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# DATA INFRASTRUCTURE REVIEW 2021

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# DATA INFRASTRUCTURE FOR MARKETING & ADVERTISING IN THE PRIVACY-FIRST AGE



**Ciaran O'Kane**  
CEO, WireCorp

**The data-driven marketing data stack is a complex stew of TLAs and overlapping technology. From a publisher and marketer perspective it can be difficult to discern what technology matters most for day-to-day functions.**

**At a high level, there are four key layers to look at: onboarding; scaled data segmentation; activation; and a robust underlying data privacy strategy.**

## **Onboarding and aggregating the signals**

The industry has given rise to a range of identity solutions, designed to enable targeted marketing and advertising in a world where third-party cookies and device identifiers are no longer available. Context, for instance, is now an important go-to targeting signal for the industry, adding to a growing range of "signal ingredients".

Onboarding and optimising these data sources is a critical function as fragmentation increases. Capabilities continue to overlap between traditional onboarders, CDPs and bespoke first-party data solutions.

## **Data intelligence and making sense of the signals**

Getting a single view of your customer is the holy grail of modern-day marketing. There are multiple solutions vying to be the "data hub" for interpreting the mess of signals that both publishers and marketers aggregate. Marketing cloud businesses have invested heavily in this area, as the "intelligent data layer" evolves beyond the clunky CRM.

The CDPs (independent and marketing cloud) have been pushing the boundaries around the optimisation and segmentation of

onboarded data sources. But things in this industry are never that simple: CDPs are increasingly being used as a privacy-first solution rather than an all-out replacement for traditional CRMs. There is still lots of innovation to come in this space.

## **Data activation: how to get your data into the real world?**

It's all well and good bunkering data in a clean room or on an AWS instance. But it really has no value being siloed in an online database. The plumbing between a clean room and your chosen

### **Data segmentation**

It is important to understand that segmentation will never be modular. But for the purposes of this overview, we will focus on two areas:

**1**

#### **First-party data segmentation:**

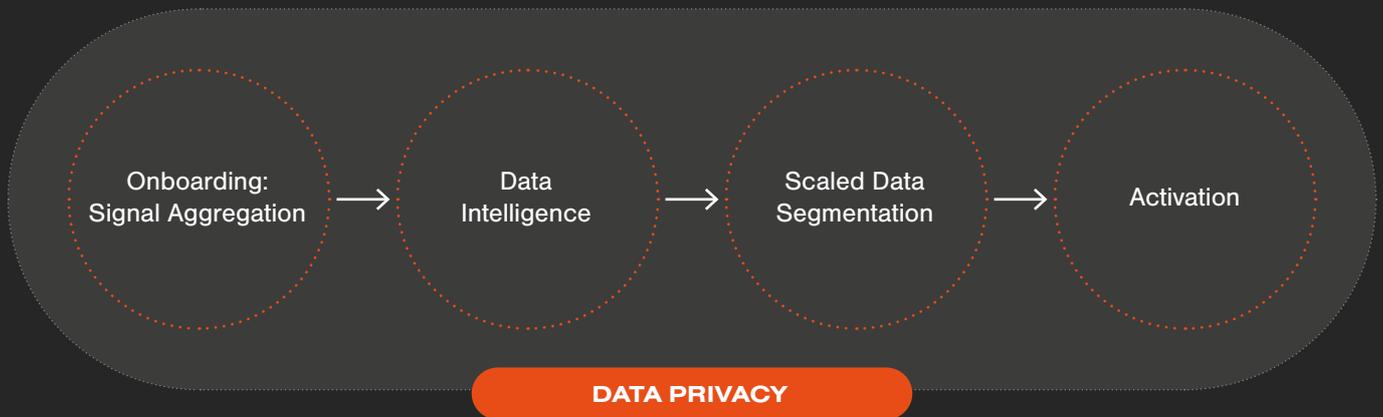
Many publishers and marketers will activate their own first-party segments. Vendors are already working across various layers (onboarding, data intelligence, segmentation and activation). This is where the model bleeds into one, as technology performs multiple functions that adhere to privacy laws and platform data use.

