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Netinfo
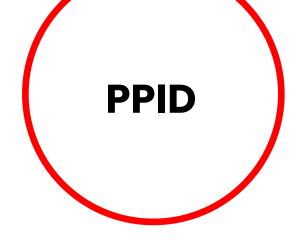
Publisher perspective

Cookiepocalypse

How does it affect us

What we get to work with

And what will happen in programmatic

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PPID

PPS

Google Ad Manager

- Audience module powered by PPIDs. Significance for direct sales.

- Audience segments pushed as PPS mapped to IAB Taxonomy. Significance for open auction.

- May or may not be accessible for Small business users

Powerful Digital Leadership.

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Open Auction

What about our programmatic revenues?

- Google knows who you are.

- At all times and in all places.

- You have consented.

- And you are now a hashed id.

- No other buyer can do this.

Google competitors try to survive. And why it is unlikely.

Examples:

- Teads contextual targeting

- Criteo's hashed emails

- Adform Fusion – 1st party ID(id5)

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end