



GDB

GLOBAL DATA BANK

Good to meet you APAN members.

***Preparing for Digital media
Privacy first future***

MAGID SOUHAMI

PRESIDENT - GLOBAL DATA BANK

“The most valuable asset for brands is the
TRUST consumers grant them.”

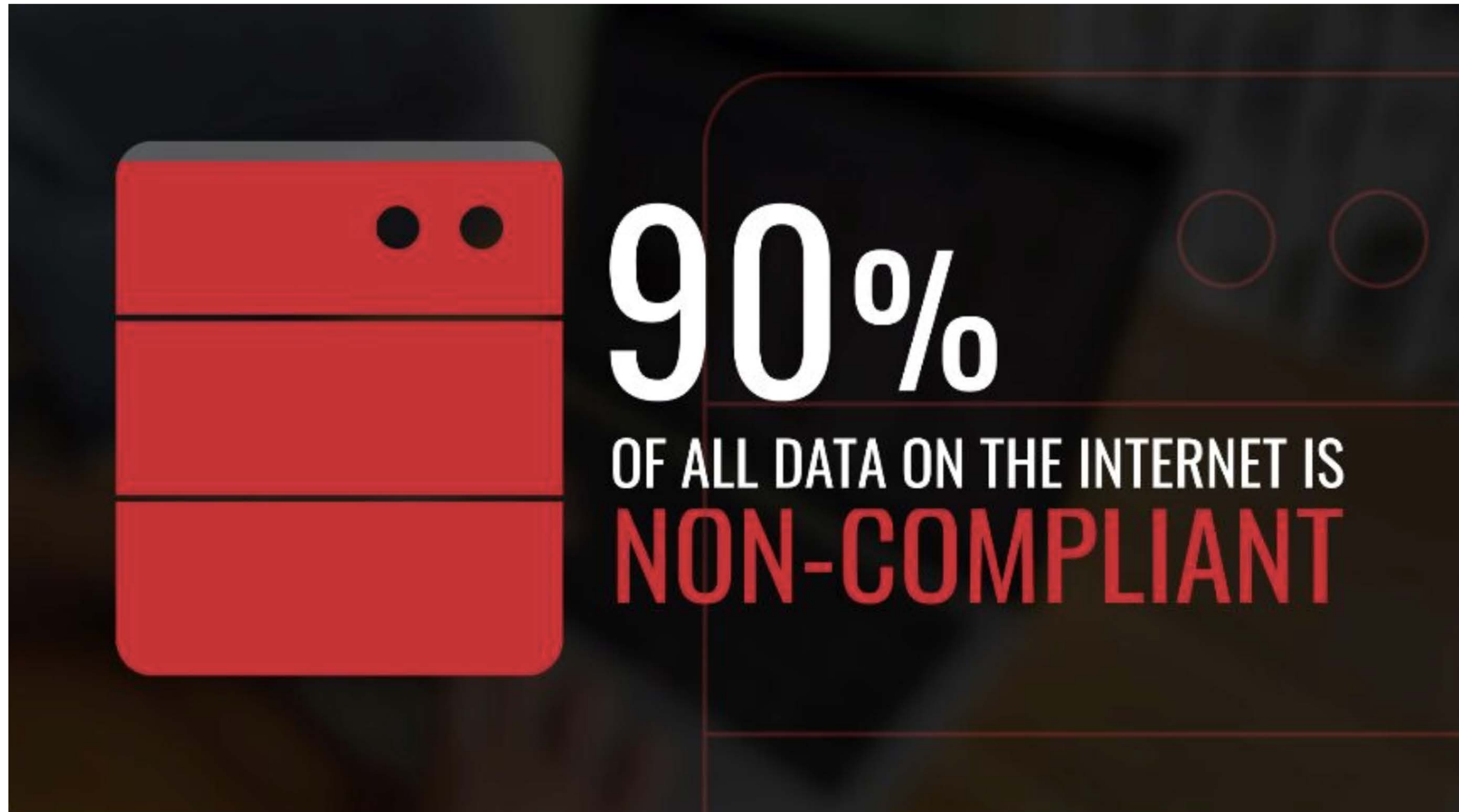
Procter & Gamble, L’Oreal, General Mills

WFA Data Safety strategic partner



magid@gdb.net

[Linkedin.com/in/magid-Souhami](https://www.linkedin.com/in/magid-Souhami)



Source: GLOBAL DATA BANK DSI® analysis of thousands of brands (Advertiser & Publisher) websites worldwide 2020 & 2021.



**GLOBAL
DATA
BANK**

We are a **Privacy Tech Company** providing data collection, management and activation solutions



**GLOBAL
DATA
BANK**

Creating a data safe world



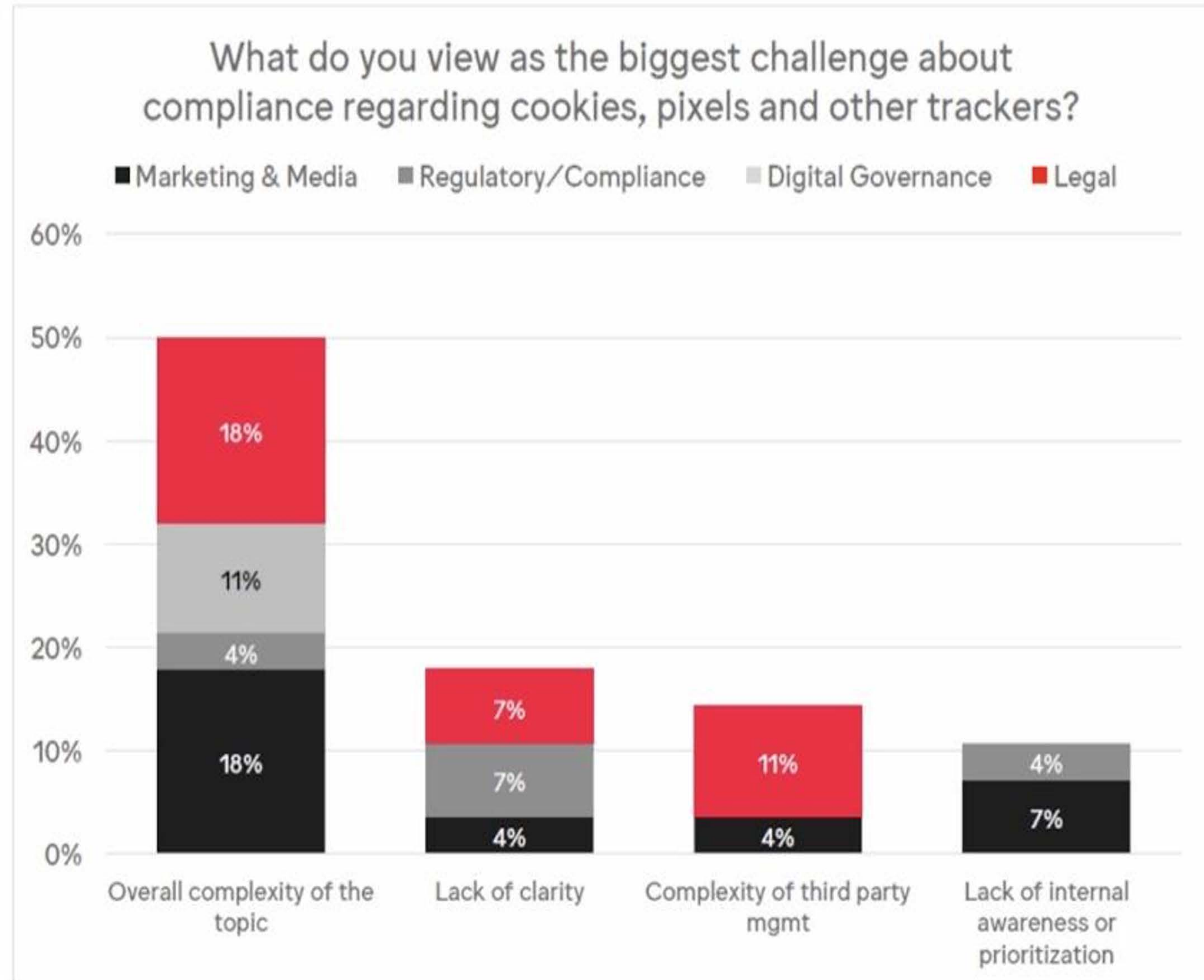
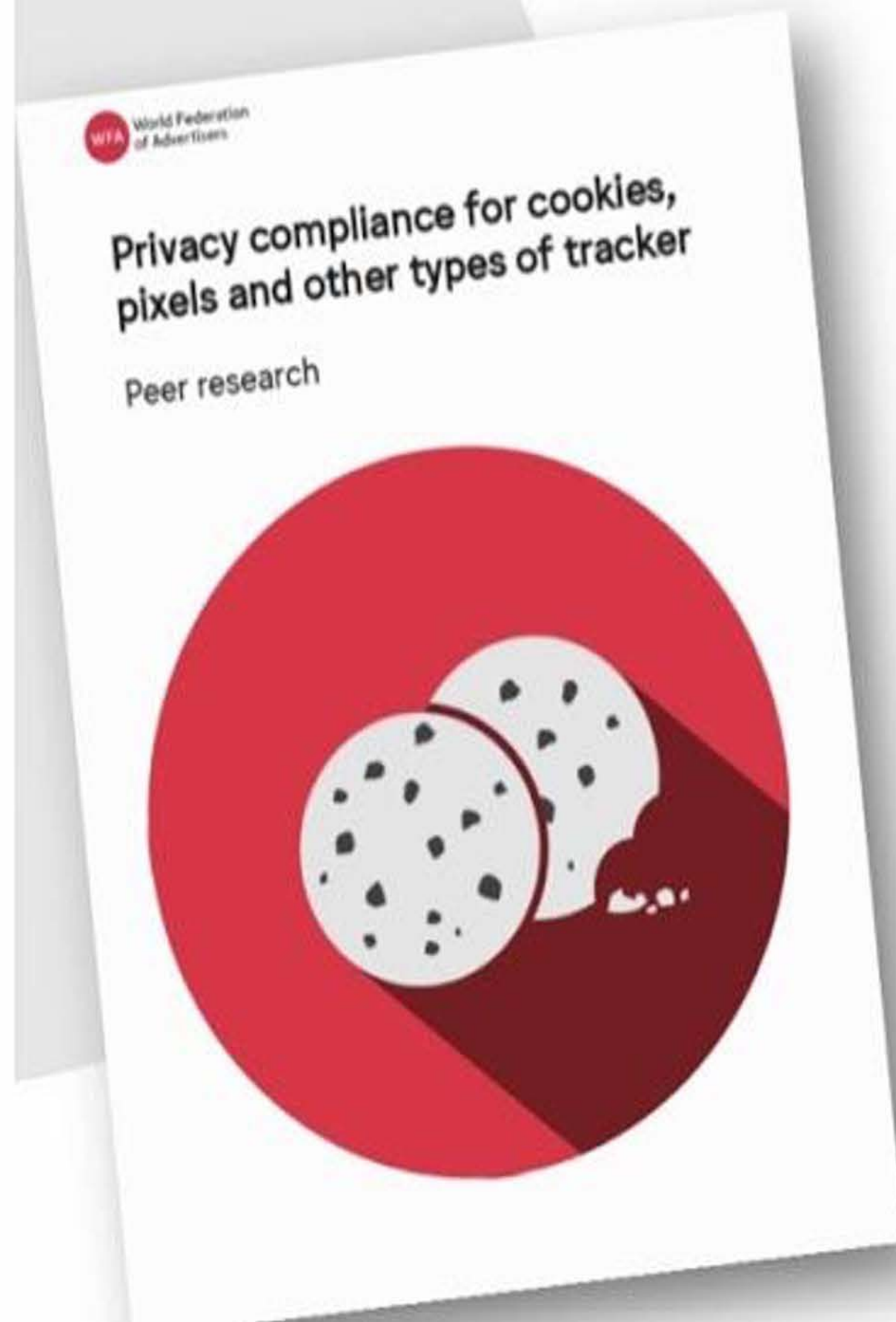
**World Federation
of Advertisers**

GDB is the WFA partner for Data Safety.

12 Years of Digital Media Privacy compliant



Data safety is a top priority for WFA members



https://bit.ly/15_ad_challenges

Driving Engagement Across More Channels

Evolving Privacy Regulations

Fraudulent Traffic

Lack of Transparency Into Delivery And Reporting

Reaching The Right Audience

Shrinking Margins

Where brands use data to connect with consumers:



GDB
GLOBAL DATA BANK



Premium Portals

Mobile

InGame

ConnectedTV

Success for today

What success looks like?

If by the end of the session:

- ***Learn something new***
- ***Take away an actionable insights***
- ***Discover useful resources***
- ***Help baselining where to get started***
- ***Set the base for the next workshop***

Agenda

Goal: Digital Media Privacy-First Future

Section #1: Why Data Safety matters; Consent; Compliance; ...

Section #2 & 3: Alternatives to 3rd party cookies, retargeting, implication on campaign measurement...

