Moving Beyond the Perishable Proxy
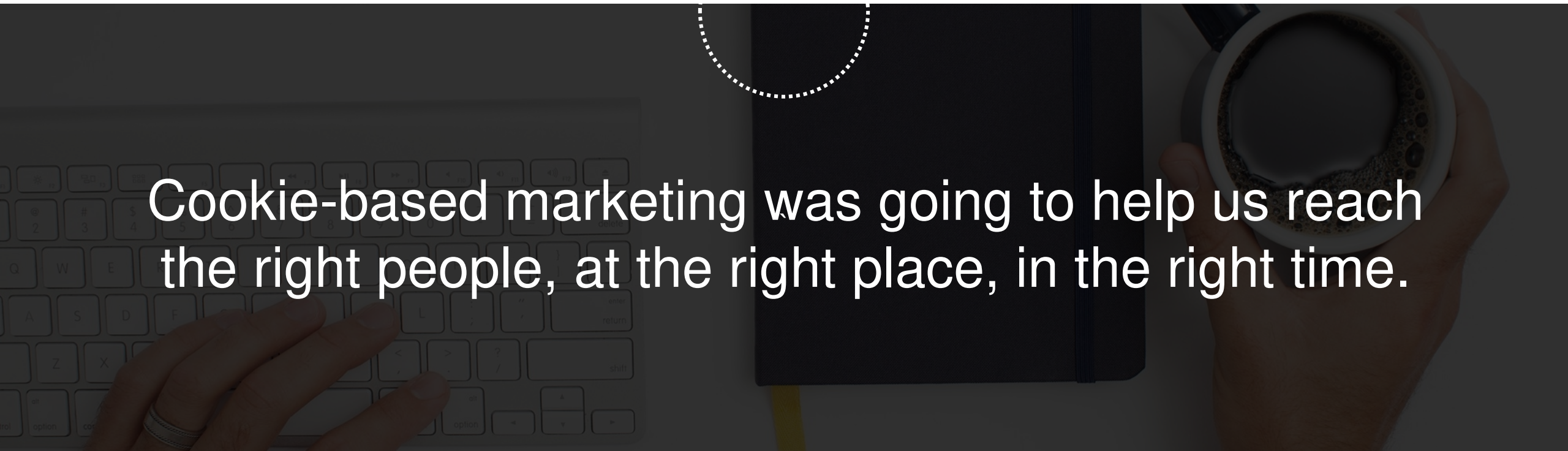
PEOPLE BASED MARKETING
HAS NEVER REALLY BASED ON PEOPLE BUT PROXIES…UNTIL NOW

Remember the Promise?

The Programmatic Promise

Cookie-based marketing was going to help us reach the right people, at the right place, in the right time.

So, why then did we reach **52% men over 50yrs** old on our campaign for women between 25-35yrs old?

WHAT HAPPENED?

TECHNOLOGY GOT IN THE WAY

Too Many Platforms Squeezed the Supply Side with Big Programmatic Promises all based around cookies and probabilistic matching

FRAGMENTATION.

A sprawling mess of fragmented data that platforms promised…or, at least were 'pretty sure' you that all their cookies were reaching the right people.

THAT "PRETTY SURE" PROXY is, well... BULL$#@!

The Fragmentation Fault Lines in a Cookie Approach

Degradation rates

Digital Media Reach is Overstated

Media Waste

Fraud

Attribution linkage is Broken

Analytics Can be Indecipherable

Cross channel Efforts Lose Consistency

Proxies aren't PII.

Never sure you're reaching the right person

FRAUD

- "$7.2bn to bot fraud this year."
  Association of National Advertisers
- *Worse yet Programmatic attracts 73% more bots than Direct Buys*

FAST. FORWARD. TEN YEARS.

