

HOW TO **BAN THE C-WORD**

from digital advertising without
sacrificing performance or scale



**THE ULTIMATE 'FIRST-PARTY FIRST'
SELF-HELP BOOK FOR BRANDS & AGENCIES
READY FOR PRIVACY-FIRST ADVERTISING**

and looking to replace ~~third-party cookies~~ with
more than standard contextual strategies

Foreword

THIS IS NOT...

If you're looking for a whopper industry overview or a long explanation from an adtech company on why the third-party c**kie is disappearing...this is not that.

If you'd like to stop discussing why c**kies are going and instead move on with ideas, innovation, new solutions and clever ways to reach your audiences in a privacy-centric world...keep reading.

Ckie** refers to that thing we don't need to talk about anymore

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Clearing the fog A view from Captify

Hear from Captify's leadership team on the positive changes ahead, 'first-party first' strategies and how to choose the right adtech partner for today's privacy-first world

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What big brands think captify. × Advertiser Perceptions®

Discover what's top of mind for 52 leading digital marketers when it comes to c**kieless and preparing for privacy-centric advertising—through research with Advertiser Perceptions

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Captify's triple threat C**kieless Search Intelligence

Learn how Captify's solutions and nucleus of first-party search data are generating search-powered audiences and helping brands to drive results at scale, without reliance on third-party c**kies—today

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#rewritethebrief To put the consumer first

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C**kieless cheat sheet A guide to adopting privacy-first strategies

Don't wait until 2023—put the consumer first and learn how to start powering c**kieless advertising strategies today

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01

Clearing
the fog.

A view from Captify.

“Think *Consumer-more* not *Cookie-less*”

Dominic Joseph, CEO & Co-founder of Captify



News of the deprecation of the third-party cookie sent shockwaves through the industry, with many viewing this bombshell as a threat that would undo industry advancements in audience addressability created over the past two decades. But in reality, too much hyperbole is created at the same time as adtech players innovate with new and improved solutions.

For an industry whose purpose is to create positive advertising experiences for consumers—from creating relevancy, building relationships to meeting their needs—the third-party cookie never really cared at all.

Disruption is any industry's greatest catalyst for positive change. Think about the digital disruption of the music industry, first perceived to be negative, but ultimately it triggered innovations that gave consumers unprecedented access to music and artists unprecedented reach. Instead of focusing on what we're losing, let's pivot from disruption to creativity, and

focus on new opportunities that will propel more impactful results.

It's time for brands to draw a line in the sand and move towards consumer-centric advertising that fosters a greater advertising experience. Now is not the time to settle: reverting back to contextual targeting solutions that brands relied on ten years ago is not the answer. It's about working with data-driven

partners putting an innovative twist on standard contextual with privacy and first-party data at their core, delivering connected insights and results that exceed brands' previous expectations.

With consumer privacy in the spotlight, publishers regaining greater control

of audience relationships and marketers building 'first-party first' data strategies—dynamics and roles within the ecosystem are primed for evolution. In the next couple of years, we'll be looking at a very different LUMAscape—and is that necessarily a bad thing? It's exciting to see independent adtech take the reins and build some of the top-performing advertising products out there.

In the next couple of years, we'll be looking at a very different LUMAscape



Lifting the lid on why 'first-party first' matters and what it really means for marketers

Fiona Davis, COO at Captify

First-party data will undoubtedly be a hot commodity, but what's not always clear to you the marketer, is what's actually available and how you can make the most of it, even if you haven't been putting first-party data first until now.

First things first, why take a 'first-party first' approach?

This is the best choice. Data sources that relied on third-party cookie collection or aren't compliant with global regulations aren't fit for a privacy-first world. The good news is that this change actually leads to some major perks for brands:

Trust & transparency



Using consented data grants you permission to 'speak to the consumer', creating trust between you and your audiences

Options beyond walled gardens



Less reliance on the likes of Google & Facebook to understand and reach audiences means you can access other alternatives beyond the walled gardens

Stronger marketing foundations



Marketing strategies with high-quality, compliant data at their core allow you to make smarter plans and deliver better results

Wondering how to find more first-party data beyond your own?

Fortunately, there's more out there than you might think. Here are the first-party data sources you can tap into to connect with audiences and drive results for your brand.

ADVERTISERS

Every curious marketer right now....

01 Brand's first-party data

Leverage what you've got

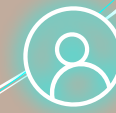
Maximize your own powerful first-party data and work with partners that can model off your high-value customers to reach more



CRM



Purchase



Logged in

02 Publishers

Leverage their ecosystem

Many publishers own a wealth of first-party data on their specific audiences that can be leveraged to expand yours



Email



Search



Subscribers



Engagement



Search

03 First-party Search Intelligence

Leverage for scale

Captify is the largest independent holder of first-party onsite search data, allowing brands to achieve the reach needed to win more customers, in the most privacy-centric way

CONSUMER



Eco-conscious
6.2x
more searches around subscriptions

Deal Hunter

14.1x
more searches around new tech



Newlyweds
20.7x
more searches around quality experiences

The perfect c**kieless partner QUIZ

The questions you should be asking yourself and your adtech partners

My current adtech partners have...

1 ...told us that data-driven targeting will still be a critical component of the media plan, so we shouldn't just rely on contextual:

True they've got us covered, they don't push us to settle for a lack of intent

False they've told us that standard contextual is the only way forward

2 ...explained how my brand will continue to identify and reach addressable audiences in a safe way:

True they have solutions to cater to our needs through a combination of data and context

False they're pushing us towards buying on context, even though we're not sure

3 ...assured us that when third-party c**kies go, my performance and results will remain the same:

True we talk about it all the time—intent at scale will still be attainable

False they tell me we'll have to make sacrifices

4 ...promised that I can still reach and connect with my target audiences and deliver quality customer experiences:

True they've evolved their products so we can continue to get the same audiences and results

False we're not confident that we'll be able to achieve the same results

5 ...offered data-driven solutions that will maintain our current cost-efficient targeting strategies:

True qualified reach will still drive our targeting

False they said we'll have to start with broader, unqualified targeting

6 ...detailed how we can access deep audience insights, both pre and post-campaign, instead of only seeing 'where' people are through context:

True we'll still be able to make smart decisions based on compliant data

False there's no way we'll be able to see this behavior anymore

The c**kieless compatibility calculator

Each question you answered 'true' is worth 10 points and 'false' 0 points. How did your partners do?