**2**

#### **Data segmentation at scale:**

In a data-privacy world, clean rooms will become the go-to technology to scale data segmentation. Publishers, marketers and agencies will need this tech to continue programmatic trading. There will be many clean room offerings: horizontal, vertical and regionalised. The key to success in this vertical will not necessarily be the tech — as it is not that difficult to spin up. The differentiation will be the integrations with data providers — marketers, publishers and agencies. All will need to be interoperable to maximise performance.

## THE PRIVACY-FIRST DATA STACK



**CAPABILITIES CONTINUE TO OVERLAP BETWEEN TRADITIONAL ONBOARDERS, CDPS AND BESPOKE FIRST-PARTY DATA SOLUTIONS.**

media channel is crucial to the future data stack. ID graphs will likely be a key function in this area, as marketers and publishers look to get “joined data” and first-party data into their chosen media channel. This activation will be dictated by privacy regulation and platform (Apple and Google) constraints.

**A robust data privacy strategy must underpin the data stack**

For the consumer, control and protection needs to be at the core. From onboarding to segmentation to activation, all will need to be underpinned by a strong data privacy strategy. Utility privacy tech, such as data governance, will need to be built into every step. There will also need to be proper opt-in and opt-out functionality throughout the process. If this is secondary, marketers and publishers will not be able to push-in, optimise or activate any type of data. You ALWAYS need to start and end with privacy ■

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**FOR THE CONSUMER, CONTROL AND PROTECTION NEEDS TO BE AT ITS CORE. FROM ONBOARDING TO SEGMENTATION TO ACTIVATION, ALL WILL NEED TO BE UNDERPINNED BY A STRONG DATA PRIVACY STRATEGY.**

# THE PERFECT RECIPE FOR THE NEW MARKETING ERA; POWERED BY DATA, DRIVEN BY OUTCOMES.



**Umberto Torrielli**  
Co-Founder and CSO,  
Silverbullet

The “death of the cookie,” and increase in data privacy regulations, has given the (m)adtech landscape a reason to consider a range of identity solutions designed to enable marketing and advertising in a world where old ways of working are no longer applicable.



Businesses are seeking new, innovative solutions that take a consumer-centric approach to achieve the perfect marketing recipe – reaching the right audiences where it matters, powered by compliant, customer data, to build a strategy that drives personalisation and meaningful outcomes.

According to the [Interactive Advertising Bureau \(IAB\) State of Data 2020](#) report, 57.1% of marketers stated they have already increased their use of first-party data for targeting over the past 18 months. Additionally, the use of first-party and contextual data for targeting has increased as marketers look to make better use of the data-driven transformation in a privacy-compliant way.

So, how can businesses start to mix together the perfect recipe for this new, privacy-first marketing era?

## Ingredient #1: Starting with first-party data.

One thing is crystal clear – first-party data is more important than ever for any organisation in any vertical. The marketing ingredients of the present and future, will be the perfect blend in the number – and the quality – of direct customer relationships.

First-party data plays a vital role at each and every stage of the customer journey. Leveraging first-party data

can provide rich and powerful insights to inform a prospecting strategy, re-engage with customers to sustain retention, and provide personalisation and tailored experiences to truly stitch together the perfect customer experience.

Despite the clear business value of designing and executing a first-party data strategy, many data-driven marketers still struggle to turn this into a reality. And often this struggle lies within the limitations on expert skill sets that can unlock the power of compliant customer data.

## Top-tip #1: Lead with first-party data and surround yourself with experts.

Marketers aren't expected to know all the answers, and nor should they. Data, and the application of

technology to make sense of the data, is no easy feat. Businesses should partner with experts who can truly help them realise the full potential of their first-party data strategy.

## Ingredient #2: Re-imagining context.

Contextual targeting is once again making headlines, and for good reason. By design, this cookieless solution is not only privacy compliant, but built around the concept of in-the-moment marketing.