A NEW DAY & New PROMISES
IDENTITY-BASED TARGETING
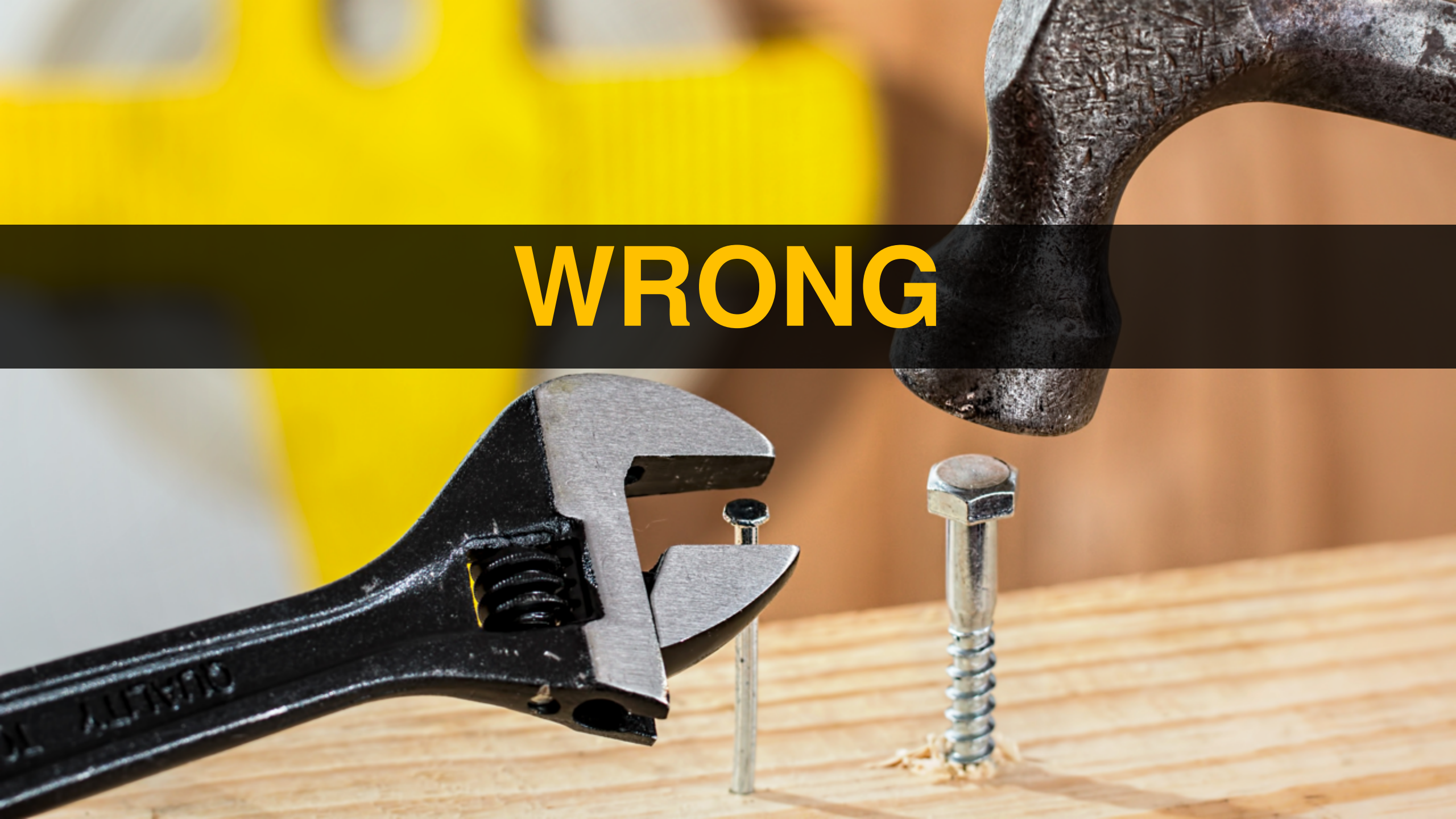
IDENTITY-BASED MARKTING

is a seamless identity resolution and graphing technology, allowing everyone in the ecosystem to collaborate and isolate people down to a single user identity for a more unified experience and transparent measurement.

THAT SOUNDS MUCH BETTER,
RIGHT?