- ***Global Data Bank - who are we?***
- ***What problems Brands / Advertisers have to solve for?***
- ***Which solutions and alternatives exist?***
- ***How to get started? Use case and “to-do lists”***

Why

GDB solves for

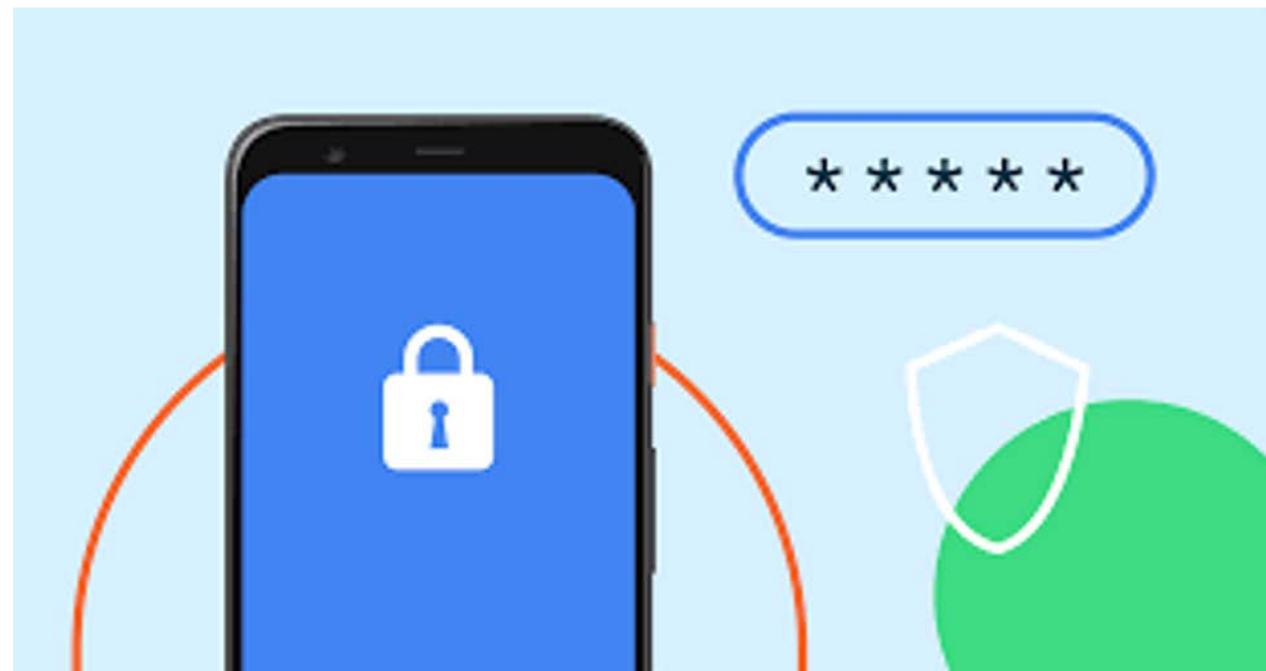
A cookie-less way to bring growth



At a timely moment.

When we see chaotic **prepping for a cookieless world**, the highly evolving **user consent regulations**, and consumer's checkmate on **trust over privacy concerns**.

Apple ATT



Android



- **Consumers now get to choose to Opt-in or Opt-out**
- **Brands have to comply with their privacy rights**

SELF-ASSESSMENT FRAMEWORK

Mapping data usage holistically to understand risk exposure per theme.

CONSENT CMP



WHAT THE LEVEL OF IMPLEMENTATION IS FOR COOKIE BANNERS ACROSS GEOGRAPHIES WHETHER OR NOT ITS ALREADY MANDATED BY LAW?

3rd PARTY COOKIES



WHAT'S YOUR RELIANCE ON COOKIES? HOW YOUR 3RD PARTY COOKIES IS STANDARDIZED ACROSS YOUR KEY SITES AND KEY PUBLISHERS?

1ST PARTY DATA CONTEXTUAL



ARE 1ST PARTY DATA ON SUPPLY-SIDE AND PUBLISHERS WHICH YOU LEVERAGE (2ND PARTY DATA) ACQUIRED IN FULL COMPLIANCE WITH DATA PRIVACY REGULATIONS.

WALLED GARDENS



ARE SUPPLY-SIDE PLATFORM WITH WALLED GARDENS INCLUDED IN YOUR DATA STRATEGY? HOW WILL YOU MANAGE THEM AFTER COOKIE SUNSET?

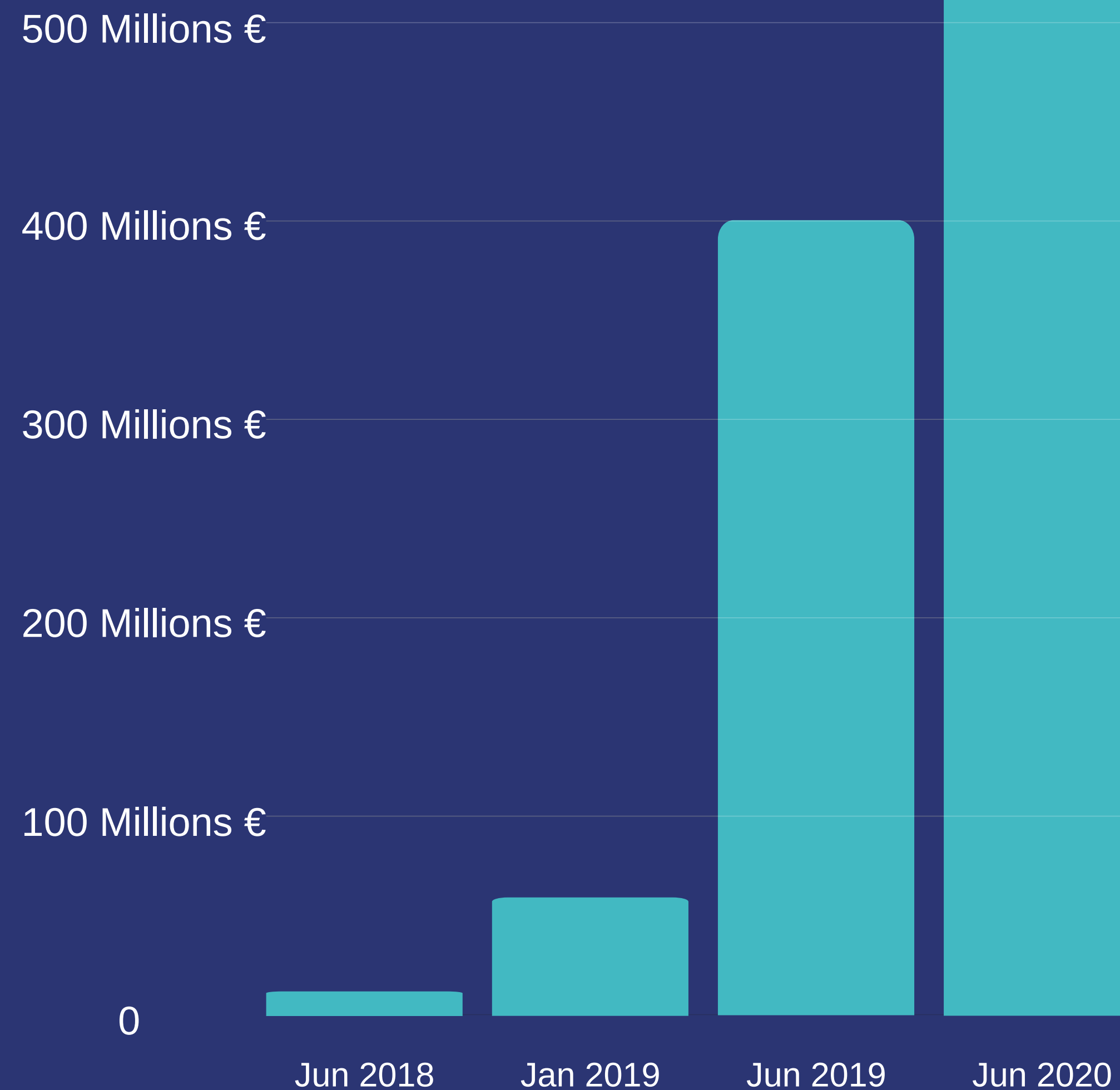
UNIFIED ID, MEASUREMENT



HOW MEASUREMENT WILL BE IMPACTED BY COOKIE SUNSET AND WHAT ARE ALTERNATIVE PLANS BEING DEVELOPED?

DATA PRIVACY FINES

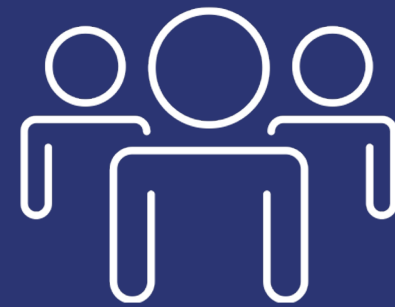
Up to **4%**
of global turnover



WHAT

3

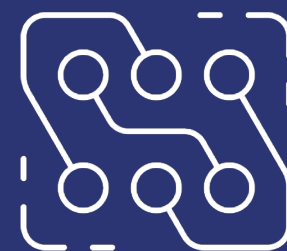
main problems for brands



Broken 3rd party cookies
PASSIVE data leakage



Broken RTB & Programmatic
ACTIVE data leakage



Broken data industry
Abusive piggybacking, retargeting & look-alikes.

“I’m a Marketer, I need at least few Cookies...”

**AUDIENCE
MEASUREMENT**

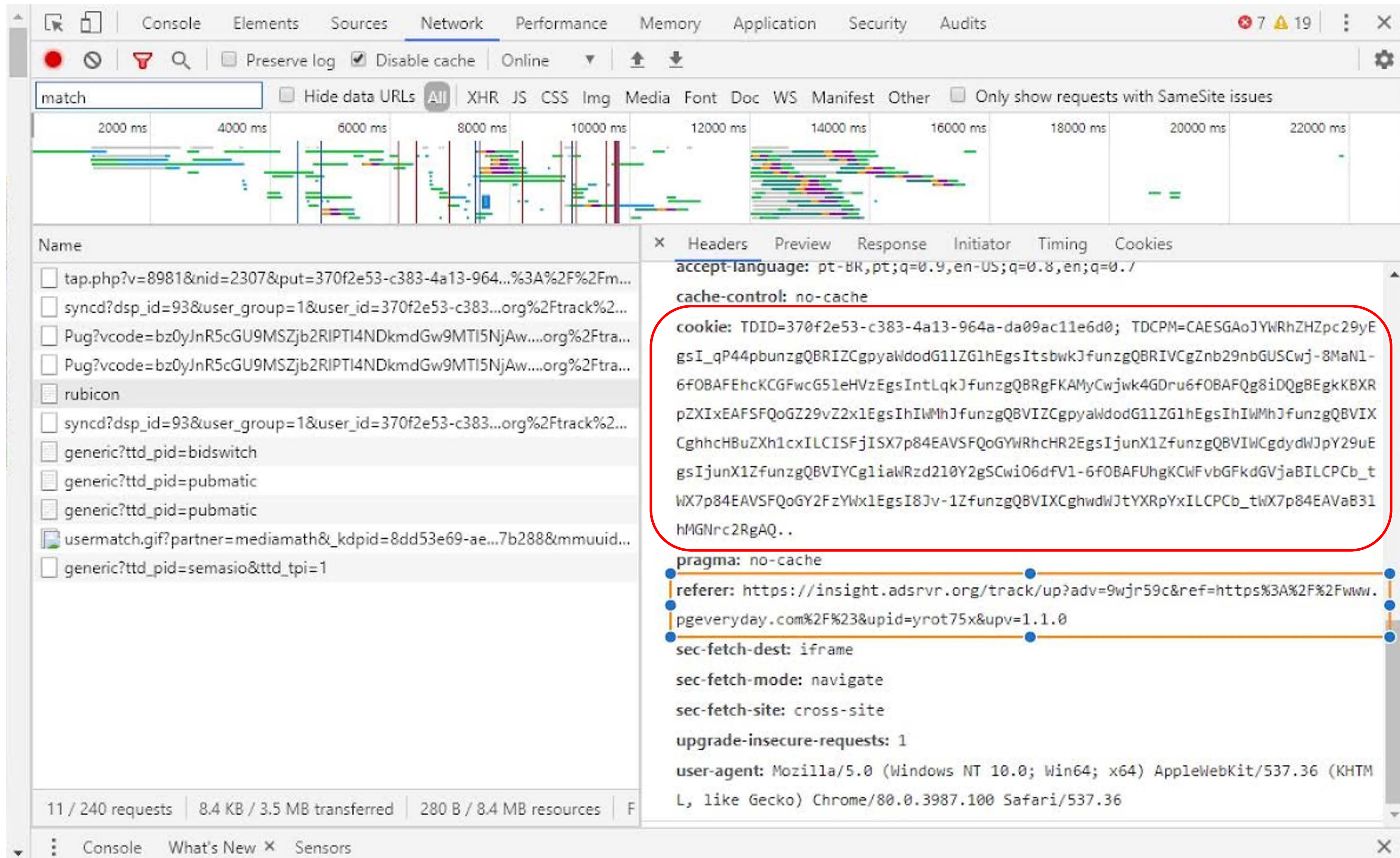
REACH & FREQUENCY



SITE PERFORMANCE

TARGETING

Cookies = Trackers used for Marketing performance, measurement, delivery, targeting... etc



The screenshot shows the Chrome DevTools Network tab. The left pane lists several requests, with 'rubicon' selected. The right pane shows the 'Cookies' tab for this request, displaying a long cookie string. A red circle highlights the cookie string.

```
accept-language: pt-BR,pt;q=0.9,en-US;q=0.8,en;q=0.7
cache-control: no-cache
cookie: TDID=370f2e53-c383-4a13-964a-da09ac11e6d0; TDCPM=CAESGAoJYWRhZHZpc29yE
gsI_qP44pbunzgQBRIZCgpyaWdodG11ZG1hEgsItsbwkJfunzgQBRIVCgZnb29nbGUSCwj-8MaN1-
6f0BAFEhcKCGFwcG51eHVzEgsIntLqkJfunzgQBRgFKAMyCwjwk4GDru6f0BAFQg8iDQgBEgkKBXR
pZXIxEAFFSFQoGZ29vZ2x1EgsIhIWMhJfunzgQBVIZCgpyaWdodG11ZG1hEgsIhIWMhJfunzgQBVI
CghhcHBuZXh1cxILCISFjISX7p84EAVSFQoGYWRhcHR2EgsIjunX1ZfunzgQBVIWCgdydWJpY29uE
gsIjunX1ZfunzgQBVIYCg1iaWRzd210Y2gSCwiO6dFV1-6f0BAFUhgKCFvbGFkdGVjaBILCPCb_t
WX7p84EAVSFQoGY2FzYWx1EgsI8Jv-1ZfunzgQBVIYCghwdWJtYXRpYxILCPCb_tWX7p84EAVaB31
hMGNrc2RgAQ..
pragma: no-cache
referer: https://insight.adsrvr.org/track/up?adv=9wjr59c&ref=https%3A%2F%2Fwww.
pgeveryday.com%2F%23&upid=yrot75x&upv=1.1.0
sec-fetch-dest: iframe
sec-fetch-mode: navigate
sec-fetch-site: cross-site
upgrade-insecure-requests: 1
user-agent: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML
L, like Gecko) Chrome/80.0.3987.100 Safari/537.36
```

