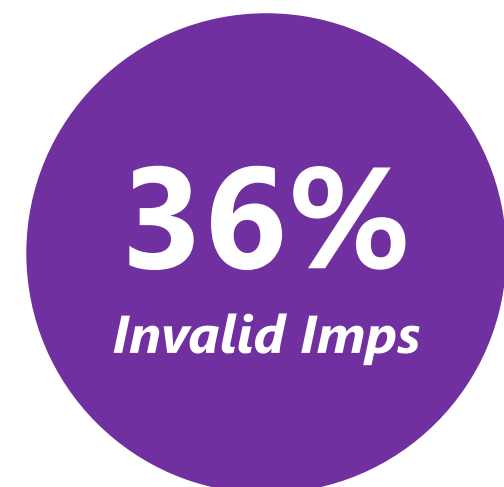flashtalking

A leading streaming service…

- One of the largest launches in marketing history demanded a way to accurately understand their reach, frequency and attribution across more than **120 billion** digital ads delivered, and own the data for analysis.
- FTrack was integrated for every open-web ad
- Nightly, the FTrack-based campaign data is pushed to the client's analytics partner, Adobe, who is using their new AI platform to analyze the data and make optimization recommendations.
- FTrack is capturing +35% more media attributable conversions, leading to more accurate investment and optimization decisions.

flashtalking"„

CASE STUDY: TV PROVIDER SEEKING TO REDUCE CPA

The Prize: Superior Insights via Enhanced Data

Award-Winning Case Study

- **36%** of assist impressions were not viewable or fraudulent

- **63**% of cookies were rejected by 15% of Converters (3.7 each)

- **68%** of converters were matched to Tapad device graph

- **47**% of matched converters used more than 1 device

- Impact of Data: Placement CPAs varied: -**50**% to +**200**%

- Insights drove in a **28%** reduction in Display CPA

36%
Invalid Imps

63%
Cookies Rejected

68%
Match Rate

47%
Bridge Rate

-50% +200%
Placements

28%
Lower CPA

i-com

DATA CREATIVITY AWARDS
ATTRIBUTION CATEGORY WINNER

flashtalking",,

TAPAD

IAS Integral Ad Science

BETTER DATA QUALITY → BETTER ANALYTICS

Own Your Integrated Data; Produce Better Insights

flashtalking"",,

Thank you!

JOHN NARDONE
CEO

flashtalking