0-20 POINTS

'Time to move on'

There are more fish in the sea, it's time to start looking elsewhere to find the perfect partner.

20-40 POINTS

'Keep searching'

They've been working on bettering themselves, but they're not quite there yet. Keep your options open.

40-60 POINTS

'The perfect match' *

There's no need to look any further, you've found the perfect partner to help you succeed in a c**kieless world.

First-party futurists



Matthew Papa, SVP of Global Partnerships at Captify, spotlights first-party innovators changing the c**kieless game

Shameless
plug!



- + Platform empowers the **matching of CRM data** through their clean room and algorithmic sketching technology
- + Enables marketers to **share sensitive and addressable data** in a privacy-safe environment



- + The **only true first-party DMP** for publishers
- + Provides publishers with insights into **real-time audience behavior** happening on their sites, across devices



- + Zeus Technology combines publisher's **first-party data** with their **CDN** and **CMS**
- + Increases content monetization by **delivering unsurpassed audience experiences**, ad viewability and performance



- + Conversational technology activates a brands own first-party data, or other first-party data sources to **initiate relevant conversations** in display and video inventory
- + Creates **two-way experiences** that gain **meaningful attention** by empowering the consumer to become the director of their own ad experience



- + A unified **first-party dataset** consisting of **140 million** logged in users
- + Provides a scaled, publisher-owned **alternative to the duopoly's** growing hold on digital ad spend



- + **Largest independent holder of first-party onsite search data** in the world and the only c**kieless targeting solution with **search at its core**
- + Delivers **intent at scale** to continue delivering high-performing audiences, insights and results

captify® × Advertiser Perceptions®

02

What's keeping
**52 leading
digital marketers**
awake at night
when it comes
to c**kieless
alternatives and
preparing for
privacy-centric
advertising?

52 digital
marketers



Advertiser
Perceptions®

up to
\$100M
spend

What your marketing peers think...

RESEARCH METHODOLOGY

Captify partnered with Advertiser Perceptions to survey 52 brand marketers from their Ad Pros Community between May 3–7, 2021 around how they're preparing for a post third-party cookie world and what they need from their partners. These marketers have digital media decision-making involvement and work for companies with annual digital ad spends of between \$5 million and over \$100 million.

The great balancing act...what's keeping marketers up at night?

2-in-3

are turning to **agencies** and **adtech partners** to address a future without third-party c**kies

“ Help me figure out a way to still spend my advertising dollars smartly

69%

expect their **ad performance to drop**

77%

think a **brand's own first-party data** will **increase** the **most** in usage in a post-c**kie world

“ Robust data is what we are ultimately looking for

“ The method doesn't matter to me, so long as a partner can prove ROI

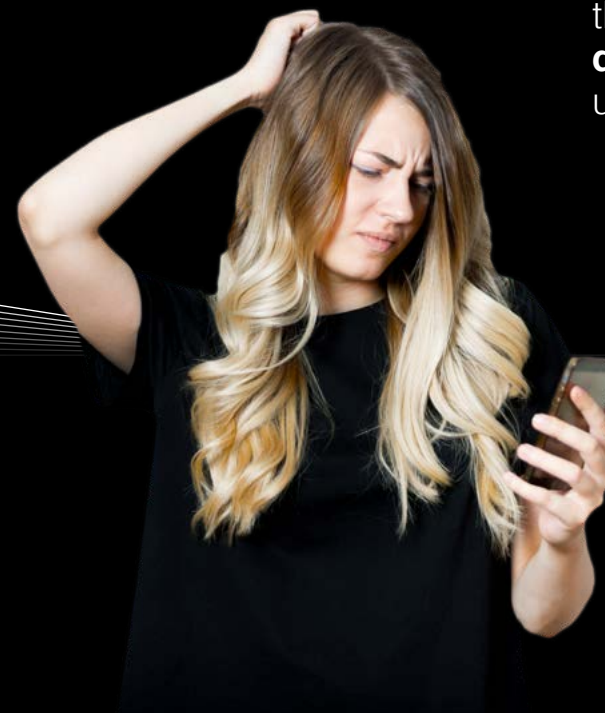
58%

are concerned about **targeting accuracy** when it comes to **contextual targeting**