**“I’m a Marketer, I need at least few Cookies
for audience measurement, reach & frequency, performance, targeting”**



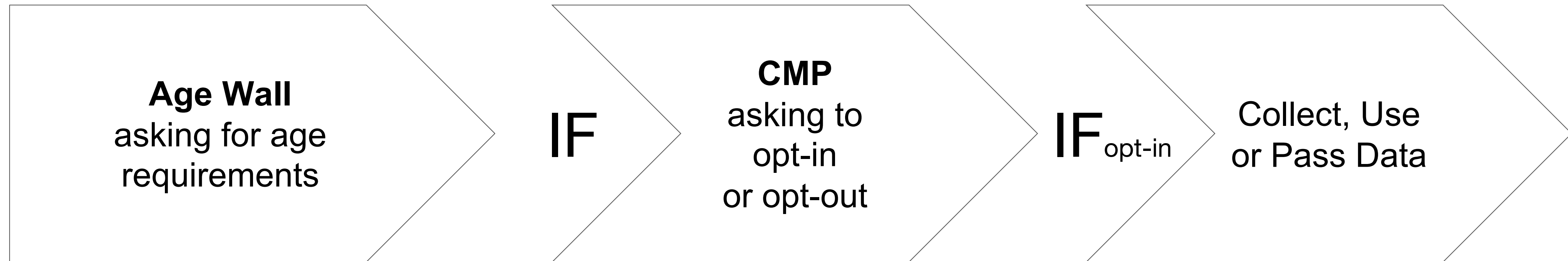
8 brands out of 10 may breach Data privacy regulations (eg: GDPR)

**Collect, Use
or Pass Data**

CMP
asking to
opt-in
or opt-out

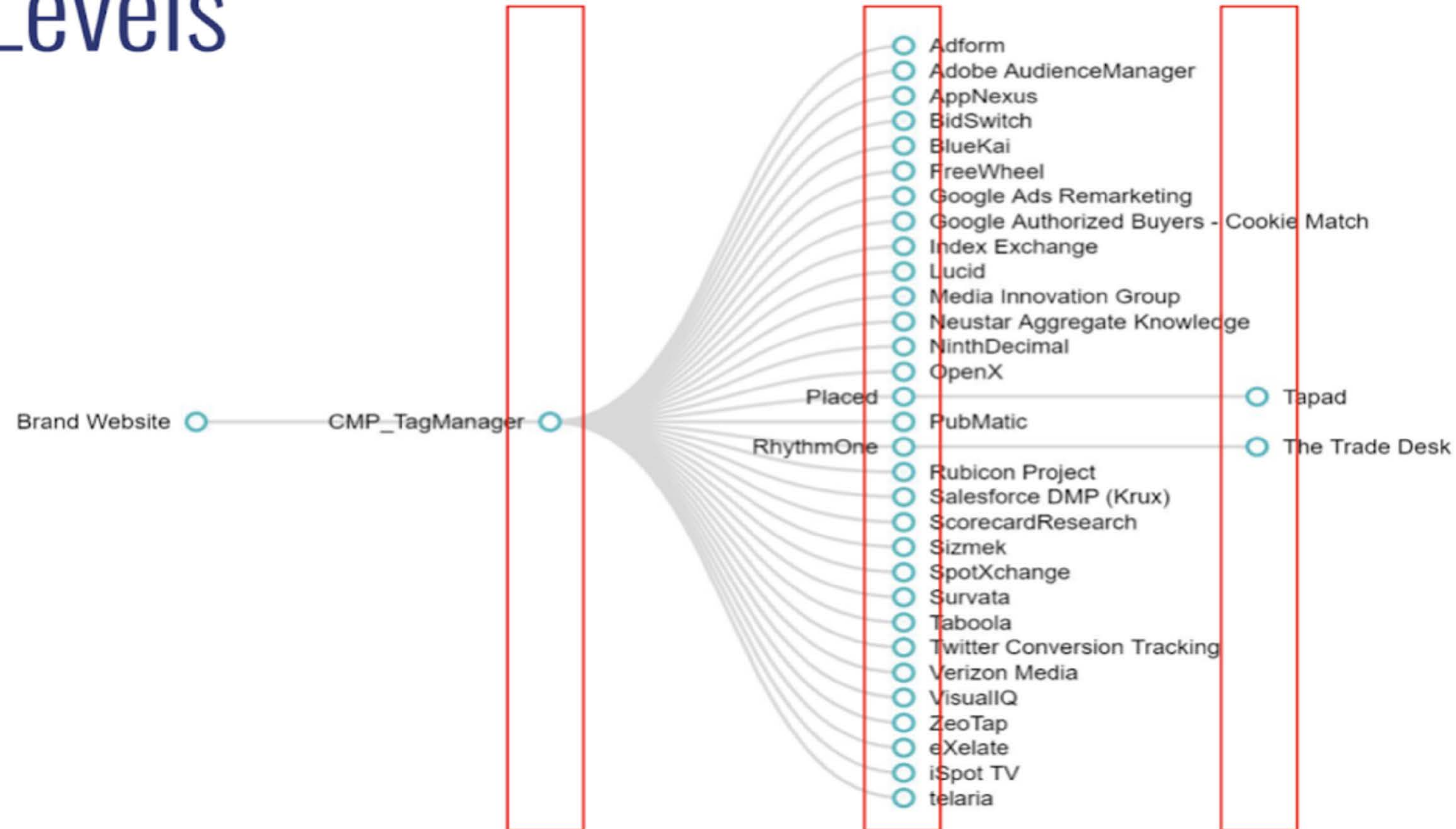
Age Wall
asking for age
requirements

How to solve:



How to solve:

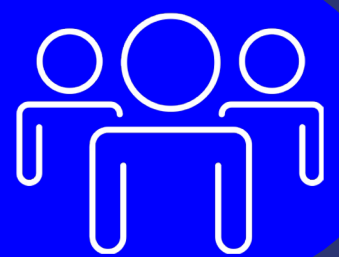
Levels



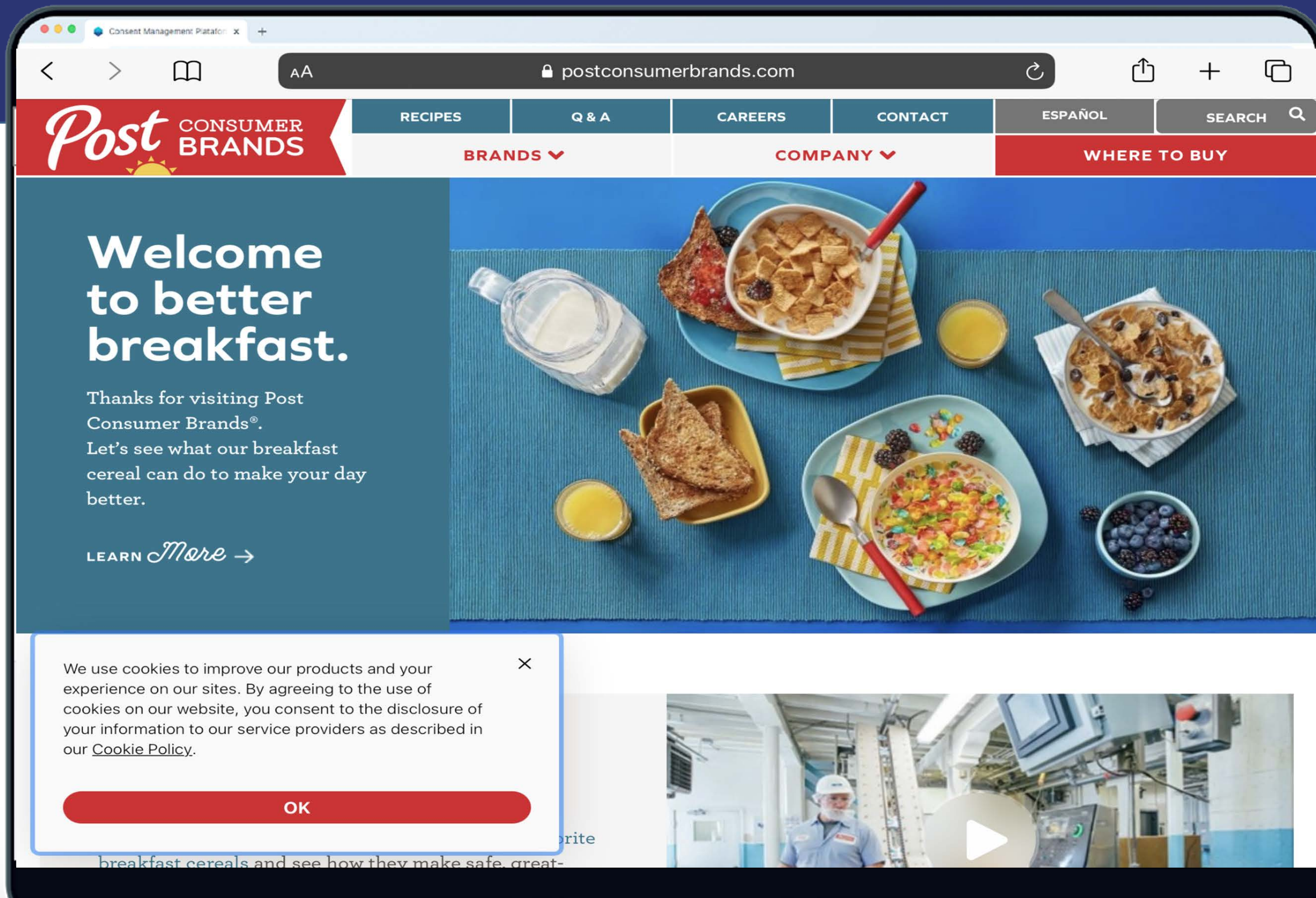
1. Advertisers should be aware of the levels all their data reaches, closely related to number of piggybacks. This opens exposure and risk.

1. All trackers must be activated in the CMP

1. The number of levels after the CMP should be kept to a minimum – no more than 2

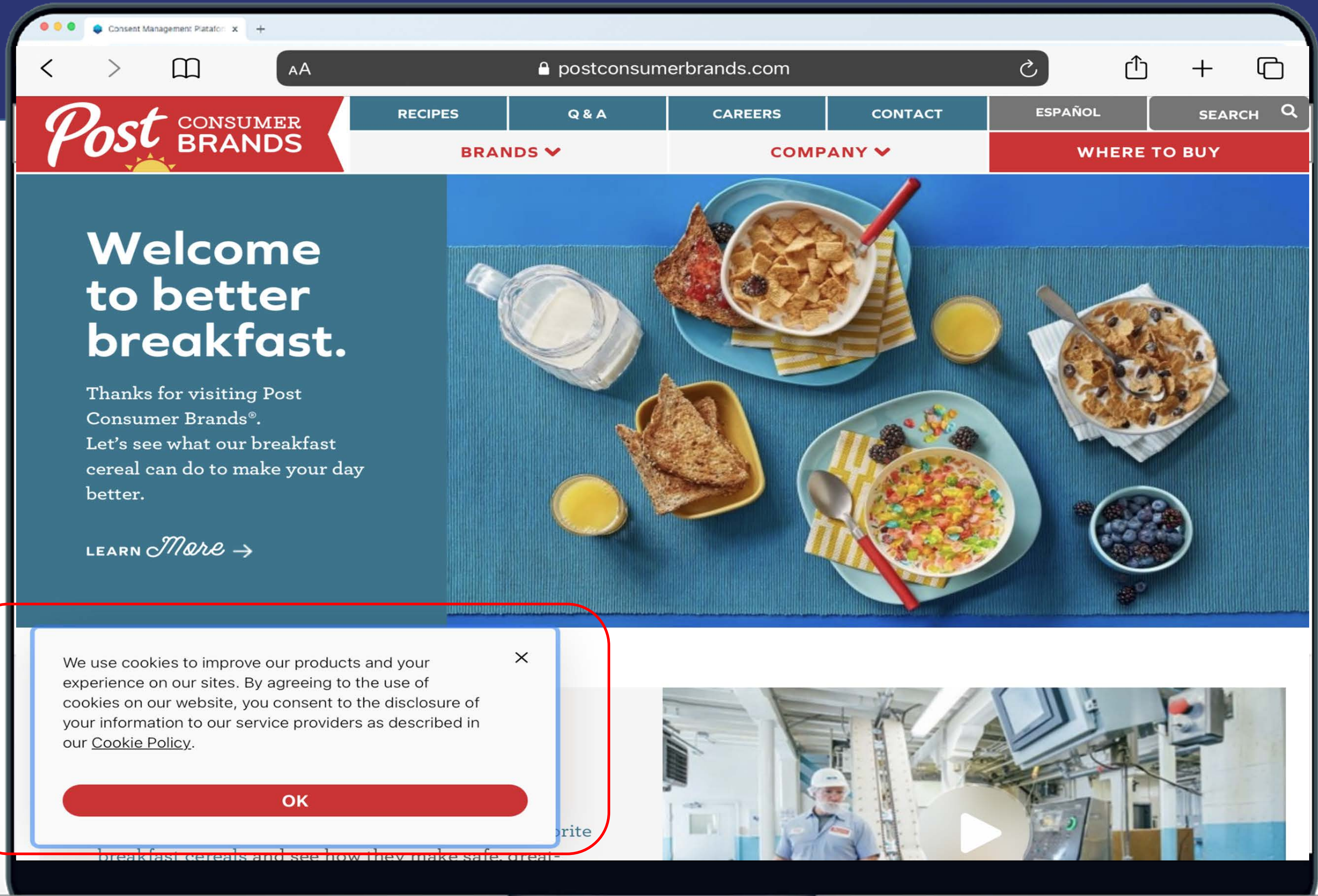


Broken 3rd party cookies: PASSIVE data leakage





Broken 3rd party cookies: PASSIVE data leakage



"Cookie banner"

Consent Management Platform (CMP)

Passive data leakage:

Brands & Publishers website not having a CMP for users opt-in or opt-out yet activating hundreds of cookies.