Contextual advertising itself however, is not new – the original method of keyword targeting was previously a favored tactic for marketers looking to reach the right audience in "brand safe" environments. Yet, its resurgence acknowledges that keyword-based targeting alone does not meet the needs of today's sophisticated media buyers.

Context Targeting (also referred to as Suitability Targeting) identifies in-the-moment marketing opportunities by analysing content along with the broad spectrum of data signals available to align consumer receptivity with the brand message. In a contextual paradox, this method is the exact opposite of "Brand Safety Blocking" from the cookie-era where it was all about negative avoidance, and has resulted in one of the critical reasons why the tools of the last era are insufficient for modern marketer needs.



# 57.1%

According to the Interactive Advertising Bureau (IAB) 57.1% of marketers stated they have already increased their use of first-party data for targeting over the past 18 months. Additionally, the use of first-party and contextual data for targeting has increased as marketers look to make better use of the data-driven transformation in a privacy compliant way.

**iab.**  
IAB State of Data 2020 report.



Expert services centered around first-party data and privacy, placing the customer at the heart.



Contextual intelligence fuelled by insights to deliver business outcomes and in-the-moment marketing.



The new marketing era: A blend of technology and talent to deliver future-proofed solutions for the privacy-first, post-cookie era.

**Top Tip #2:**

To identify in-the-moment marketing opportunities, next-gen context targeting solutions must include a few key elements. First and foremost, they must be capable of analysing a variety of mediums with accuracy including text, video, audio, and images – this is, after all, a generation that consumes ever-more content across multiple devices. Secondly, marketers must extend their prior investment by leveraging targeting signals from their hard-earned first-party data. First-party data has a massive role to play in the new wave of contextual, and is one of the richest forms of insight a brand can extract from. And lastly, and by no means least, marketers must look to optimise outcomes by turning campaign insights into actions that continuously drive increased performance.

**Ingredient #3: Redefining the outcome.**

With the death of the cookie, the acknowledgement by Facebook that walled garden attribution is changing, and Google undertaking greater consolidation inside its ecosystem, we are at a unique moment in time where we can redefine the "outcome" to one that makes sense; one that is measurable and, most importantly, one that is actionable.

Defining a digital media outcome as the closest point to the transaction

which can be accurately measured and correlated back to advertising dollars, is the best way to start. By defining the digital outcome as the "closest point" we have built flexibility into the definition. It evolves with brands as they make investment choices in technology and partners while providing clarity to all who strive to build a better ecosystem together.

The great news is that these types of outcomes can now be achieved by using real-time contextual data signals, clearly redefining what a contextual platform should be able to do for marketers in the modern era.

**Method: Combine ingredients together to step into the post-cookie era.**

Now is the time for marketers to get their ducks in a row, leading with first-party data, whilst exploring the contextual landscape as they ready themselves for the inevitable identity shift to fall into place.

By making sense of all the signals available, marketers will be able to step into the post-cookie era with confidence. It is time to work together to push the creative boundaries for clients and campaigns, and what better place to begin than delivering true marketing outcomes through the power of advanced contextual, fuelled by first-party data ■

**CASE STUDY**

Silverbullet, through their partnership with Local Planet, supported a global Retail Experience company with its digital transformation journey. The retail client were looking to embrace data technology to better understand their customers, facilitate improved digital activation across search, social, and programmatic, and to increase customer sales.

Silverbullet approached the business challenge with a two-step approach. First, our team of experts undertook a data tech audit, helping the client to understand the untapped opportunities within their current setup, whilst presenting a variety of data architecture solutions. Our expert services then implemented said data technology solution, in line with the client's business KPIs.

Secondly, Silverbullet undertook a range of activation services, including advising on tagging and reporting, as well as planning and activating programmatic campaigns across key European markets, using video, display, and native formats, alongside the utilisation of 4D, Silverbullet's contextual targeting engine, which sought to find audiences in the right context and in the perfect moment.

By combining our data and technology expertise, with our contextual outcomes engine, Silverbullet were able to provide the global Retail Experience company with the skills and tools to truly step into the first-party data, post-cookie era, with confidence.