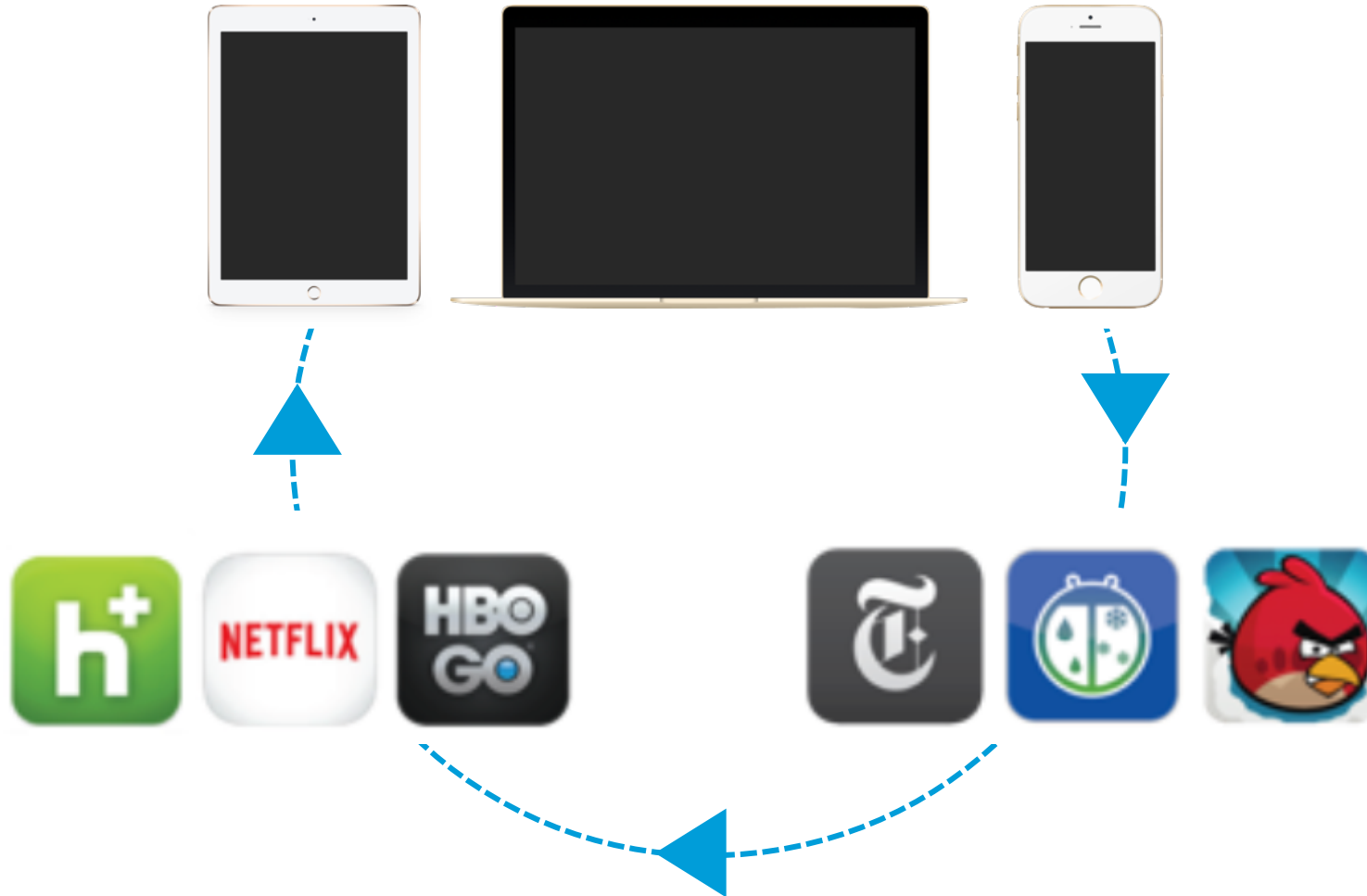