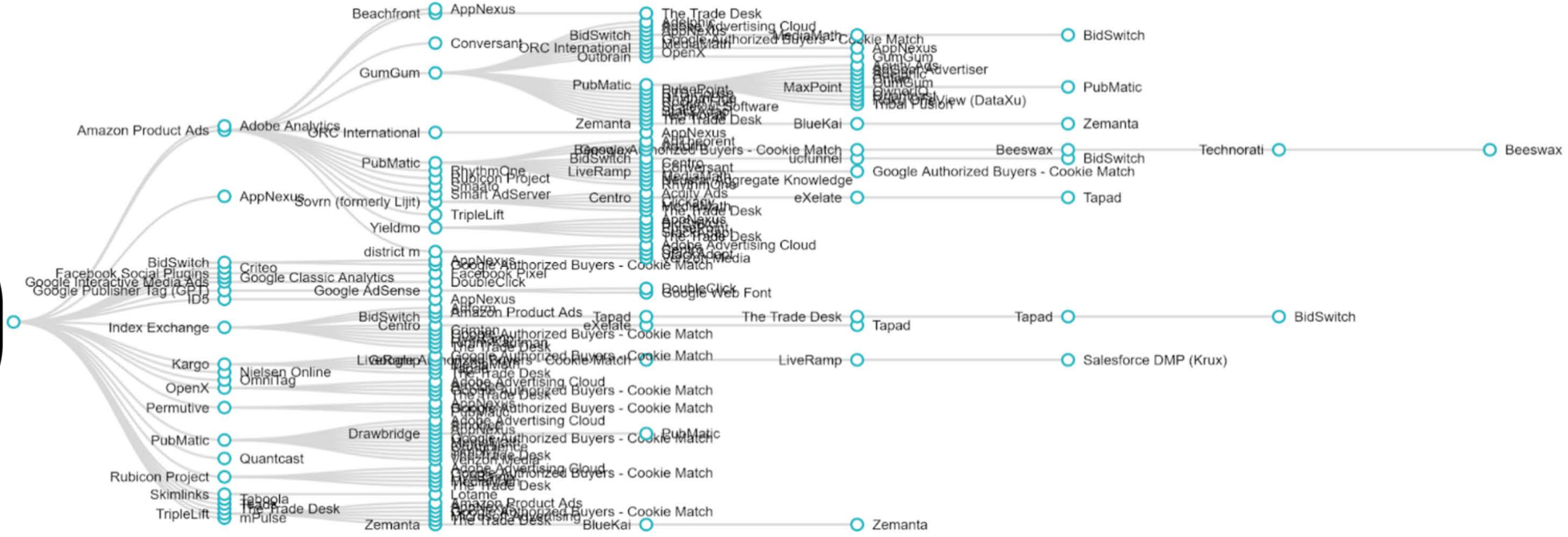


URL Analysed

[https:// anonymized brand website](https://anonymized brand website)

Scan: Feb/2021

Anonymized brand website



133

Vendors

7

Data Providers

7

Levels (-2)

NO

CMP

0

DSI Risk



Real use case from Portuguese market

URL Analysed

https://www. [REDACTED]

Scan: 2022/03/23



6
Vendors

1
Data Providers

3
Levels (-2)

NO
CMP

3.5*
DSI Risk™

* Lack of CMP poses a great risk and it's not compliant with most data protection regulations.

GDB proprietary & confidential information



“I’m a Marketer, how these cookies relates to Data I need and use?”

Advertisers / Brands
websites

1st party data

First party data gathered from
your own brand site.

Publishers or Data
partners

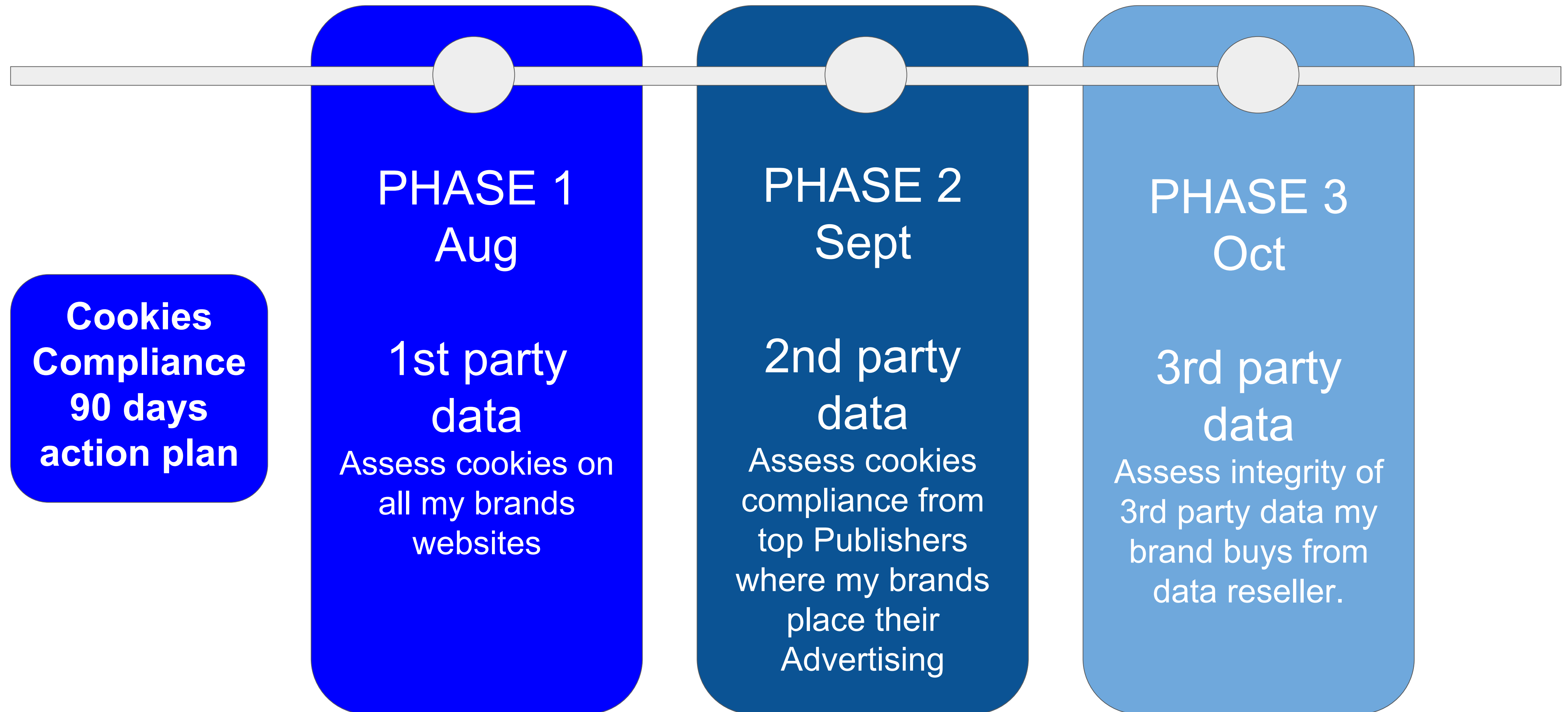
2nd party data

Seller’s “first party data” gathered
from a source other than your own
audience

3rd party data

Data aggregated from various
sources that aren’t the original
collector of this data.

Brand websites AND Publisher websites AND Data resellers.



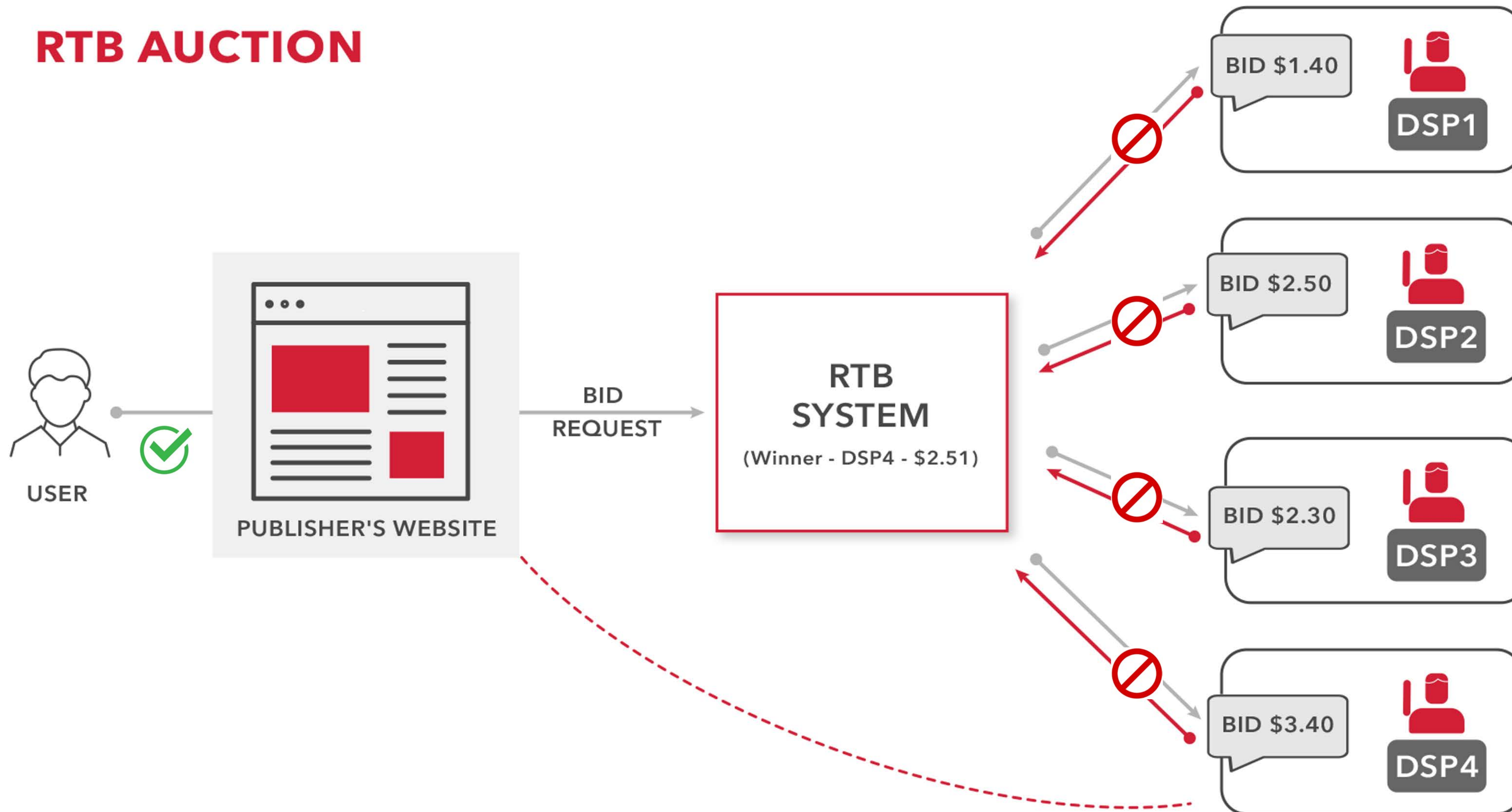
Quick checklist: Broken 3rd party cookies - Passive Data Leakage

- *How many & which 3rd party cookies are activated on my brands sites?*
- *Is data harvested from key publishers websites compliant?*
- *Are 3rd party cookies activated if and only if users' gave consent?*
- *Is my Consent Management Platform (CMP) set up appropriately?*
- *Is my governance team regularly measuring risks & progress across 1st, 2nd and 3rd party data?*



Broken RTB & Programmatic: ACTIVE data leakage

RTB AUCTION



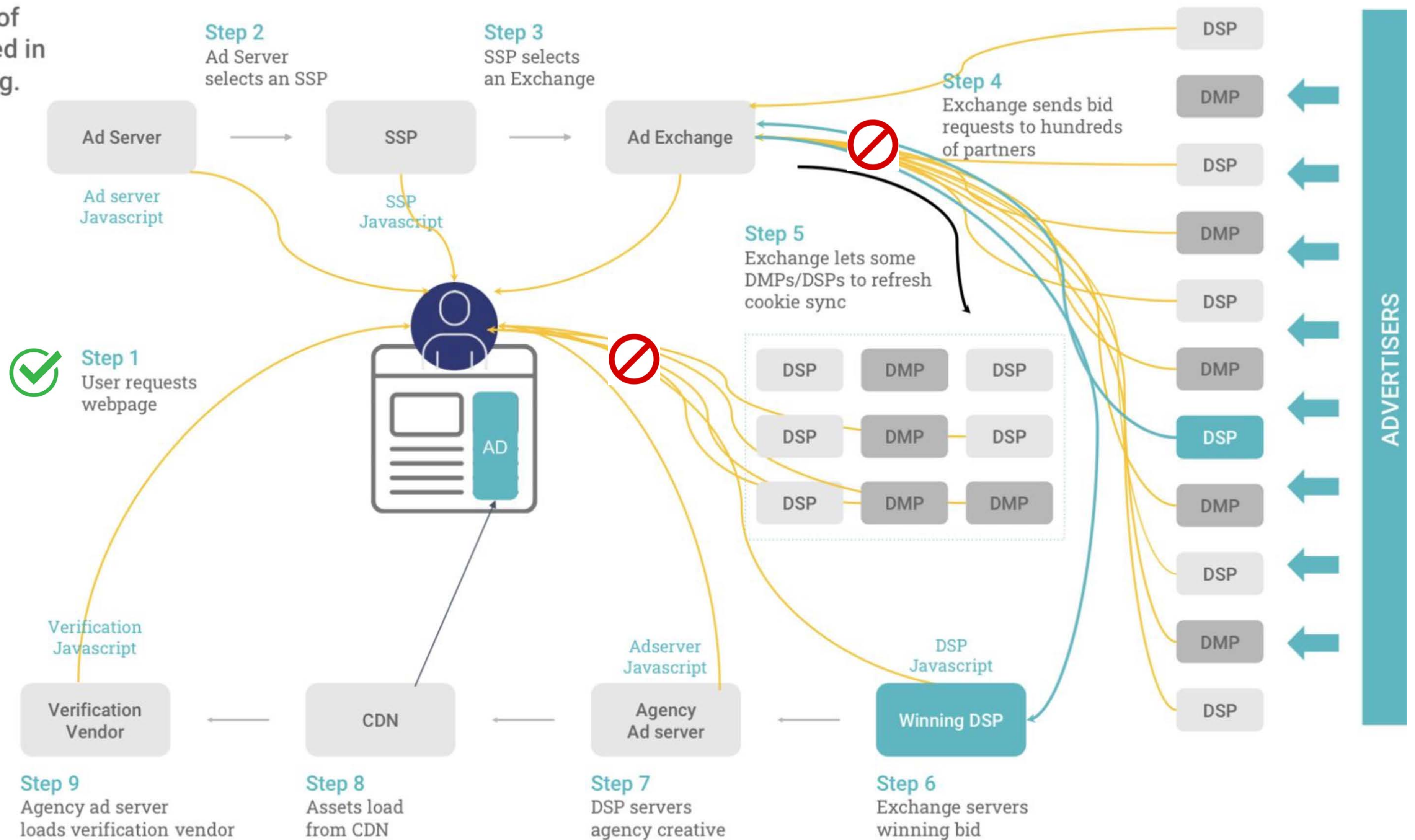
Active data leakage:

Brands & Publishers engaging into RTB or programmatic leveraging data without users' consent.