# COMPLEMENTARY FORCES: SUPPORTING NEXT-GEN DATA INFRASTRUCTURE



**Ian Fremaux**  
Head of Technical Pre-Sales,  
LiveRamp



**In the modern world, data is both powerful and ubiquitous. Good quality data has always been crucial for marketing and advertising, allowing brands to target audiences in the digital space. However, from increasing data privacy legislation to changes in the way users are tracked, how we use data today has become both increasingly complex and sensitive. As a result, leveraging the full potential of data has largely been a game of trade-offs, a choice between privacy and utility, control or collaboration, best-of-breed, or ease-of-use.**

## The key data challenges advertisers face

Even with these new solutions in place, the current landscape points to a number of challenges that brands face when it comes to handling and managing data.

Often the data advertisers are trying to use can be siloed, fragmented, and incomplete. Plus, it is frequently distributed across different environments, either living across multiple clouds or outside the four walls of the organisation. This type of fragmented and incomplete data leads to a lack of understanding of the customer and how campaigns are driving ROI, which in turn leads to subpar experiences and campaign performance.

This situation is being further complicated by the fact that maintaining direct access to the customer through paid media is becoming increasingly difficult as large platforms, like Apple and Google, are implementing new restrictions around targeting consumers. This is reducing advertisers' ability to shape relevant and meaningful customer experiences across key touchpoints on the customer journey.

On top of all this, heightened

consumer expectations for personalised service and demand for a clear value exchange at each point of interaction requires building trust with transparency, something which has been lacking for much of the industry since the advent of programmatic advertising.

## Moving forward effectively

Overcoming these challenges means the industry needs to adapt and put in place the infrastructure to support the effective use and handling of data. The reality is that failure to properly manage data can have real impacts on brands in terms of both ROI and enterprise value. The result of incomplete knowledge or an incorrect understanding of the people being targeted can mean poor performance, wasted resources, and the further erosion of consumer trust.

So how does the current marketing and advertising ecosystem need to change to accommodate new ways of working which will maximise the value of these solutions?

Data clean rooms are seen as one key piece of the infrastructure necessary to support data-driven marketing. Many identity solutions will rely on connecting and cleaning volumes of first-party data at scale, with data clean rooms becoming an increasingly

popular means of supporting this idea. They work by providing a space where data owners can share aggregated data with advertisers in a privacy-compliant way – meaning none of the data can leave the clean room. The advertiser's own data can then be imported into the same space to see how it compares to the platform's data, allowing advertisers to compare data sets, learn more about their audiences, and inform future campaign activities. But unfortunately, all too often, clean rooms fall short on closing the loop. They focus on narrow collaborative audience overlap analysis and typically single-channel media activation use cases, at the expense of enabling brands to build deep understanding of their customers. However, a few options in the market do tick all the right boxes. They do this through deep collaborative analytics, audience management, and cross-channel campaign orchestration.

## The need for data ethics and data infrastructure

Even as data clean rooms become commonplace tools to handle and activate large volumes of data, the industry still needs to have a fundamental system in place that enables all parties to collaboratively manage data handling. Put simply,



**EVEN AS DATA CLEAN ROOMS BECOME COMMONPLACE TOOLS TO HANDLE AND ACTIVATE LARGE VOLUMES OF DATA, THE INDUSTRY STILL NEEDS TO HAVE A FUNDAMENTAL SYSTEM IN PLACE THAT ENABLES ALL PARTIES TO COLLABORATIVELY MANAGE DATA HANDLING.**

we need a way to manage data privacy, permissions, and governance, thus identifying potential ethical issues associated with any data-based activity from the start, as well as throughout the entire process.

It could be argued that this fundamental basis is provided by data privacy and ethics — the governing principles which underpin how data is captured, shared, used, and applied — and that the industry must now design a solid data infrastructure, which is based on these ethical principles, with consumer control and protection at its core.

This infrastructure layer will need to be privacy-first by design, adhering to strong data governance principles, and offering control to consumers who opt in. Integrating data ethics into operations and strategy will become an essential part of establishing and maintaining trust with customers. As more organisations invest in data privacy and applying ethical approaches to their activities, the industry will need to focus on training employees in this critical area.