65%

still **haven't** implemented **new audience targeting solutions**

“ It will be a new normal reset—setting new benchmarks

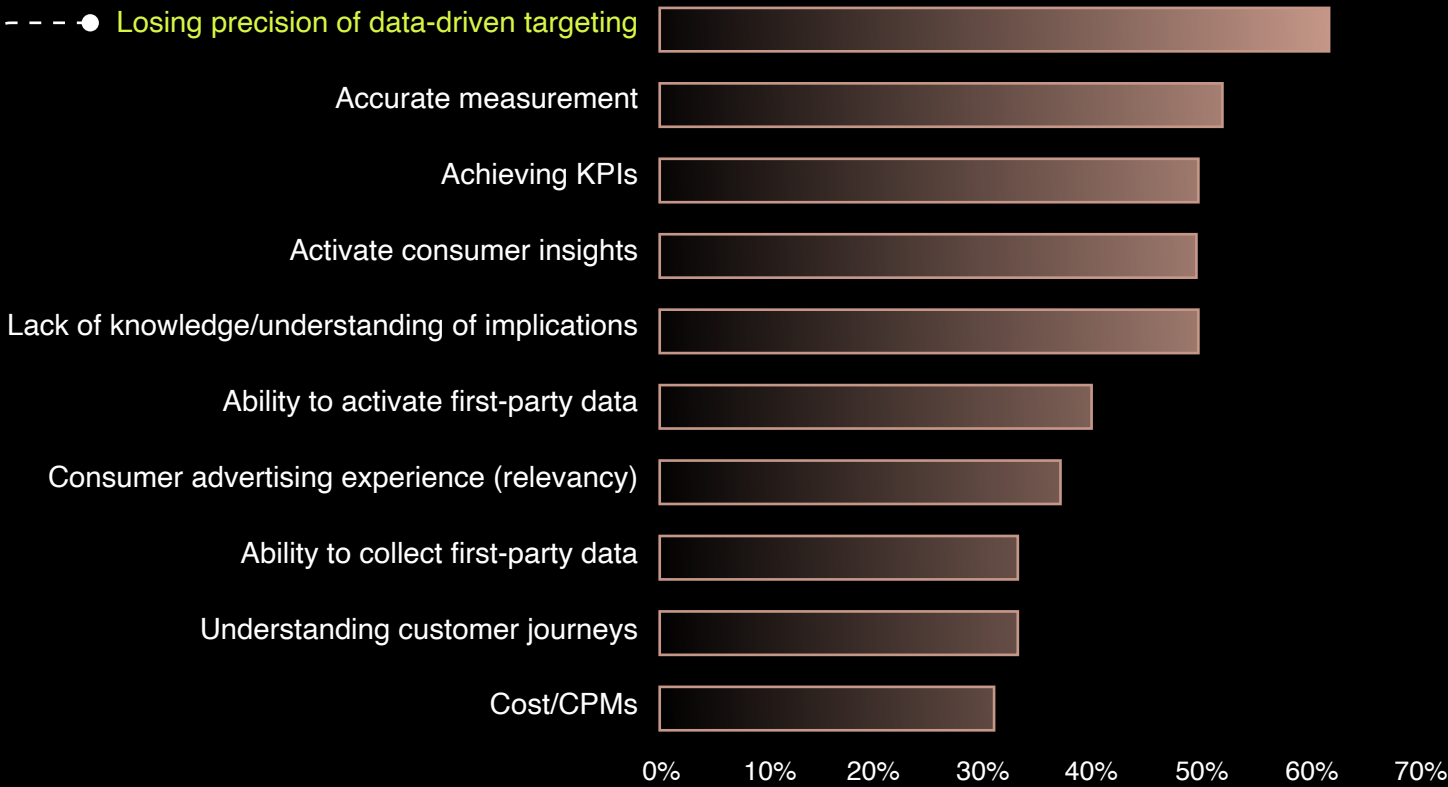


Performance is the top concern for marketers



69% of marketers expect their **ad performance** to **decrease** as a result of the deprecation of third-party c**kies. These are marketers' biggest concerns...

Marketers' c**kie concerns



62% are most concerned about the **impact** of **losing** the **precision of data-driven targeting**:

“ If we are not reaching qualified users with intent or historical conversion and can no longer measure, performance will inherently suffer. ”

Marketing Director, B2B Tech

Brands further ahead in their c**kieless journey are growing their first-party data

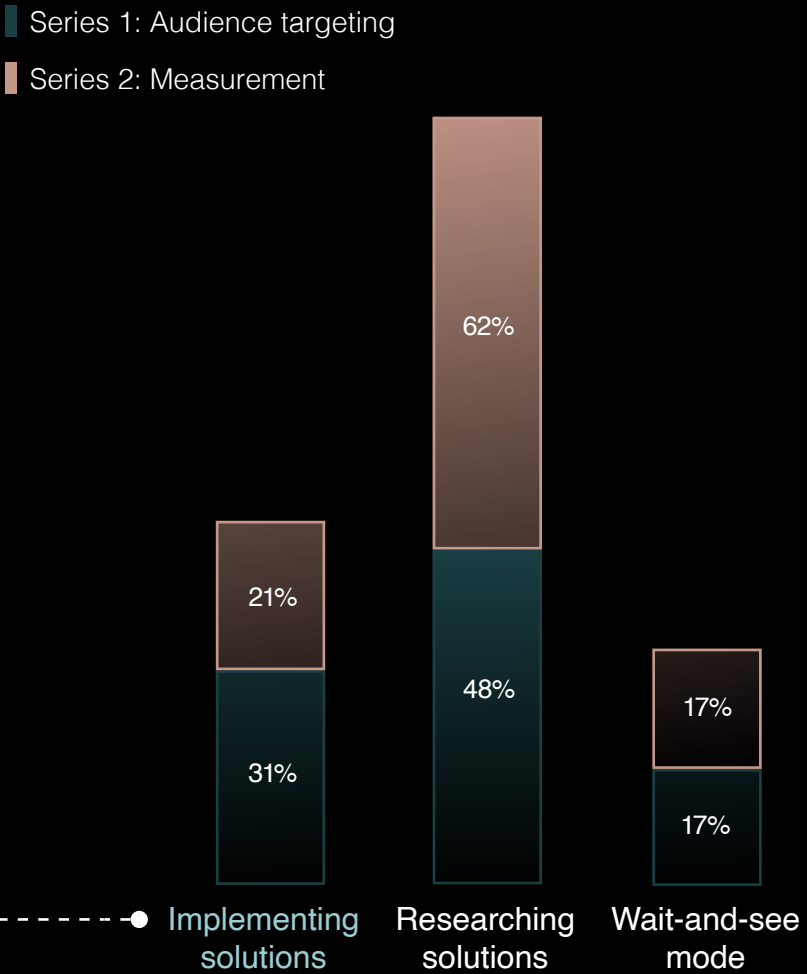
When it comes to **readiness**, there's a high percentage of brands that are still **researching** or **waiting** for c**kieless alternatives. The first movers are putting solutions into action, with growing first-party data as their top priority.