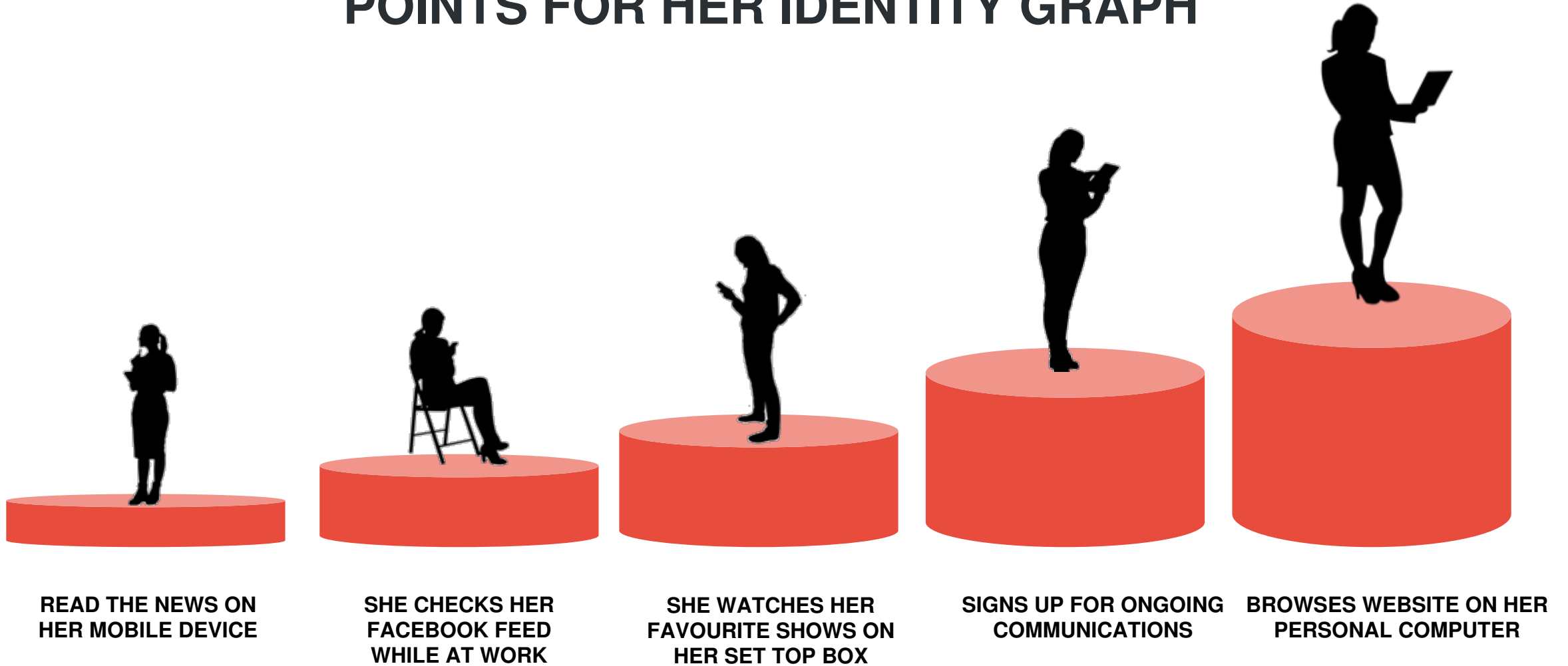WRONG