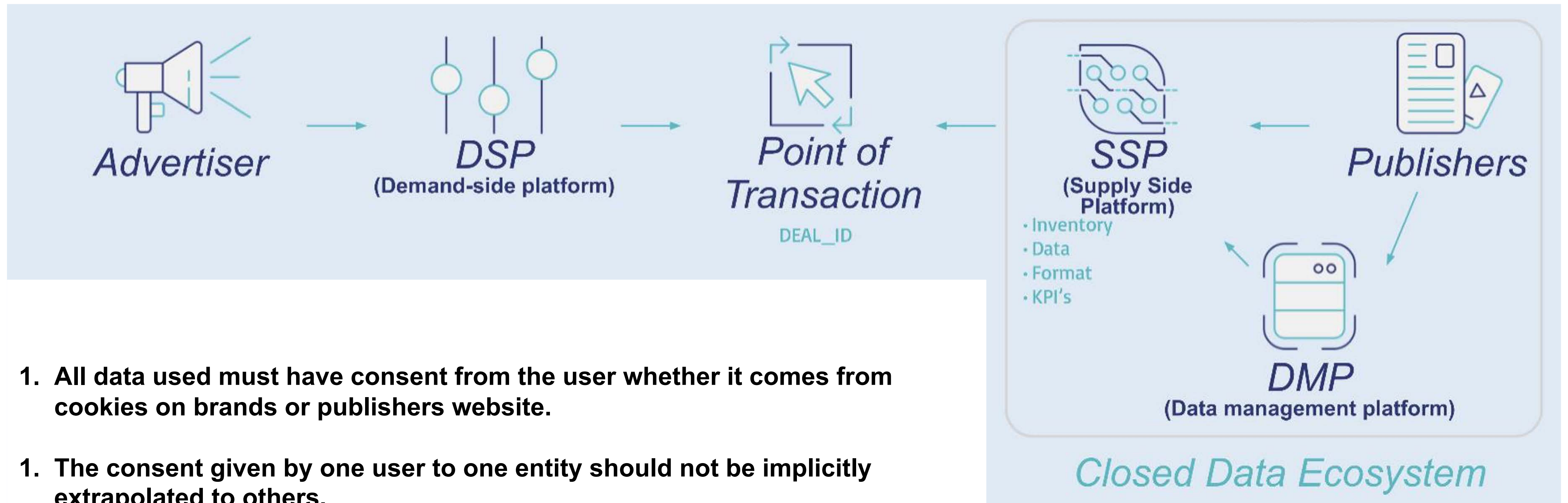
This is the current process of real-time bidding that is used in online behavioral advertising.

Legend

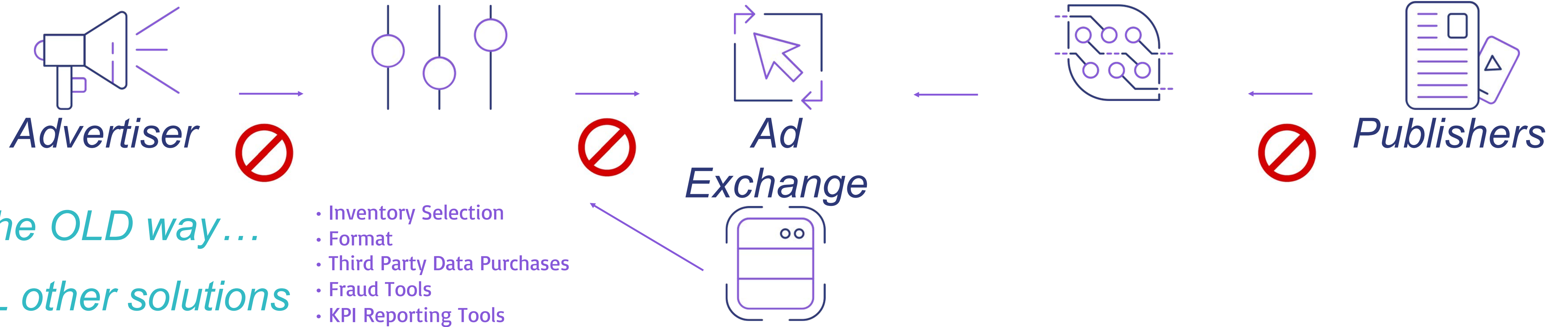
- Channel of data leakage
- Money
- Personally identifiable Information



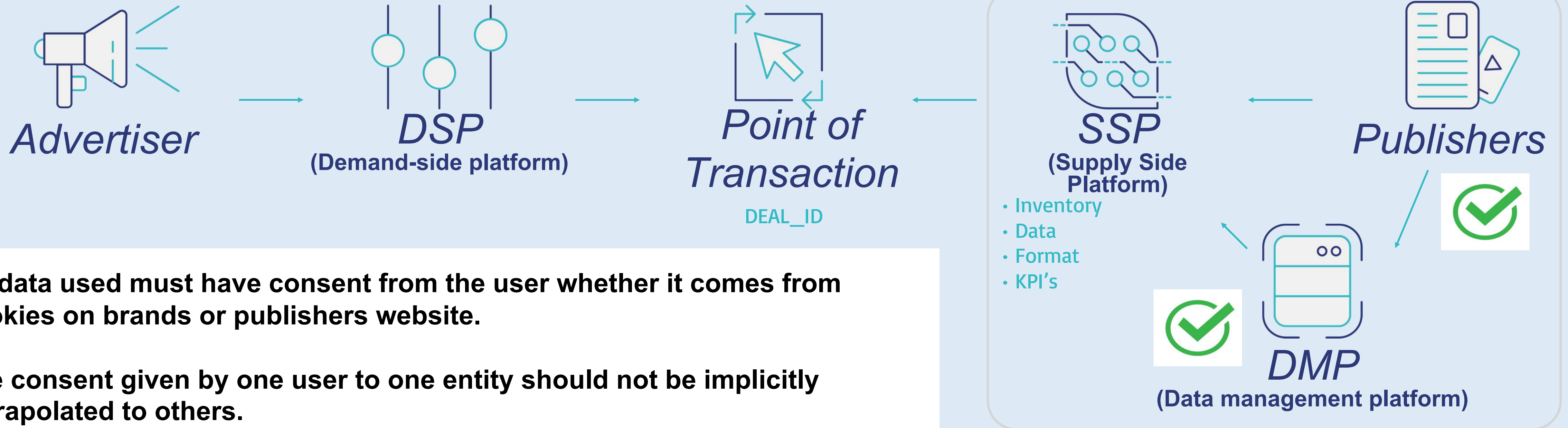
Solving active data leakage: leveraging data with users' consent in a closed ecosystem.



1. All data used must have consent from the user whether it comes from cookies on brands or publishers website.
1. The consent given by one user to one entity should not be implicitly extrapolated to others.
1. The delivery of the impression needs to be completed with data in a closed ecosystem.



The OLD way...
ALL other solutions

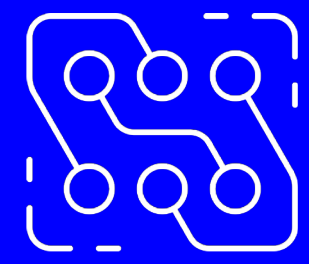


1. All data used must have consent from the user whether it comes from cookies on brands or publishers website.
1. The consent given by one user to one entity should not be implicitly extrapolated to others.
1. The delivery of the impression needs to be completed with data in a closed ecosystem.

 *Closed Data Ecosystem*

Quick checklist: Broken RTB & Programmatic - Active Data Leakage

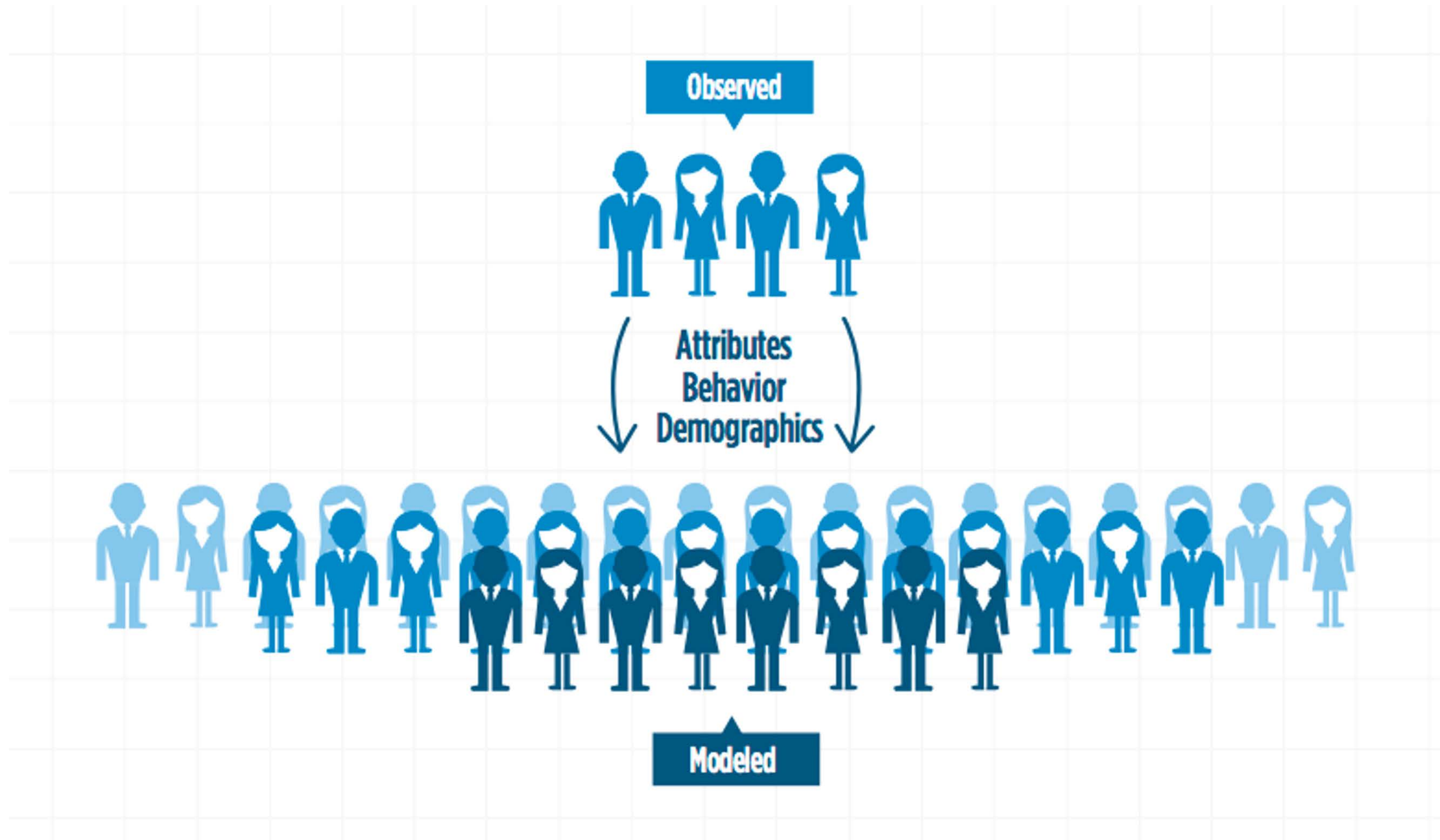
- *Did users give my brand consent to utilize their data for digital targeting?*
- *Is my brand using RTB or programmatic buys for digital campaigns?*
- *Does my digital targeted advertising safeguard consented data in a closed ecosystem?*
- *Do I check if/how key Publishers broadcasting my Ads get users' consent?*
- *How my cross-functional team defines risks & mitigation plans across the entire Ad ecosystem?*



Broken data industry: Abusive look-alikes, piggybacking & retargeting.



Cookies use, collect or pass data to extrapolate observed users' into modeled audiences.