For those further ahead, here is what they're doing right now:

01 67% are growing **first-party data strategies**

02 56% are relying on **media agencies** for **recommendations**

03 52% are **re-establishing relationships** with **publishers**



What's holding marketers back?

From education to effective targeting, marketers are facing big barriers when it comes to alternative solutions. **2-in-3** are turning to **agencies** and **adtech partners** to help them **address** these **barriers** and **deliver results** in a future without third-party c**kies.

Top barriers for marketers

Measurement

42%

said **agreement on new measurement methods** is a challenge



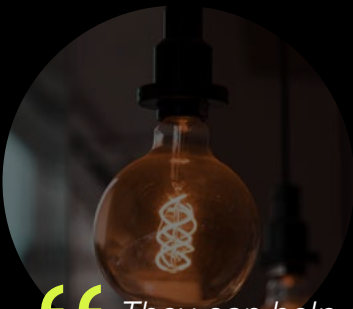
“ Provide non-cookie based targeting and performance measurement frameworks so that we don't lose visibility into the ROI we get from our media spend.

Marketing Director
Tech

Education

35%

said **understanding c**kieless technologies** is a challenge



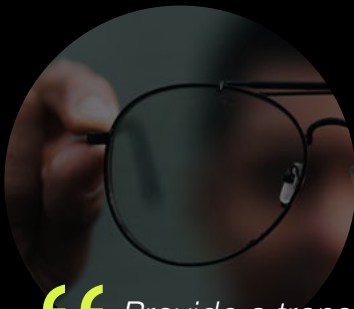
“ They can help address the post-cookie future by preemptively figuring out possible problems and solutions. It's important to be fully aware and have transparency when it comes to this topic.

Marketing Manager
QSR

Transparency

27%

said **lack of clarity on how Google is addressing c**kieless** is a challenge



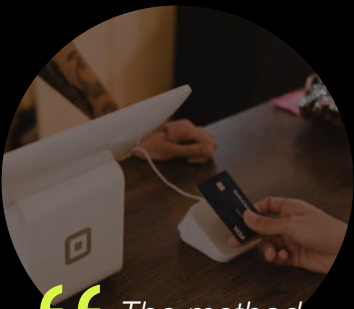
“ Provide a transparent view into alternative solutions by weighing the pros and cons.

VP of Marketing
CPG

Results

27%

said **lack of proof metrics for c**kieless solutions** is a challenge



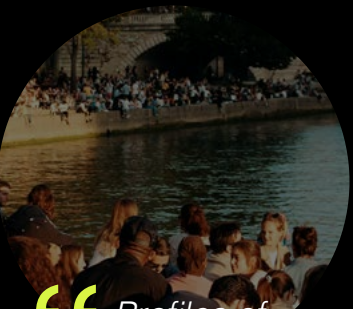
“ The method doesn't matter to me, so long as a partner can prove ROI.

SVP of Marketing
Healthcare

Data & audiences

17%

said **access to important datasets** is a challenge



“ Profiles of individuals in different cohorts with different needs and wants. Robust data is what we are ultimately looking for.

Strategist
CPG

What they need from their partners

Standard contextual just won't cut it



2-in-3

marketers say **contextual targeting** will become **more important** 12 months from now, but this comes at a sacrifice...

Top contextual targeting concerns



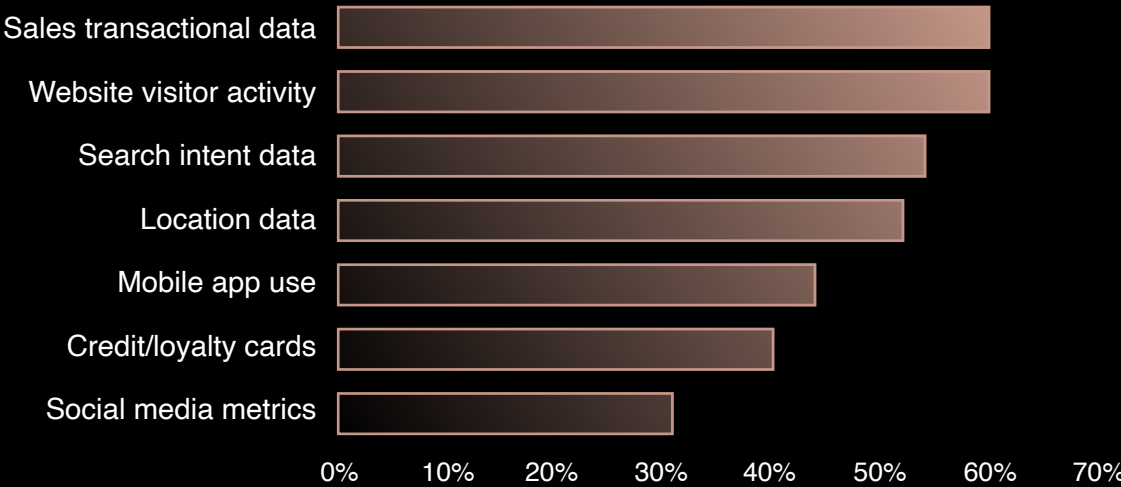
Doubling down on first-party data with owned, search and publisher data

01 Data usage: owned first-party data, publisher data



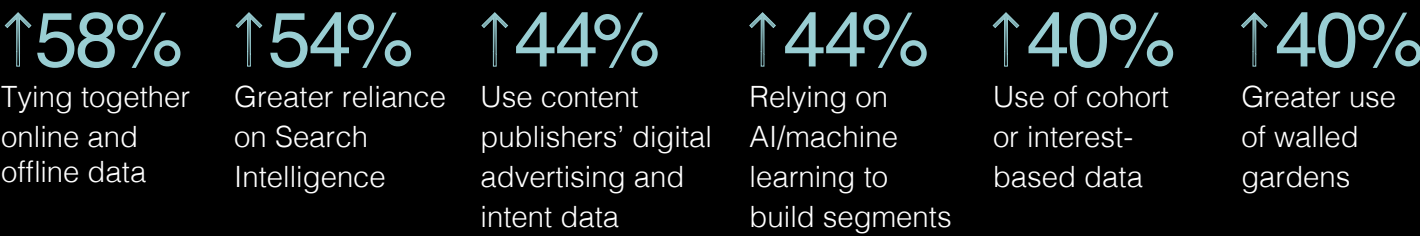
02 Data value: owned data, search data

Outside of a brand's own first-party data, **54%** of marketers see search data **increasing the most in value** in a cookieless era, **other valuable data sources include:**