#### **How is LiveRamp dedicated to supporting this new ecosystem?**

We believe that data identity, privacy, utility, collaboration, and control are not at odds with each other, but rather complementary forces that strengthen one another. We believe



data helps enterprises connect more meaningfully with people. As such we make it easy to connect and activate data across the ecosystem. Through products like LiveRamp's Safe Haven — a true, end-to-end data collaboration platform — and our commitment to data privacy and ethics, we are dedicated to ensuring that data is used safely, and that data owners maintain control.

Only by focusing on creating the tools and techniques needed to support this new data infrastructure can we ensure that brands, agencies and their trusted retail, TV, and publisher partners have what they need to effectively scale their customer data infrastructure. This will establish mutually-valuable collaborative insights that drive ROI-positive decisions for all parties, and measure performance metrics against meaningful business outcomes. Most critically, this is a win-win for all involved. Enabling this new collaborative future not only provides significant value to each participating partner, but consumers will win too ■

#### **CASE STUDY**

Danone, a global leader in food and beverages, needed to strengthen its consumer intelligence to sharpen their media strategy and boost ROI. The year 2020 had brought not only COVID-19-driven business disruption, but also new media consumption habits. These shifts impacted Danone's product development and consumer messaging, so it was vital to gather insights and act as quickly as possible.

Danone wanted to use these insights to power a revitalised best-practice advertising program. This program would need to focus on a new, non-cookie, durable ID for consumer records while also remaining compliant with consumer data and privacy regulations such as GDPR and CCPA.

In partnership with LiveRamp and Numberly, Danone successfully optimised audience segments and achieved a strong level of consumer addressability and measurement, enhancing their consumer intelligence in the process. This test was groundbreaking for Danone. The techniques and teams used to achieve these results now form the basis for its new internal marketing operations, allowing the brand to own its data and build direct relationships with consumers — a rare feat for a CPG, but not an impossibility with data collaboration.

# SIGNAL DIVERSITY AND PRIVACY FOCUS: THE ESSENTIAL INGREDIENTS TO CREATE A FUTURE-PROOFED INFRASTRUCTURE

**The forthcoming deprecation of third-party cookies, as well as mobile advertiser IDs (MAIDs), have been of grave concern to many within the industry since they were announced. In short, publishers and app developers currently rely on third-party cookies and MAIDs to better monetise their inventory, while brands leverage them to control the distribution of their marketing messages and measure their results, hence their denigration will prove hugely challenging.**

While many in the industry, cheered as Google announced a two-year stay of execution on the third-party cookie, marketers and publishers are already feeling the pressures of a cookieless world. Third-party cookies have already been blocked by default from Safari, Firefox and Edge, which account for more than 40% of internet traffic in major economies such as the UK (42.8%); the US (45.34%), and Germany (43.32%). As a consequence of their expected departure from all major browsers, attention towards identity-related topics and challenges has increased over the past years, and we have seen the rise of solutions designed to improve user identification. Taking immediate action on identity and assessing third-party cookie alternatives now is a vital step to take for all industry players operating in the Open Web.

One of the alternatives marketers and publishers have embraced is the universal identifier. These IDs enable user-level identification across websites and platforms without relying on third-party cookies.

Most of the universal ID solutions available today rely on the collection of “hard” deterministic signals from authenticated users to identify a given user or customer and link their IDs across domains. Hashed email addresses or login-based IDs are prime examples of these. However, despite the fact the collection of these deterministic signals offers a highly accurate alternative approach, results suggest that it does not offer enough scale. Our State of Digital Identity 2021 survey found that almost 70% of publisher respondents reported having 30% or fewer logged-in users, and 44% have less than 10% authenticated users. Although publishers have been developing product strategies to increase the amount of authenticated users, the low number of logged-in users highlights the need for a more comprehensive approach to identification that takes into account other signals to benefit all publishers.