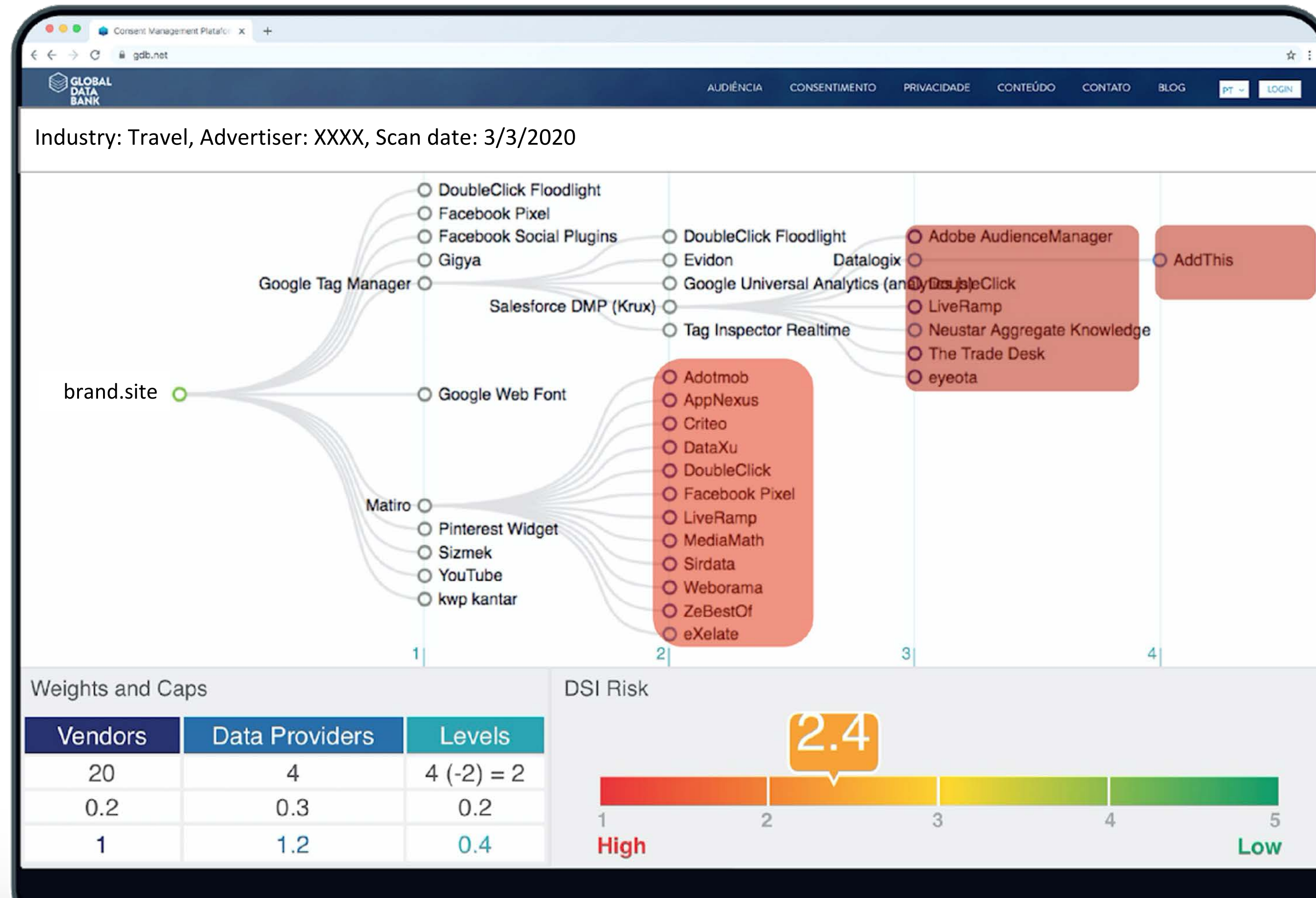


DATA RESELLING & DATA BUNDLING

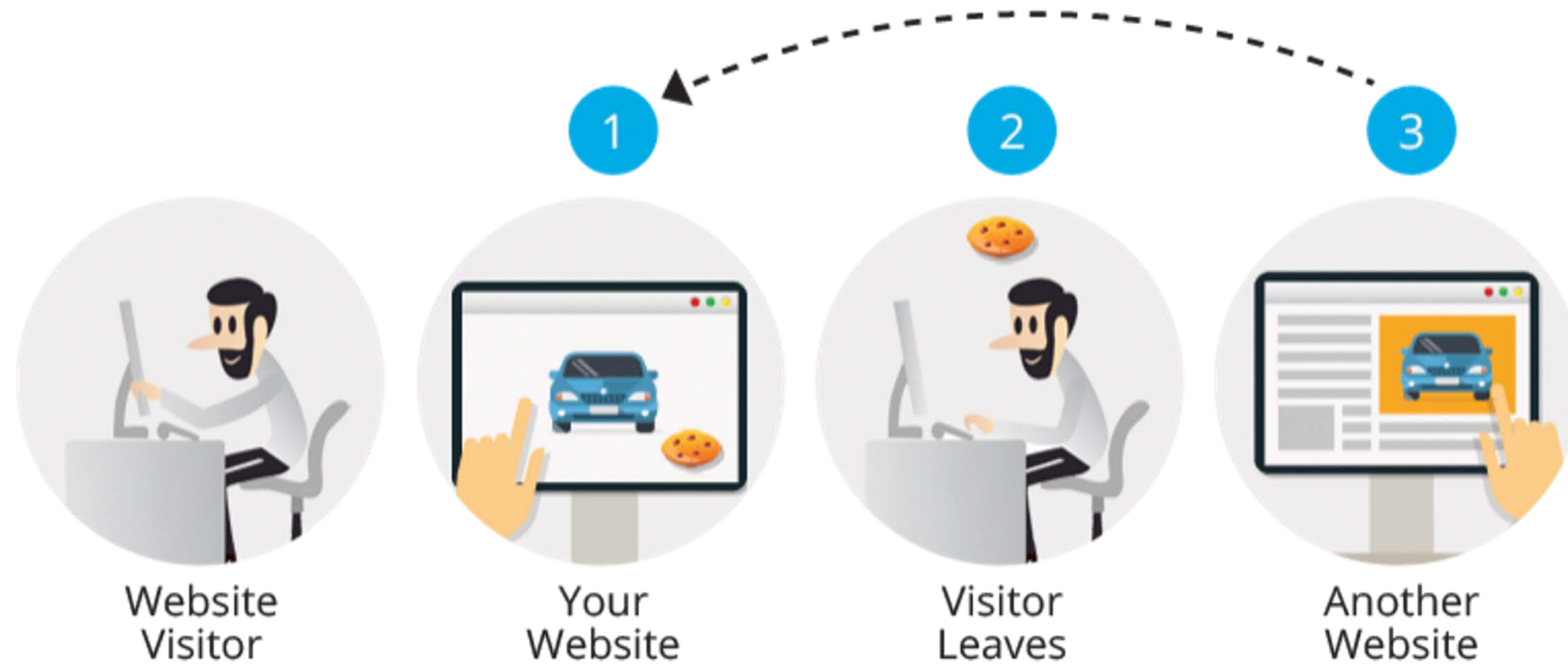
Did you know that

31%

of the sites
host trackers from companies
specialized
in data reselling/
bundling



Cookies use, collect or pass data from users' which will be utilized for retargeting.



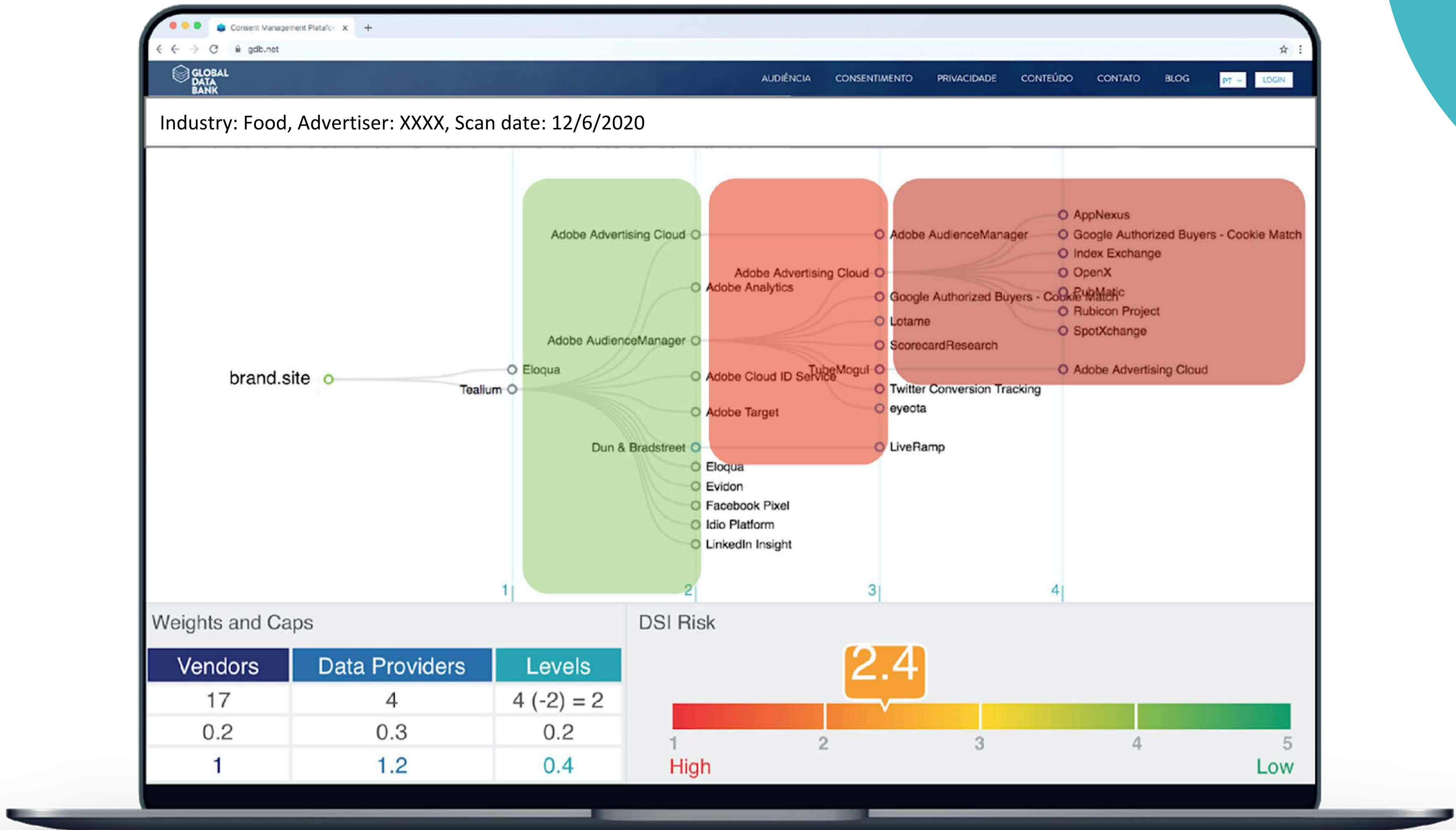


PIGGYBACKING

Did you know that

52%

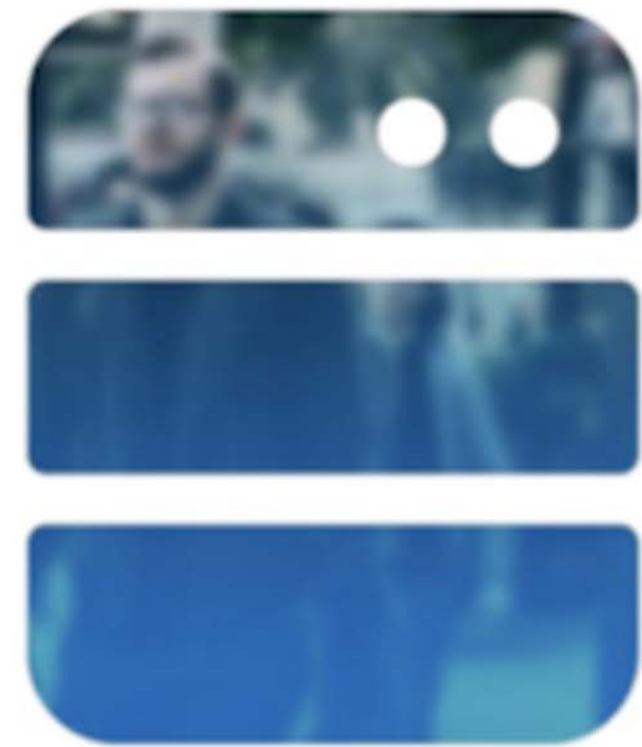
of the sites
host trackers using data
without
user's consent



Quick checklist: Broken lookalikes, piggybacking & retargeting.

- *How are lookalikes used in my digital media strategy?*
- *Do my DMP or Data vendors contracts include a data non-sharing privacy clause?*
- *Who checks if my DMP or Data vendors don't pass my first party data to others?*
- *What level of retargeting is my brand engaged into and is users consent granted?*
- *How my cross-functional team balances compliance risks vs digital targeting business opportunities?*

WHAT IF ... ?



Data

**LEVERAGE DATA
WHILE COMPLYING WITH
DATA REGULATIONS/LAWS?**



Media

**ACTIVATE DATA
IN PROGRAMMATIC MEDIA
IN A COMPLIANT WAY?**

Privacy Compliance

Reach the target audience more efficiently, while preserving their privacy

- ✓ 1st Party Data
- ✓ Cookieless Contextual Targeting
- ✓ No Additional Fees

Strategic Data Partner



World Federation
of Advertisers



WHAT ALTERNATIVES CURRENTLY EXIST OR ARE COMING?

PROS & CONS

WALLED GARDENS

FACEBOOK, YOUTUBE, BAIDU, WECHAT, TWITTER

AND

ANY SUPPLY-SIDE PLATFORM FULL COMPLIANT WITH DATA PRIVACY REGULATIONS AND ACTIVATED BY THROUGH ITS FIRST PARTY-DATA

PRIVACY SANDBOX - FLoC -

GOOGLE'S PROPRIETARY TRACKING METHOD TO COLLECT DATA FROM BROWSER HISTORY, ASSIGNING USERS IN COHORTS, BASED ON THEIR SIMILAR INTERESTS AND PREFERENCES.

UNIVERSAL ID

AN UNIQUE ID FOR EVERY INTERNET USER.
(TRADE DESK UID 2.0)

PROVIDES ANONYMITY USER CONTROL AND TRANSPARENCY.