We're Not Asking The Right Question
WHO *IS* "SHE"?

This ID Graph Made Technology-Based Onboarders Look Really Impressive

WOW, SHE'S GOT SO MANY COOL DATA POINTS FOR HER IDENTITY GRAPH

READ THE NEWS ON HER MOBILE DEVICE

SHE CHECKS HER FACEBOOK FEED WHILE AT WORK

SHE WATCHES HER FAVOURITE SHOWS ON HER SET TOP BOX

SIGNS UP FOR ONGOING COMMUNICATIONS

BROWSES WEBSITE ON HER PERSONAL COMPUTER

So, why isn't it working?
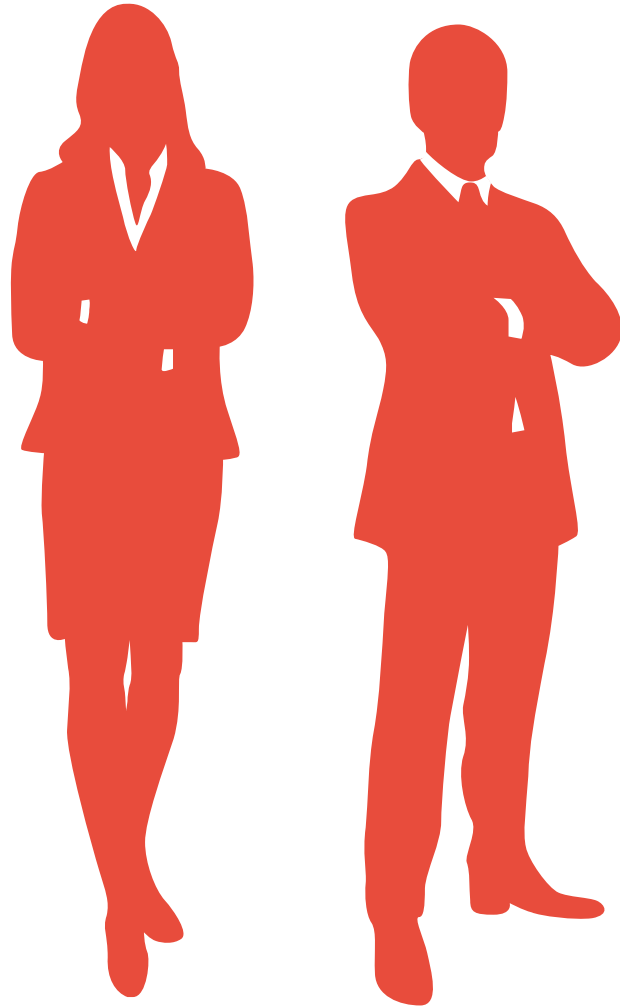
11%

Marketers have high confidence in the audience they're targeting.

- Nielsen

Let's Pop the Hood on That

THIS IS WHAT THEY WILL SAY ABOUT HER:

"WE DO BOTH DETERMINISTIC AND PROBABILISTIC MATCHING FOR BETTER SCALE

DETERMINISTIC MATCHING

- A individual level match using a unique identifiers for each user
- Unique identifying keys typically include email and/or mobile phone number

OR

PROBABILISTIC MATCHING

- A household level match comparing and combining several indirect values and assigned is proxy score
- The sum of the individual fields weights indicates the likelihood of a match between two records.
- Probabilistic match keys include IP address, name, address, zip code

DETERMINISTIC MATCHING

- A individual level match using a unique identifiers for each user
- Unique identifying keys typically include email and/or mobile phone number

Big Idea. Rarely Executed.

The Big Question
What's the Truth-Set?

Is Your data backed by validated PII

- CRM files can have 3 emails for one person creating 15 cookies…not so deterministic anymore

PROBABILISTIC MATCHING

- A household level match comparing and combining several indirect values and assigned is proxy score
- The sum of the individual fields weights indicates the likelihood of a match between two records.
- Probabilistic match keys include IP address, name, address, zip code

This is actually more reality

- **Old News. Bad News.**
- **Bigger Scale, Better Reach**

- **Again, BULL@*#!**

- **AND, it's this is One VERY BIG reason 85% of market share goes to …**

Still, We're Not Asking The Right Question
WHO *IS* "SHE"?

SO, WHAT DOES IDENTITY-BASED MARKETING LOOK LIKE

The idea is to start with people — specific individuals — and not cookie data

Here's the Recipe for People:

User-level data from CRMs

Publisher data

BIG Data companies

Log in

Mobile Phone

With this we can create true matches, bound to the safe harbor matching of personal information at the time of ad render.

WHY THIS MATTERS TO YOU?