Moreover, as demonstrated by Apple rolling out their “Hide My Email” feature as part of its latest iOS update, which obfuscates user email addresses,

identity solutions relying on a single signal are vulnerable to the whims of the browsers or operating systems on which they operate. Universal identity solutions, constructed using a wide variety of signals, not only mitigate this risk but can both enhance available first-party data assets, and increase addressability by identifying unauthenticated users.

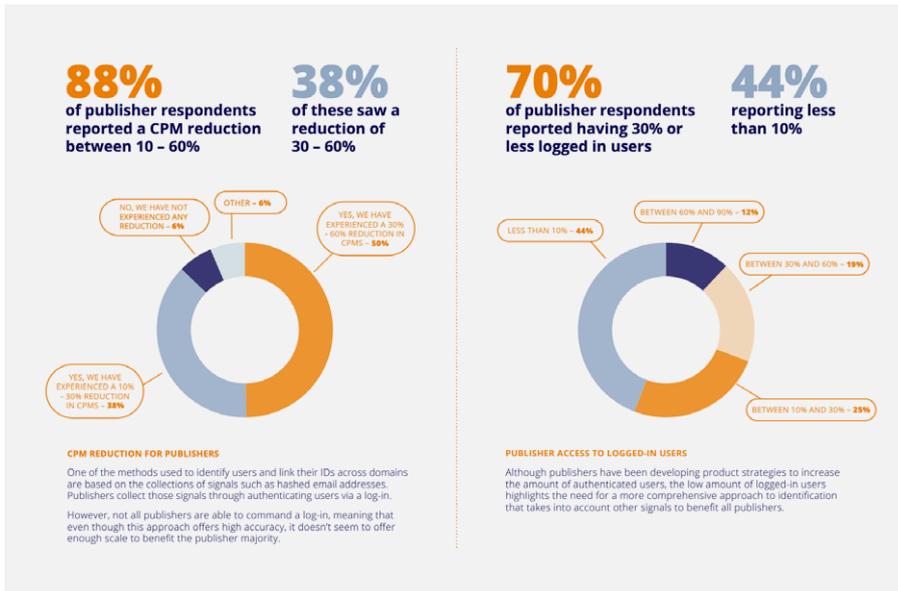
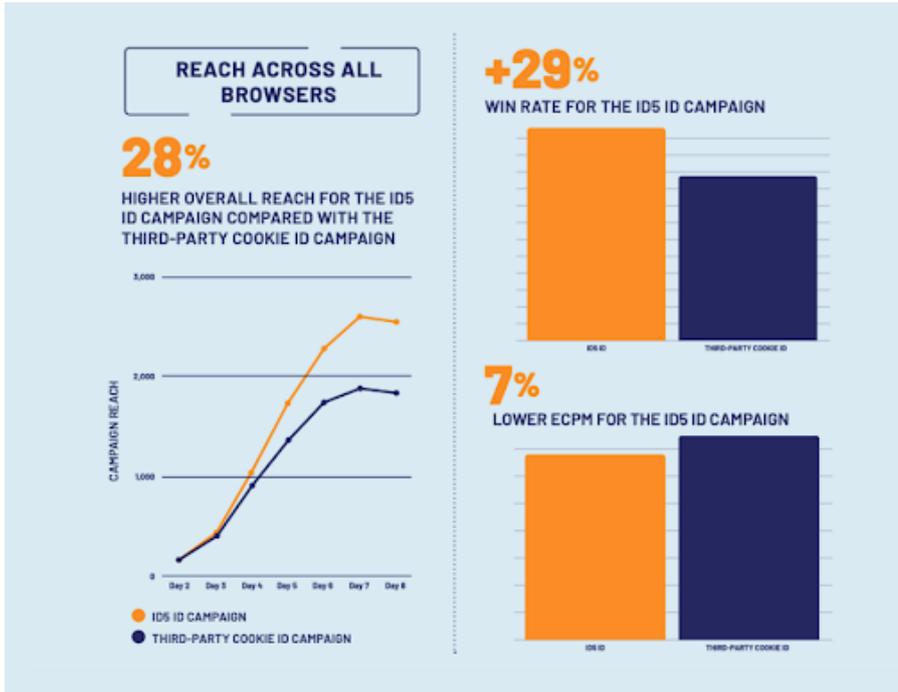
When websites are able to provide hard signals such as hashed email addresses or login IDs, these can be used to anchor consistent identifiers across the websites that have collected them. Given that these deterministic signals are comparatively rare, where they are not available, “soft” probabilistic signals can be processed using proprietary algorithms to infer the uniqueness of a user across websites. By combining both methods, universal identifiers can maximise the number of addressable users, which benefits both buyers and sellers of data-driven digital advertising.