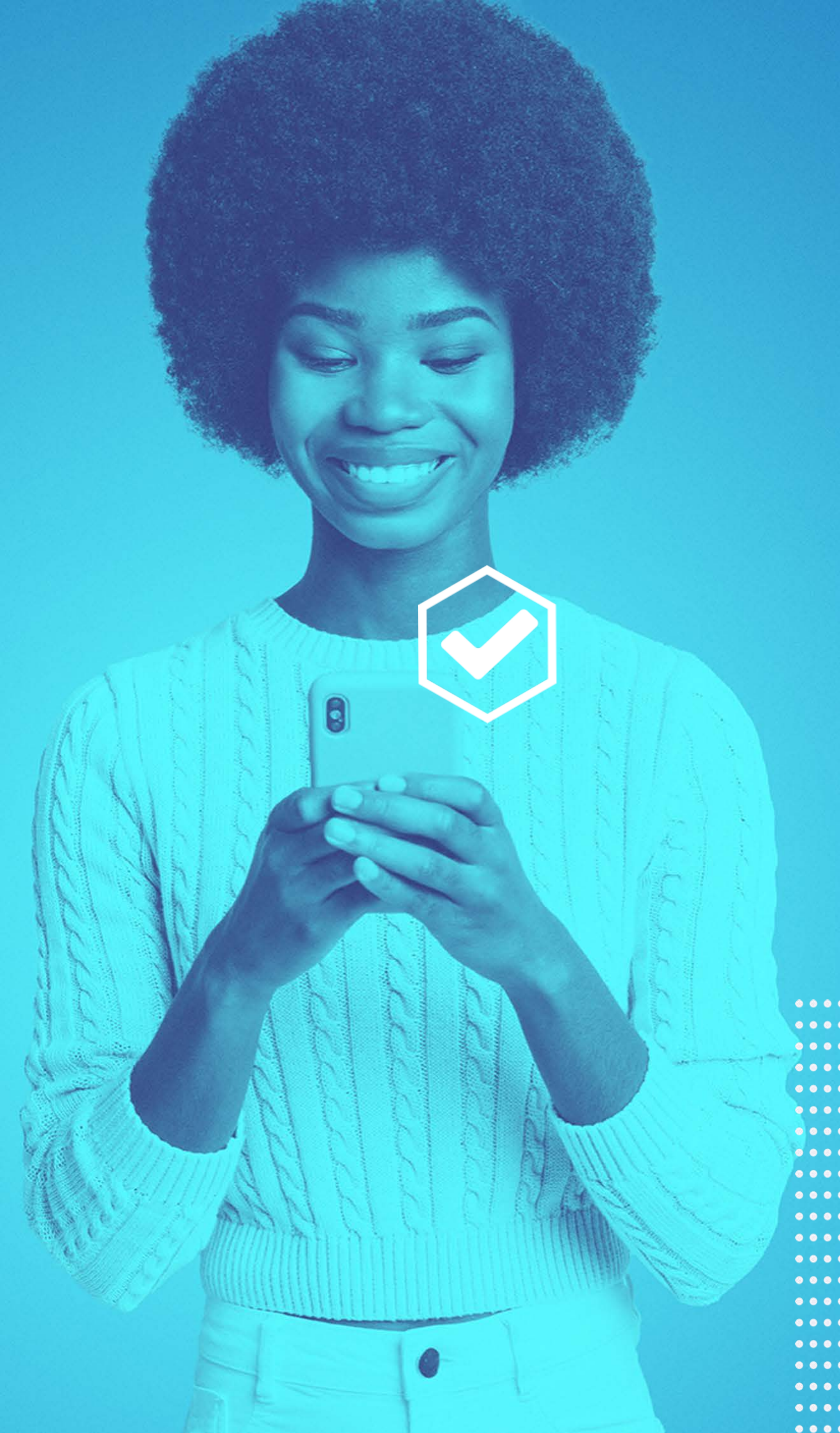
ONE-TIME CONSENT (OPT-IN) BUT FULL DISCLOSURE OF EMAIL ADDRESS.

1st PARTY DATA + CONTEXTUAL + SEMANTIC LOGIC

BASED ON THE PAGE CONTENT THROUGH KEYWORD AND TOPIC-BASED TARGETING.

USERS GET TO SEE ADS THAT ARE RELEVANT TO THE CONTENT THEY'RE CONSUMING WITHOUT GIVING UP ANY PRIVACY.





Cookieless *Contextual Targeting*

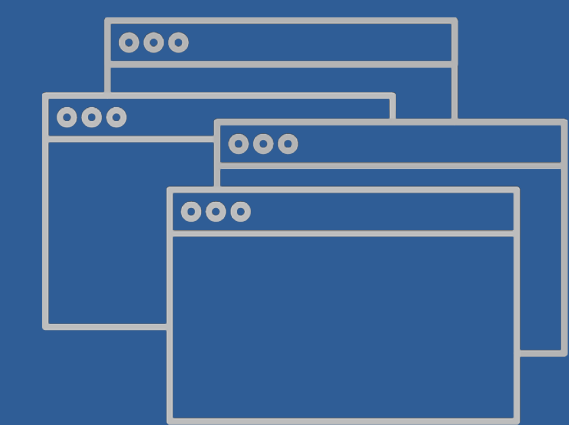


WHO

Deterministic

Female, 18 to 35
High Income, Toronto
Interest in Health and Beauty

Uses 3rd Party Data
Cookie dependent
Not compliant to Privacy regulations



WHERE

Context

Artificial intelligence chooses
content pages with affinity to this
target audience

No Personal Data
Cookieless
Privacy-compliant

Cookieless Contextual Data for Targeting & Brand Safety

The screenshot shows a news article on the Clarín website. The main headline is "Móviles Comenzó la preventa del iPhone 12 Pro en Argentina: características y precio del flamante teléfono de Apple". Below the headline is a sub-headline: "El mejor equipo de la familia cuenta con el poderoso chip A14 Bionic, pantalla Super Retina XDR y un renovado sistema de cámaras." A large image of the iPhone 12 Pro is displayed. Below the image, there is a caption: "El celular iPhone 12 Pro, lo último de Apple, está disponible en Argentina a pocos meses de su lanzamiento en Estados Unidos." The article is written by Hernán Mármol. On the right side, there is a "Las más leídas de Clarín" section with five items, each with a small thumbnail and a title.

300+ Semantic Categories for Page Signals

Language

Context

Brand Safety

Page Quality

Ad Fraud

Sentiment

Specialty

Seasonal

Language: Spanish

Context: Technology

Brand Safety: Positive

Page Quality: High Viewability / Low Ad Clutter

Page Quality: No Parked Domain

Page Quality: No Crime

Page Quality: No Mature Content

Page Quality: No Comment Area

Page Quality: Not User Generated Content

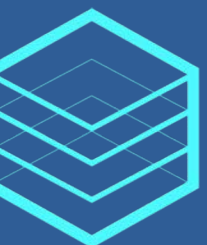
Page Quality: Full Page

Ad Fraud: No Domain Spoofing

Ad Fraud: Free from Bot Traffic

Sentiment: Positive

Specialty: Gadget Lovers



Brand Safety in Real Time

We review the content of URLs pre-bid, before serving any advertising

Ad Blocked in Real Time

Title Analysis

THEFT
SF Louis Vuitton theft: Prior criminal history revealed in suspects' 1st court appearance

Images & Video Analysis



Text Analysis

SAN FRANCISCO (KGO) -- Five suspects charged in the [Louis Vuitton robbery incident](#) in San Francisco's Union Square made their first court appearance Wednesday. Much was learned about each person's prior criminal history, how much merchandise was taken from the store and their relation to one another.

Bystander video which has gone viral, shows SFPD break the windows of a silver Mustang. As revealed in a press conference Tuesday the occupants of the vehicle were Tamiko Miller and Jamisi Callaway.



- From the Web
- Sandália mais macia do mundo
Sandália Confortax
 - Esse truque está transformando
Assurer Clean
 - Transforme sua mangueira...
PowerWash
 - Desconforto com ar condicionado
AirBreeze
 - Pen Drive de 2tb chega em São
Pen Drive
 - Esse refletor solar barato promete
NeoSolaris
- Sponsored Links by Taboola

THEFT
EXCLUSIVE: \$10K worth of items stolen from East Bay salon owner

Topics
Violence, Death, Sex, Terrorism

Keywords
store robbery, stolen merchandise, retail crime

URLs
crazynews.com, sexpics.com, fakestore.com

WFA
GARM
Global Alliance for Responsible Media



Whilst 60-80% drop in data sufficiency can occur, performance is greatly optimized

Traditional

RTB
(DSP deterministic model)

Data passing through
the AdExchange
is leaked until it reaches the
winning bid/impression

Improved

Compliant Media™
(SSP probabilistic model)

Our advertising supply
chain is reordered and
contained within a closed
data ecosystem

SUMMARY & WHERE TO START ?

GLOBAL DATA BANK INSIGHTS FOR MEMBERS OF WFA & LOCAL ADVERTISER ASSOCIATIONS



AS SEEN ON
section
#1

3

**main
problems
for brands**



**Broken 3rd party cookies
PASSIVE data leakage**



**Broken RTB & Programmatic
ACTIVE data leakage**



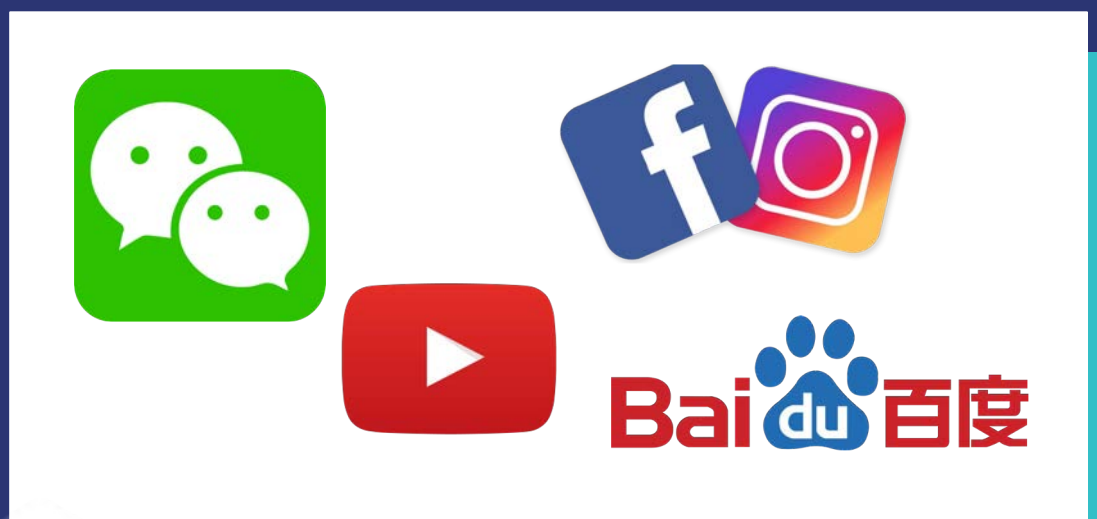
**Broken data industry
Abusive piggybacking, retargeting & look-alikes.**

COOKIE-LESS WORLD

ALTERNATIVES IN PLACE OR COMING UP

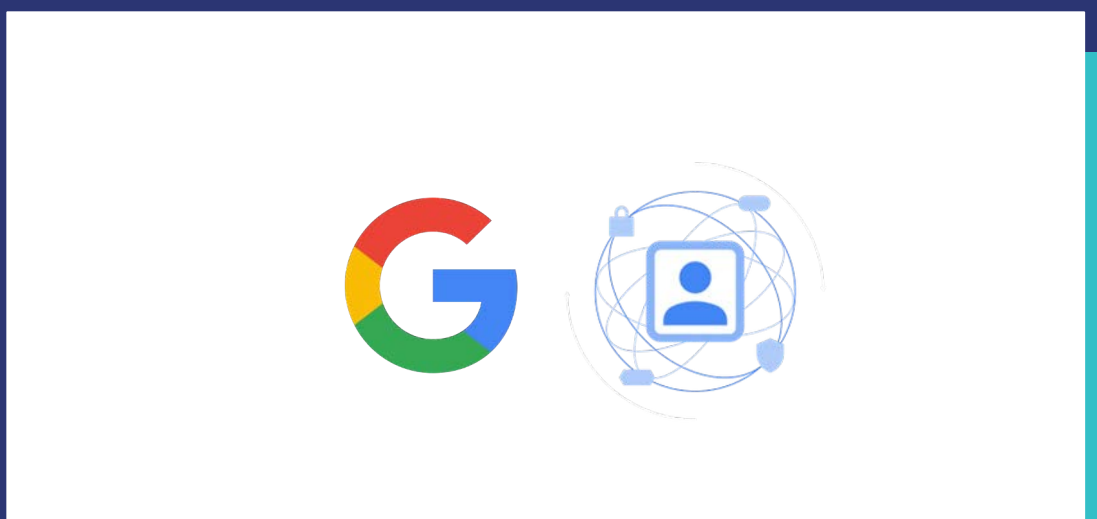
PROS & CONS

AS SEEN ON
section
#2



WALLED GARDENS

ANY SUPPLY-SIDE PLATFORM FULL COMPLIANT WITH DATA PRIVACY REGULATIONS AND ACTIVATED BY THROUGH ITS FIRST PARTY-DATA



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AS SEEN ON
section
#3

10 DATA RECOMMENDATIONS

Shield

PROTECT MY PERSONAL DATA
#1
reason for consumers to trust a company*

* The State of consumer trust - Morning consult's most trusted brand 2020

GLOBAL DATA BANK

Activate

DATA SAFETY RECOMMENDATION


ELEVATE the data discussion

GLOBAL DATA BANK

DATA SAFETY RECOMMENDATION


MAKE data management a C-priority

GLOBAL DATA BANK

Formulate

DATA SAFETY RECOMMENDATION


REQUIRE a data planogram

GLOBAL DATA BANK

DATA SAFETY RECOMMENDATION


SET UP a data governance team

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DATA SAFETY RECOMMENDATION


STANDARDIZE your data architecture

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Evaluate

DATA SAFETY RECOMMENDATION


CHECK & UPDATE the content management platform

GLOBAL DATA BANK

DATA SAFETY RECOMMENDATION


POSITION the content management platform correctly

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DATA SAFETY RECOMMENDATION


STOP unnecessary piggybacking

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DATA SAFETY RECOMMENDATION


DEFINE your acceptable level of risk

GLOBAL DATA BANK

APAN DATA PRIVACY MAIN CHALLENGES

REGULATION ASYMMETRY

GLOBAL MEDIA STRATEGIES WILL BE HARDER TO ROLL-OUT ON A REGION WITH FRAGMENTED DATA PRIVACY REGULATIONS AND DISTINCTIVE NUMBER OF MEDIA OWNERS.