03 Data reliance: Search Intelligence

More marketers are increasing their **reliance** on **Search Intelligence** over the walled gardens to identify consumer intent and build qualified audiences



2-in-3 brands will lean on their agency... here's their advice



group^m



While the deprecation of cookies will have a significant impact on our existing practices as an agency, there are already multiple initiatives and solutions that offer privacy-compliant identity solutions to help advertisers connect audiences without relying on cookies. We believe brands will seek to build a strong data foundation to form a unified view of the customer and incrementally embrace sophisticated data science, artificial intelligence and machine learning methodologies to segment and target consumers in new ways, while using data clean rooms to reach their audiences with a more conservative use of their consumer data. Campaigns are expected to be people-based and mostly addressable which should allow advertisers and publishers to uncover undervalued inventory and see an improvement in their overall performance.

Esra Bacher
Managing Partner and
Programmatic Investment Lead



ad
COUNCIL



As we face what may initially seem daunting... a data drought, compromised business results, inability to target with precision...this actually will be a blessing in disguise. We as an industry have a unique opportunity to redefine strategies for audience targeting and personalization that honor the consumer and bring transparency to every engagement. Marketers should immediately take the time to reassess every partner that relies upon third-party data, to ensure those potential gaps in customer data can be filled through new CRM strategies. Prioritize platforms that have access to first-party data, focus aggressively on building your own first-party data set, and return to a more scalable solution in the form of contextual targeting.

Kathleen Kayse
Chief Media Strategy and Partnerships Officer



MINDSHARE



While industry dynamics are shifting considerably, the essence of what we do remains the same: achieving business outcomes through media. There will be new tools and tech, but a solid test and learn approach and a framework for experimentation remains the key to understanding what works and what doesn't. In a post third-party cookie world we will have to adapt our approaches to find new ways to target, measure and test. As we do so, let's aim to build a better digital advertising ecosystem that meets consumer expectations—adopting solutions built for the long-term rather than quick fixes that patch-up old ways of working.

Morys Ireland
Head of Data & Technology Operations

2-in-3 brands will lean on their agency... here's their advice



Innovative brands will embrace this moment not as a loss, but as an opportunity to break free from regulatory restraints by getting more strategic and creative in a post third-party cookie era. I'm telling serious brands to build strategies against non-cookie based marketing (email, CRM, SEO, etc.) that leads to clear profiles of their first-party audiences. These are marketing plans to unify, optimize, and activate performance first-party data. This will unleash media strategies that are not only precise, but also that dream up new experiences worthy of people's time to engage and connect.

Obele Brown-West
Executive Vice-President of Media



In a post-cookie world, first-party data becomes increasingly more valuable. Brands should remember that prioritizing higher quality owned data—collected voluntarily and transparently—means a better foundation for all marketing, to both current and future customers. We firmly believe that any incremental use of consumer data needs to be repaid back to the individual. Whether someone signs up, opts in, or becomes a customer, that person deserves meaningful gains in return that makes that action worthwhile. Brands should focus on that value exchange to further enhance the quality of data that can be used for media.

Joseph McKenna
Head of Programmatic



As the sun sets on third-party cookies and what some have called 'surveillance capitalism', it's an opportune time to re-center the industry around privacy, transparency, and responsibility. The advertising and publishing industry always likes to say that 'people want personalized advertising' and, if this is truly believed, then giving people that choice is fair and reasonable. The key message for marketers and brands is accept and embrace these changes—whether it is regulation or platform policies, brands that lean in and operate in the spirit of the changing privacy landscape, that rediscover the balance between the art and science of marketing, will be the most successful.

Joshua Lowcock
Chief Digital Officer, UM and
Global Brand Safety Officer, Mediabrands



Investing in privacy-first advertising

Brendan Condon, Global Chief Revenue Officer at Captify

We've heard directly from marketers on the barriers and concerns around cookieless that are keeping them up at night. Although all of the answers aren't yet written in stone, here are some actionable next steps to take as you make plans for a privacy-first future, find new partners and redistribute spend.

*Just don't compromise...
the solutions you need are out there.*

Main takeaways from marketers:

With **impending data scarcity**, there is concern that a **lack of data-driven targeting** will **decrease ad performance**

Agency and **adtech partners** will be instrumental in helping brands to **overcome barriers**, such as continuing to drive ROI

Many believe **standard contextual** will become **more important**, but lack confidence in its ability to **drive accurate targeting**

'**First-party first**' strategies will be critical in a cookieless world to identify **explicit intent** and **build audiences**