It’s paramount that all types of signals – whether they’re deterministic or probabilistic – that publishers share



**Valbona Gjini**  
Marketing Director,  
ID5





with the identity provider are only processed if there is user consent. It's Identity solution providers' role to ensure that the IDs created and shared in the bid stream only be used by monetisation platforms that have been authorised by the publisher and the consumer.

Adoption of universal ID solutions is on the rise, with 43% of industry respondents reporting that they are already involved with universal ID solutions, and with another 43% in the evaluation stage. Results suggest

that industry players have recognised the value and the long term potential that privacy-first universal alternatives offer.

By leveraging different types of signals, respecting and enforcing privacy choices and putting the publisher in control, next-generation identity solutions are able to guarantee addressability as well as privacy compliance, making the infrastructure where the industry operates future-proof and sustainable in the long term ■

CASE STUDY

OS Data Solution (OSDS) recognised that the restrictions of third-party cookies prevented them from activating data, especially in Safari and Firefox. OSDS wanted to reclaim unaddressable audiences to future-proof their business in preparation for the post-cookie world.

To determine the best course of action in achieving these goals, OSDS worked with European DMP, The ADEX, their demand-side partner, Active Agent, and one major German publisher to integrate with ID5 and test the results of this integration.

By activating OSDS data across all browsers, the publisher reported an overall reach increase of 28%. Meanwhile, the ADEX reported that the ID5 ID Campaign delivered 16x more impressions on Firefox, 14x more on Edge, and 8x more on Safari compared to the third-party cookie ID Campaign. OSDS were able to activate their data to target cookieless traffic at a more competitive price, resulting in a 29% increase in win rate with the ID5 ID Campaign compared to the campaign leveraging third-party cookies. The paid CPM of the ID5 ID Campaign was also 7% lower as a result of the reduced competition for cookieless impressions, generating better ROI for OSDS clients.

Dr. Ralf Kiene, co-CEO, OS Data Solutions, commented "The results of the test indicate that the usage of ID5 bears considerable reach and revenue potential already today given its usability on third-party cookieless inventories. We strongly believe that alternative IDs based on deterministic and probabilistic methods like the ID5 ID will play an essential role in the cookieless future of online marketing."

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THE LOW NUMBER OF LOGGED-IN USERS HIGHLIGHTS THE NEED FOR A MORE COMPREHENSIVE APPROACH TO IDENTIFICATION THAT TAKES INTO ACCOUNT OTHER SIGNALS TO BENEFIT ALL PUBLISHERS

# DATA PRIVACY MUST FORM THE FOUNDATION OF ANY DATA STACK



**Søren H. Dinesen**  
CEO, Digiseg

**Any technology being built with the goal of identifying individuals is simply recreating the exact tracking paradigm GDPR, CCPA & CPRA were created to eliminate. Any infrastructure facilitating data laundering, taking first party-data, and sprinkling “privacy-first” pixie dust on it is also just recreating that same model.**



Any technology that does not put the user first, making them the sovereign of any data they create (email addresses; visits; purchases; registrations; likes; clicks; history; dwells; scrolls; cart adds; cart abandons; right swipes; left swipes...) any of their signals — is recreating the structure.

And this is, of course, the exact infrastructure being created as we hurtle toward the death of the third party cookie. The promise of one-to-one to advertising is a helluva drug.

But the winning solutions in the long run will be those that put people in control of their own data and provide a much more transparent ecosystem where consumers can understand what granting consent actually entails. Make the value exchange explicit (i.e. truly informed), then the need for a lot of black-box, clean room, sync table sophistry would disappear.

