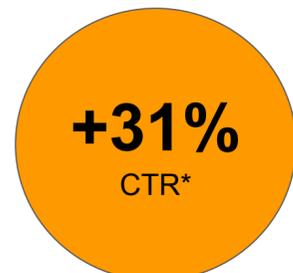


CASE: SHARED IDs

How Relevant Digital utilises shared ID's to drive cookieless audience ad targeting

Using ID5 based segments for targeting, the share increased substantially and the reach in Safari increased by over 100%

In the pilot the aim was to get an understanding of how well audience segments can be utilised in cookieless browsers by using ID5's universal ID instead of 3rd party cookie syncing.



How the pilot was implemented?

Data was collected with **Piano's DMP**, utilising **ID5's universal ID** in parallel to normal data collection methods on a selection of sites. Audience segments were exported to **Adform DSP** with both 3rd party cookies as well as identical segments with ID5's universal ID. **Matterkind Finland** conducted the pilot campaign for their Fortune Global 500 client and set up duplicate line items for their campaign with one targeting a 3rd party cookie based segment and an identical one targeting the ID5 based segment. Also other targeting methods were used in separate line items. **Relevant Digital** setup A/B testing on the supply side by removing the ID5 identifier from a portion of the bid requests.

Buy side results

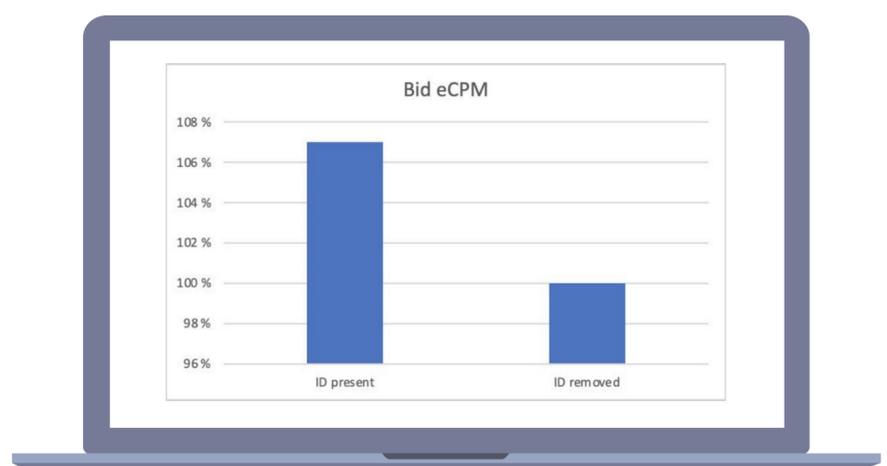
- Safari is the most common browser that as default blocks 3rd party cookies.
- The share of impressions in Safari was below 10% when using 3rd party cookies for targeting.
- When using ID5 based segments for targeting, the share increased substantially and the reach in Safari increased by over 100% in both mobile and desktop environments.
- In Safari desktop environment CTR was 112,5% higher than campaign average.



Pilot campaign utilised multiple different target audiences from various data providers and contextual targeting. In ID5 based segments CTR was highest among used targeting methods and 31% higher than the campaign average.

Sell side results

- Relevant Yield HB-analytics was used to get real time insights into what the impact was on bid values for inventory while running a realtime A/B test.
- We witnessed an increase of 7% in bid eCPM's on cookieless browsers.
- Working with Piano & ID5 helps publishers improve the positioning of their relevant audiences, work more efficiently and significantly increase the revenue of their digital assets.



Relevant Digital recognised the value of ID5's deterministic and probability-based solution as a way for both publishers and advertisers to gain the maximum benefit from data.