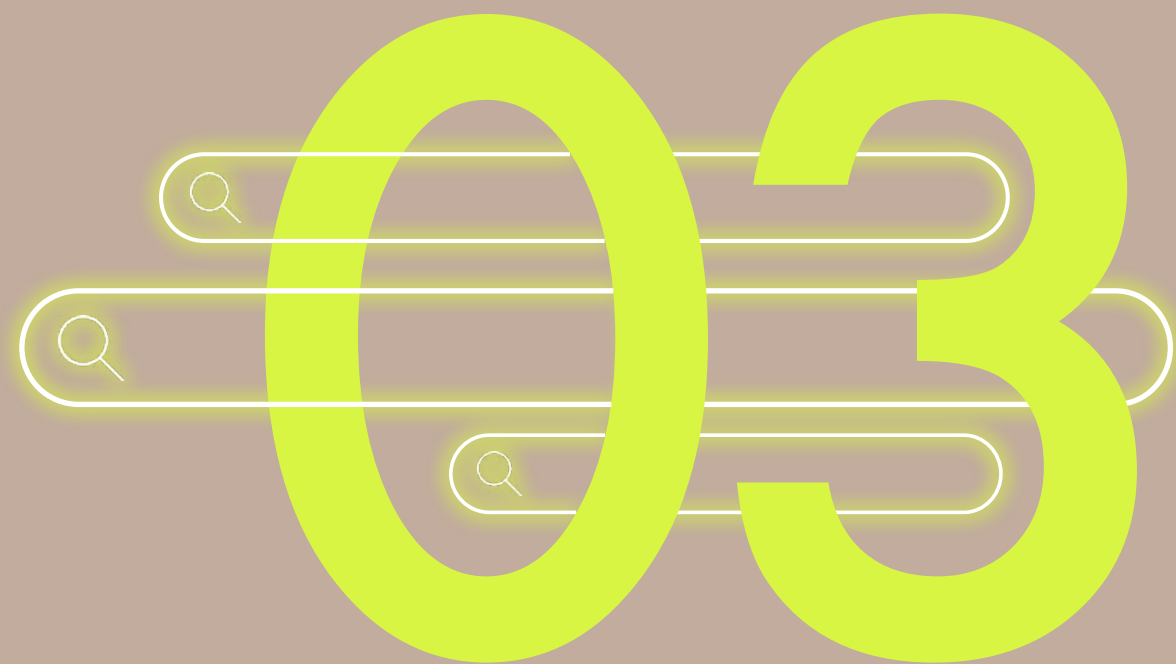
Key actions for marketers:

Seek out **first-party, compliant datasets** beyond your own that will continue to drive **precise targeting** at **scale**

Lean on your **agency** and **media partners** for their **cookieless expertise**—they are working hard to continue to **deliver** the **same results**

There's no need to revert to contextual in its historic form—seek **innovative alternatives** that combine **data** and **contextual**

Leverage **owned, search** and **publisher data** to build full-funnel, **addressable audience strategies** at **scale**



Captify's triple threat.

C**kieless Search Intelligence.

Oh hey advertiser / brand / marketer... don't you just love it when you can **address an audience with confidence?** You feel so 'ON IT', the consumer feels understood and the CFO is on  cloud nine that you've cracked how to get more bang for your marketing buck. But, it seems some of you are fretting that when the third-party c**kie disappears, so does the ability to be relevant and that the green light to be creative...well... flickers between amber and red. If you're losing sleep thinking that you're now forced to cater communications to the masses versus **who really matters** or struggling with a plan to strike the balance between what you need and what the consumer deserves—**we've cracked it.** Captify's C**kieless Search Intelligence means **you don't need to revert to standard contextual targeting** (too broad), that INTENT, not ~~assumption~~ lives on in a post third-party c**kie world (and beyond Google)...and you can get back to what you love...strategizing that next product launch / creatively pinching customers from your competitors / pitching a 'high five worthy' big audience idea to your boss that came to you last night in the bath.



Digital advertising is changing. At Captify, we've made some changes so you don't have to. More results, more customers, better insights at scale...and no more sleepless nights dreaming of the c**kie monster.

This is Ckieless Search Intelligence.**

"Off the charts c**kieless performance"

44% better results

Captify's Global VP of Product and resident c**kie expert, Amelia Waddington, lifts the lid on C**kieless Search Intelligence and why intent will live on in a post third-party c**kie world.



Tell us about your decision to join Captify, a data-driven business...

At such a pivotal moment for advertising, I was drawn to the opportunity to get closer to the end product. It was clear that identity wasn't the only way to help the industry navigate its many changes. Some innovative tech partners stood out that had built adaptable and future-proofed businesses that were closer to the consumer....that's what led me to Captify. Now, with identity solutions and other technologies, I build innovative advertising products that improve the consumer experience and ultimately, help advertisers drive performance.

What excites you about C**kieless Search Intelligence?

We've evolved our product suite so clients won't need to change a thing. They can still target based on intent, not demo or contextual assumptions, without sacrificing the reach needed to win more new customers or the results to drive better media efficiencies.

How will Captify help advertisers navigate the c**kieless era?

Captify is one of the lucky ones—we've spent the last 10 years building up first-party relationships with publishers, ensuring our data asset is viable in the c**kieless world.

We will have three avenues for advertisers to power advertising with our first-party search data:

1. **Search-Powered Contextual Audiences:** targeting sites that we know are visited by specific groups, based on search behavior—this will open up additional scale, including Safari and Firefox audiences
2. **Search-Powered Addressable Audiences:** targeting authenticated groups, ideal for precision high-value audiences
3. **Search-Powered Browser-Based Audiences:** targeting Chrome's cohorts or publisher created interest groups

What kind of uplift does the product drive?

Our latest results show that we're outperforming c**kie-based campaigns—with **44% better performance** for brand campaigns vs standard contextual players such as Grapeshot and Peer39. There's such huge potential and this is just the beginning. As we iterate and tune the product, we expect performance to improve further.

How are Captify's plans impacted by Google's latest timelines and product changes?

We've built our product roadmap so we have no reliance on Google's products. Captify is prepared for a c**kieless world today, enabling advertisers to stay on course and become early adopters in order to get the benefits of privacy-first, intent-based advertising without the need for third-party c**kies. For forward-thinking brands who put their consumers and their data first—testing and implementing c**kieless targeting solutions should remain at the top of their priorities, regardless of Google's timeline.

Any other exciting innovations on the cards?

We've recently launched Sense, a game-changing search intent platform that connects insight, planning and activation all in one place, for the first time. Sense makes C**kieless Search Intelligence directly accessible to our clients and data partners, so they can build real-time audiences that keep up with the constant pace of change in consumer behavior and activate them programmatically in the same platform.