DATA GOVERNANCE

DATA PRIVACY AND ITS ETHICAL USAGE, WILL BE AT THE CORE OF BRAND STRATEGY. AND LED BY MARKETING A SHARED RESPONSIBILITY FRAMEWORK WITH EXTERNAL STAKEHOLDERS NEEDS TO BE DEPLOYED

DATA SAVVY CONSUMERS

THE INDUSTRY WILL EMPOWER CONSUMERS ON OPT-IN TO GAIN THEIR TRUST AND TO AVOID MILLIONAIRE FINES. CONSENT MANAGEMENT IS KEY, BUT TRUSTED MEDIA OWNERS WILL BE A MUST.

BEYOND CONSENT MANAGEMENT

MISPLACED AND MISLED CONSENT PLACEMENT ARE THE TIP OF THE ICEBERG. PERSONAL DATA IN COOKIES WILL STILL BE LEAKED AND PIGGYBACKED ON RTB VIA TRACKERS ON THE OPEN WEB UNTIL LATE 2023.

APAN COOKIE-LESS WORLD CHALLENGES

REGION INTRINSICS

PORTUGAL RUNS BEHIND REST OF EUROPE IN GATHERING 1ST PARTY DATA. GOOGLE DOMINANCE IN THE REGION COULD ALSO IMPLY A LARGER IMPACT ONCE COOKIES HAVE GONE.

TARGETING

AS GOOGLE PUSHING FLoC AND NOT SUPPORTING UNIFIED ID'S, THE GRANULAR TARGETING AS WE KNOW WILL COME TO AN END. A.I. DRIVEN CONTEXTUAL DATA WILL PLAY AN IMPORTANT ROLE IN THIS NEW AD LANDSCAPE.

MEASUREMENT

IN A WORLD OF SCATTERED WALLED GARDENS IT WILL BECOME EVEN MORE DIFFICULT TO PROVIDE CAMPAIGN MEASUREMENT STANDARDIZATION WHEN HAVING MULTIPLE AND DISTINCTIVE DATA SOURCES.

INVENTORY COST

REDUCED NUMBER OF IMPRESSIONS IN CONSENT MANAGED WEBSITES AND THE COST OF TECHNOLOGY PUBLISHERS WILL HAVE TO PROVIDE RICHER AUDIENCE DATA WILL REFLECT IN HIGHER CPM ON THE OPEN WEB (*).

(*) 18% of total publishers respondents confirm that have increased the price of CPMs now that they have richer audience data/targeting. source: FORRESTER, WFA, CAMPAIGN ASIA SURVEY MAY/21.

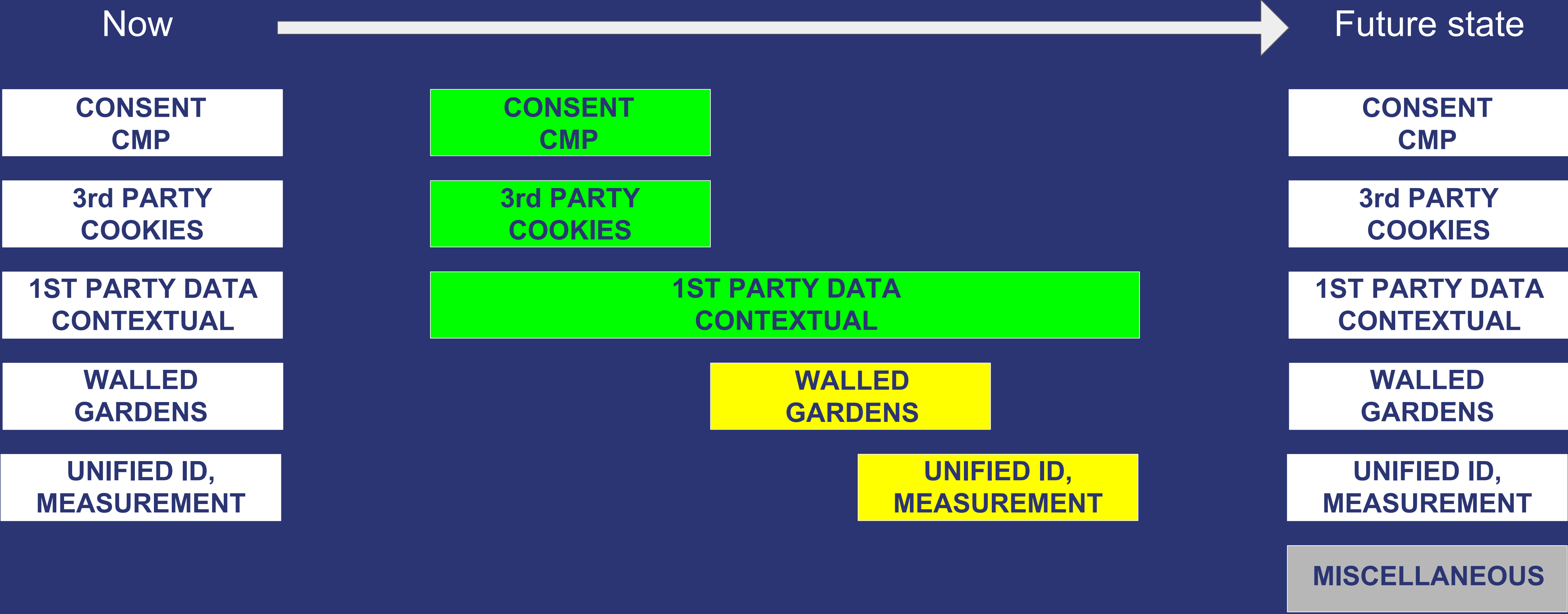
WHAT DO THESE CHALLENGES IMPLY FOR MARKETERS AND THEIR MARTECH PARTNERS?

KEY TAKEAWAYS:

- *Less in-house DMP or data lakes*
- *Lack of non walled garden 1st party data*
- *Fewer direct to Martech contracts - Mostly thru agencies (need untangling)*
- *Deploy Vendors Playbook on Data Privacy Principles*
- *Targeting : Harness the power of Contextual Data as an alternative for cookies*
- *Measurement: Encourage agencies and associations to provide multi-data source campaign standardisation*
- *Review CPM Pricing Benchmark as cookies sunset, update Deal IDs' KPIs if needed*

CURRENT TO FUTURE-STATE GLIDEPATH

Establishing a roadmap, priorities and focused resources per phase.



KEY WATCHOUT TO ANTICIPATE

A guide for developing contingency plans along the way.

COMPANY OR REGION SPECIFICS

SOME REGIONS OR COMPANIES RUN BEHIND IN GATHERING 1ST PARTY DATA. GOOGLE DOMINANCE (CHROME - 72% AND ANDROID - 83%) IT COULD ALSO IMPLY A LARGER IMPACT ONCE COOKIES HAVE GONE.

COOKIE SUNSET

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NEXT STEPS FOR APAN members

Digital media privacy-first is an ongoing effort requiring a structured transformation.

KEY QUESTIONS/CONSIDERATIONS TO GET STARTED:

- *What's the internal plan? Has it been broadly communicated?*
 - *Do we have broad cross-functional alignment?*
 - *Is there top management (C-Level) understanding & support?*
 - *Is the "vendors" Playbook ready to deploy on Data Privacy Principles?*
- *Targeting : how do we harness the power of Contextual Data as an alternative for cookies?*
- *Measurement: Encourage agencies and associations to provide multi-data source campaign standardisation?*
 - *Review CPM Pricing Benchmark as cookies sunset, update Deal IDs' KPIs if needed*

Success for today

What success looked like?

If by the end of the session:

- ***Learnt something new***
- ***Took away an actionable insights***
- ***Discovered useful resources***
- ***Helped baselining where to get started***
- ***Set the stage for the next workshop***

Join us in the next
working sessions
to help you start developing your plan.

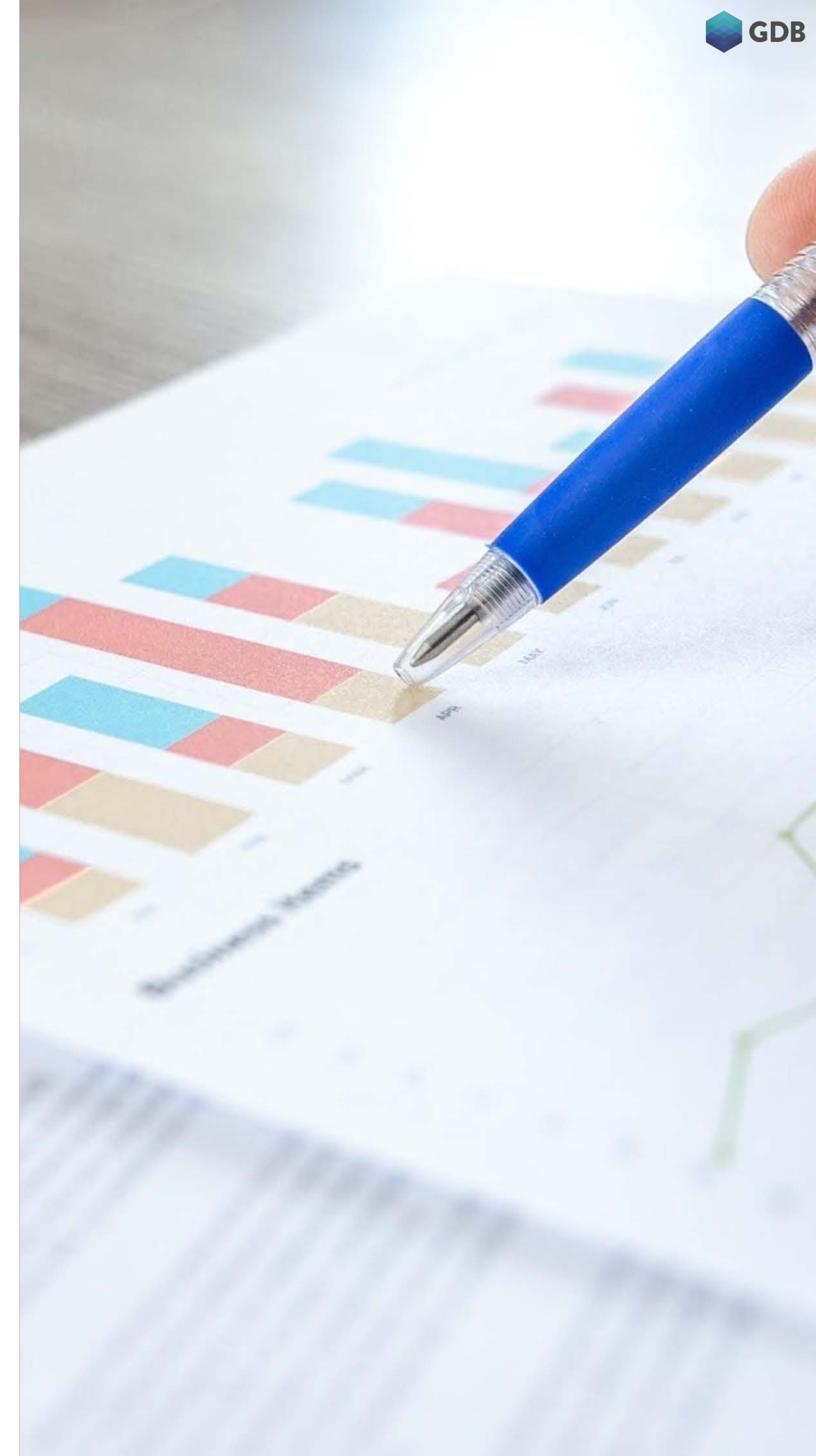
How do we get started?

Proposed plan.

- Evaluate your baseline.
- Formulate a data strategy.
- Activate the data strategy with a clear action plan.
- Shield your company/brands by elevating the data strategy to C-level.

Roles & responsibilities (internally).

- It takes a village to solve for digital privacy-first future.
- Roles and responsibilities, KPIs for each function.
- Governance and progress tracking across work streams.



Thank you. Next Steps

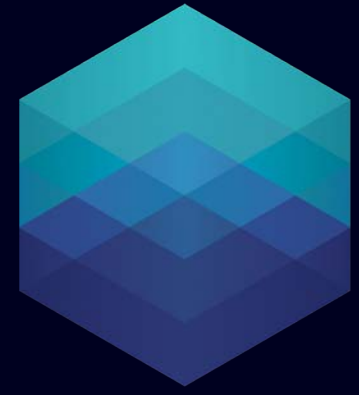
01

Discuss what is important to you right now, address any questions you may have about **today's generic introduction**.

02

Deeper-dive into possible **scenarios & alternatives**:

- Start - 3rd party cookies compliance action plan.
- Start - implementing a cross-functional team to drive the change.
- Start - establishing clear roles & responsibilities internally & externally.
- Prepare - first party data, contextual targeting & semantic logic.
- Prepare - for cookieless future with low risk tests.
- Continue - reaching consumers with relevant content, creative, promotions.



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Thank you all for your time.

Join our movement to create a Data Safe World



**GLOBAL
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Magid SOUHAMI

President Global Data Bank

magid@gdb.net

[Linkedin.com/in/magid-Souhami](https://www.linkedin.com/in/magid-Souhami)