"THE DUOPOLY"

facebook

Google

SURE, "THE DUOPOLY" IS LEADING THE SPEND

- **Logged in Consumer Data**
- **Audience & Data**
- **Inventory**
- **Distribution and Delivery**

Their advantage for these vast people-based networks let publishers and marketers cut through the operational noise of all the devices and browsers and channels

83%

See better returns on spend

92%

Plan to increase spend in future marketing plans

IF YOU DON'T HAVE A PLAN, EVEN MORE SPEND WILL MOVE HERE

facebook

Google

Why The Duopoly Domination?

What Do They Have That We DON'T

A DATA STRATEGY

- You need a solid data strategy to present to marketers and prove out higher yields

- Marketers are getting smarter… a lot smarter

KNOW THE QUESTIONS TO ASK

- Is your ID Graph backed by a truth set?

- What is that truth set and how is it verified?

- What is the recency of your PII file?

- Can you tell me WHO my readers and buyers are, not about their traffic patterns or how many views I'm getting?

- How many devices do you have attached to a "unique user"?

- How many of those unique views do you have data on that can help me?

- Do you use a direct User ID to track and match users back to the individual, against PII in a privacy compliant way?

...THE ECOSYSTM
IS RESPODING...

What's Going on In There

- They are Starting with People – Specific Individuals – and not cookies

- Focusing on Quality CRM and integrating the Highest Fidelity 1st and 3rd Party Data to Verify Identity

- Working with Data-Companies or Data-Centric Onboarders for PII Cleansing

- Focusing on Uniques and not Traffic as a proxy for reach

- Combining User-Level Data, Publisher Data and direct MAID to Identify Actual People instead of Proxies.

…AND ITS WORKING
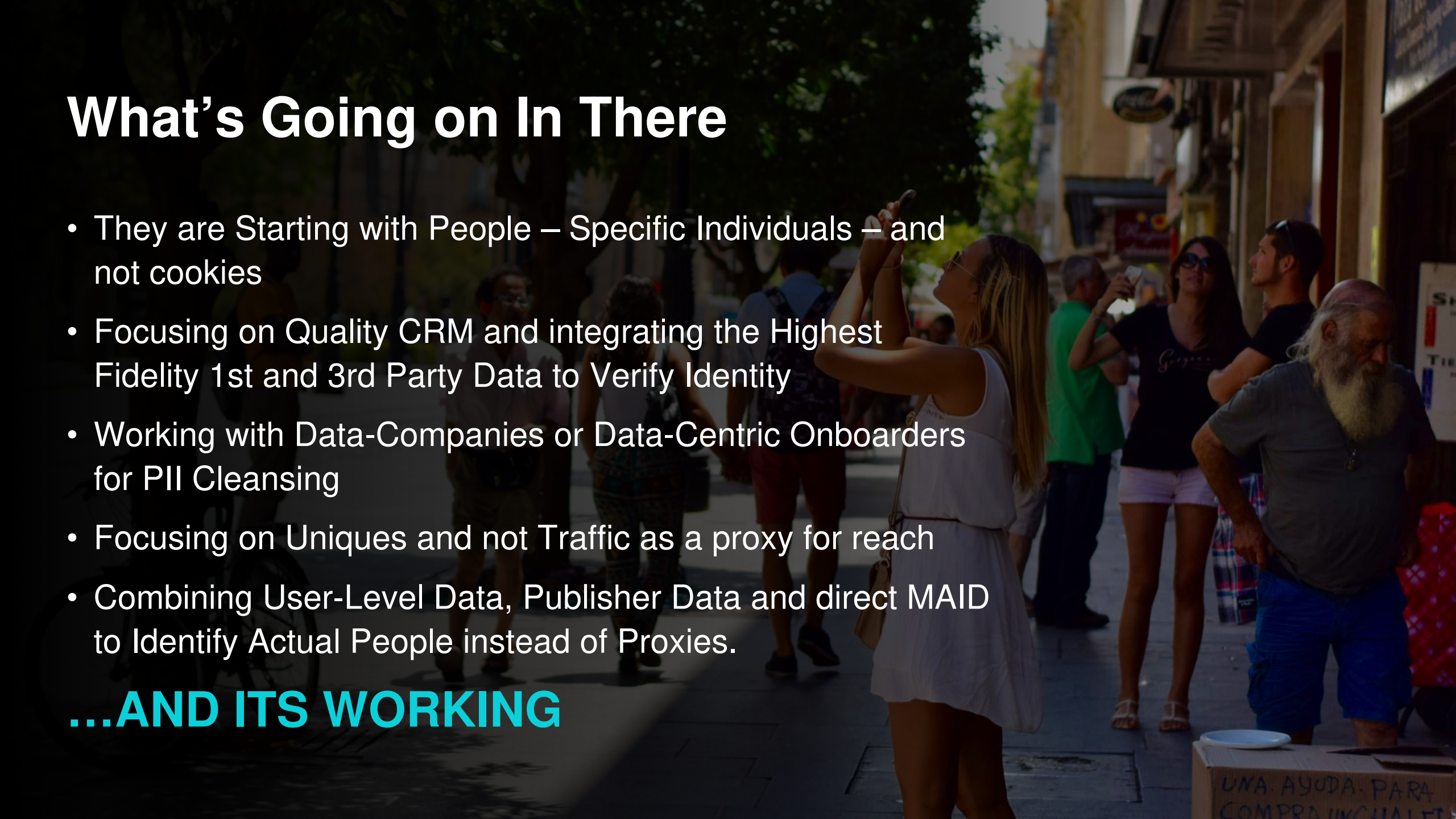
"This approach is transforming the industry from proxies to people-based at scale in an increasingly mobile first world,"