Introducing the only c**kieless targeting solution with search at its core

Captify's publisher relationships, combined with its C**kieless Search Intelligence technologies, give brands the opportunity to run high performing, intent-powered audiences without third-party c**kies. Captify's c**kieless solutions are fully compatible with Google's Privacy Sandbox and future-proofed against all privacy regulations. Clever, eh?

Captify Product Scorecard:

CONSENTED FIRST-PARTY DATA

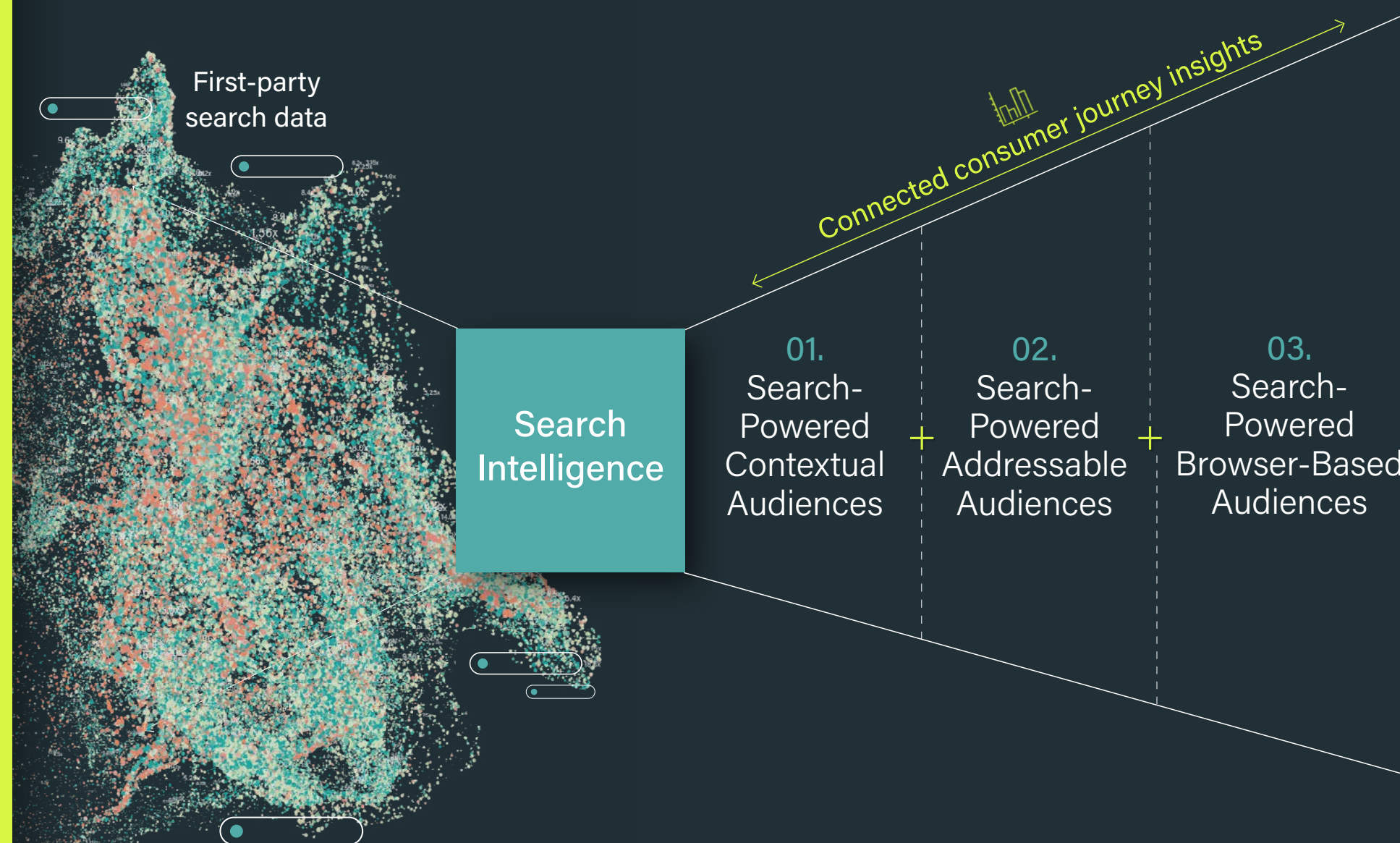
powered by direct
publisher relationships

6m
websites

35bn
searches

10+ years
semantic tech and NLP

44%
better performance for
brand campaigns vs
standard contextual players



Problems. Solved.

- ✓ Intent with consent
- ✓ Unique audiences powered by passions, needs and wants
- ✓ Qualified reach
- ✓ Better results
- ✓ Deeper insights

Eco-conscious
6.2x
more searches around
subscriptions

Innovation: Captify's C**kieless Search-Powered Contextual

The industry's most advanced contextual offering—high-performing audiences and insights across CTV, Addressable TV, Video, Native and Display

Standard contextual

Uses the website or page environment to infer interest—too broad, too assumptive

?? ? ?!
Hmm... does reading this article mean consumers are in-market?

electrek
It's time for Ferrari to go all-electric
Fred Lambert · Oct. 13th 2020 11:52 am ET @FredLambert

Who

What

Where

Who

What

Where

the audience is

they are interested in

they go

Business professional

Sustainability

Luxury auto site

Search

+

context

=

high-performing audiences at scale

Why it matters:

44% better performance for brand campaigns vs standard contextual players

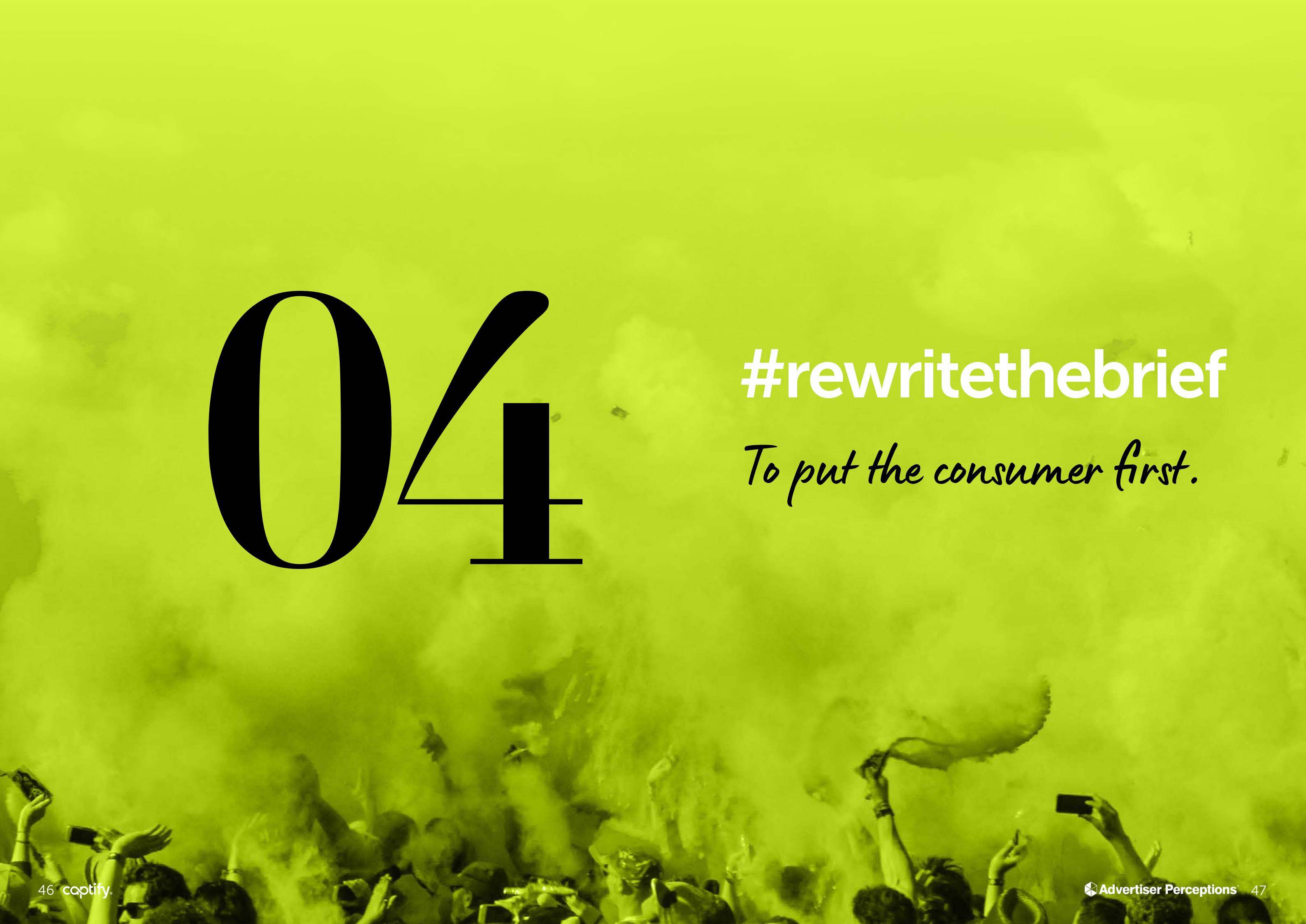
25% better performance for brand campaigns vs Captify's c**kie-based solution

10% more cost effective than standard contextual

Coming soon...Search-Powered Addressable Audiences and Browser-Based Audiences

44 captify

Advertiser Perceptions 45



04

#rewritethebrief

To put the consumer first.

#rewritethebrief

Intent, not assumptions, for the ultimate form of inclusivity

Consumer privacy doesn't end at 'opt-in' or the death of the third-party cookie—respecting consumer privacy is bigger than this. We believe that brands should be led by intent, only engaging with people that are in-market for products and services, not profiling audiences based on their demographics—age, sex, religion, gender, race—or where they go and what they read. Captify is on a mission to help brands rewrite the media brief, moving away from assumptive targeting and letting intent and data do the talking to eliminate audience bias in advertising. We are what we search.

THREE PRINCIPLES FOR ADVERTISERS TO LIVE BY:

01

Consumers don't fit neatly into buckets...

...they cannot be labeled based on their gender, ethnicity, age or sexual orientation; they are dynamic and unique, and we need to listen to how they want to be spoken to...

02

Passions are what matter, not pages...

...let Search Intelligence do the talking...people don't want assumptions made about them based on the websites they visit or the content they read...

03

Intent is the key for true inclusivity...

Brands on a mission to target in a more diverse way need to stop proactively targeting ethnic groups, because by default that is not diverse at all, in fact, it eliminates audience groups who may be interested in what you have to offer. Captify's Search Intelligence only includes audiences who have an affinity and a need or expressed intent, naturally including 'everyone' but only targeting those consumers who are relevant—and that is true diversity.



C**kieless Cheat Sheet

A guide to a privacy-first future.

7 steps to get ready for what's next...

Now that we've covered how to ban the C-Word, we'll leave you with this final cheat sheet on how to put forward the best version of your brand in a c**kieless era.



- ✓ Create a **testing stream** in your annual plan
- ✓ Align **internal teams** to make sure you have the **right resources**
- ✓ Think '**first-party first**' (remember, standard contextual isn't the only option!)
- ✓ Double down on **data-driven creative**—
relevant experiences are more important than ever
- ✓ Define **KPIs** **throughout the funnel** and test with a **variety** of partners
- ✓ Replace **measurement** or **insight components** that utilize third-party c**kies
- ✓ Allow **extra time** & **analytics resource** post-campaign to **review, learn** and **iterate strategies**

If you're still scratching your head, we've **got you covered**. Get in touch with one of our industry experts who are on hand to help you. The media industry has never backed down from a challenge before, so **go get it!**

START BANNING THE C-WORD TODAY



For more self-help tips, informative privacy-first content and ways to partner with Captify, get in touch or visit our C**kieless Hub:

captifytechnologies.com/contact/

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