**The Clean Room is a Conronym**  
Closer to the dawn of digital, back when ad networks roamed the earth wantonly arbitraging both advertisers' and publishers' lunch, they would shamelessly promise advertisers high-impact campaigns for "low, low cost" while trying to seduce publishers with the guarantee of supercharged CPMs.

The two are obviously fundamentally at odds. The 2021 version is privacy-first identity resolution or worse — privacy-compliant identity resolution. ID Graphing is filled with the letter of privacy and empty of its spirit. ID Graphs are simply an attempt to duplicate the functionality of third-party cookies by deploying more math. The goal is still 1:1.

“The proposed first-party identifiers essentially are more privacy-invasive than even cookies, and provide users with less transparency and control,” Ashkan Soltani, Executive Director, California Privacy Protection Agency.

Words that have two meanings, one being the reverse like “humbled”, “classy” or “literally” are known as auto-antonyms or, less awkwardly, contronyms. “Clean room” is ad tech’s latest contribution. Nothing clean is going on in those rooms. These solutions are a bait and switch on consumers and regulators. But they will be the shape of the immediate future because there is too much money at stake and we, as an industry, lack the imagination to conceive of an ID-free model.

**First-party data — is it really yours?**  
The ad tech and martech industries universally believe any data a

consumer discloses to a brand in order to complete a transaction — say a sale of a product or to request information on a service — is the brand’s first-party data. It’s theirs because the consumer gave it to them, and they’re free to use it in whatever manner they choose. They’re not violating GDPR if they, say, anonymise it so it can be matched with a partner’s anonymised customer data for marketing purposes, the thinking goes.

But in a world where the individual is the sovereign of their data, they are the first-party. The brand, the marketer, is a second party.

If you’re a brand, there is a solid argument that the data sitting in your CRM is second-party data, not first, and that means you should not process it for marketing purposes without explicit customer consent.

## **Segmentation at Scale: Reach vs Precision**

Television remains the gold standard for targeted delivery because it combines a solid identity proxy, content, and reach. It concedes a bit of precision by using content as a proxy but it compensates by providing unmatched reach. This is the power of mass media and this is what the

## Activating Offline Audiences Privacy by Design



loss of the cookie means for digital. It is a question of precision vs. reach. A solution that can identify 80% of impressions without personal data will not only be preferable to, for example, a panel that can identify 1% of impressions, but necessary. The future belongs to solutions that make that exchange: one-to-one identity for reach at scale ■



**THERE IS A SOLID ARGUMENT THAT THE DATA SITTING IN YOUR CRM IS SECOND-PARTY DATA, NOT FIRST, AND THAT MEANS YOU SHOULD NOT PROCESS IT FOR MARKETING PURPOSES WITHOUT EXPLICIT CUSTOMER CONSENT**

### CASE STUDY

**Household data Vs Contextual:  
More reach, more clicks, same CPC**

#### The challenge

Messaging for over-the-counter nutrition supplements is a challenge, and presenting that messaging to the correct target group is equally difficult. The agency needed to have potential consumers visit their client's website to get more information about a newly approved supplement available in pharmacies.

The obvious choice to reach the correct consumers was contextual targeting. Contextual can be very effective in reaching wellness and health consumers. But contextual's challenge is reach, particularly in smaller or fragmented markets.

The agency knew that potential consumers for the client's product could be identified by certain demographic characteristics, but targeting those audiences accurately online is a challenge. Third-party data sets that rely on cookies are notoriously weak. They needed a way to reach those characteristics at scale.

#### The Solution

Familiar with Digiseg's capabilities, the agency selected our Weight Loss composite

audience. This audience was based on optimisations from health and wellness campaigns.

#### The Results

The campaign ran using Digiseg and a leading contextual provider. Both data sets delivered exceptional results: a CTR and eCPC that exceeded campaign goals. However, Digiseg's demographic data based on household characteristics was able to reach vastly more in-target consumers. More reach, and more clicks.

- 10X Reach
- 9X Clicks
- Same eCPC



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