Gerry Bavaro

Merkle SVP, Enterprise Solutions

For Publishers

People-based marketing is a solution to better monetize a publisher's audience by supporting brands' people-based marketing initiatives.

-Jeremy Hlavacek, VP of Global Automated Monetization at The Weather Channel

*"People-based marketing helps us compete with Google and Facebook,
And that is the #1 Goal for traditional digital publishers today."*

For Marketers

People-based targeting goes beyond Google and Facebook providing consumers with a more consistent experience across channels and devices

DATA-CENTRIC ID GRAPH TIES IT ALL TOGETHER

DIVERGE
DIGITAL MEDIA

Why is This Important?
Provides a Comprehensive view of the User Built Using Cross-Verified PII as the Foundation

How the PII is Captured
- App Login
- Publisher Login
- Website Login
- Cookie'd Users
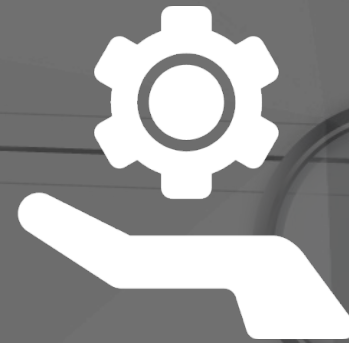- Offline Capture via Email
- Loyalty card

DIVERGE

DIGITAL MEDIA

WHAT YOU'LL GET FROM A DATA-CENTRIC APPROACH TO PEOPLE-BASED TARGETING

- **Increase the QUALITY & ADDRESSABILITY**with data attached to people & not cookies

- Create an **OMNI-CHANNEL VIEW** of your users

- Unify your users down to a **SINGLE IDENTITY** with actions from all their offline, online and mobile touch points

- **OMPTIMIZE CONTENT & CREATIVE** based on people not cookies for higher rates of engagement

- Provide users with **RELEVENT CONTENT** leveraging location

- Utilize the insights from an identity graph to provide **DIFFERIANTED STORY TELLING** capabilities

- **GROW SUBSCRIBER BASE** and improve your ability to attract media dollars

- More Precise and Transparent Measurement and Attribution

WHAT IT ALL ADDS UP TO

"The True People-Based approach will provides a truly cookie-less, people-based solution that works accurately across all platforms, including mobile and advertisers and publishers won't experience the fidelity degradation issues endemic to cookies"

WHAT A PEOPLE-BASED GRAPH SHOULD LOOK LIKE

Full PII Data Matched
To Deterministic Match Key
Assigned to a Unique ID