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PART 2 OF 4

PRIVACY IN PROGRAMMATIC PUBLISHERS GUIDE



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As we detailed in the first article of this four-part series, publishers have been collecting data since the beginning of the internet to better address and grow their audiences. Data has been instrumental in better understanding what the publisher's audience expects in terms of content and enhancing the user experience.

Data has also underpinned digital advertising, particularly programmatic advertising, where there's less human interaction and publishers need to collect and share data to help advertisers find, evaluate, and target their inventory. Ultimately this allows the marketers to surface the right message to the right audience at the right time.

THE CHANGING PORTFOLIO OF PUBLISHERS DATA ASSETS

Publishers commonly collect and share the following datasets:

SITE DATA:

- This is data about the context of the page.
- The most common datapoints shared are Publisher Name, Page URL and Category of the page.
- Programmatically, advertisers might use this data to target only fashion publishers, or only finance sections from news publishers.

DEVICE DATA:

- This is data about the devices that can be used to infer information about its user.
- The most commonly shared datapoints shared are Device ID, IP address, User Agent, Geolocation, Software and Hardware information.
- Programmatically, advertisers might use this data to frequency cap or geofence their campaigns.

FIRST AND THIRD-PARTY DATA:

- This is information about users which have been collected by the publisher or by a third party partner.
- The most common datapoints shared in programmatic advertising are socio demographic and interests, depending on the publisher.
- Programmatically, publishers might make this information available through programmatic deal types to help advertisers target sports users site-wide, or a 25-35 female audience segment.

WHAT'S NEXT FOR PUBLISHERS IN APAC?

Two types of targeting are often layered on campaigns to increase advertising relevance: contextual targeting and audience targeting.

While contextual targeting has come back to prominence due to the evolving privacy landscape, audience targeting raises two challenges for publishers:

- 1) How to collect and share user consent in a privacy compliant way
- 2) How to monetize impressions at their fair value in a cookieless/mobile-IDless environment

To be ready for changes coming in 2023, publishers need to begin the preparation work now to ensure a successful data strategy. For publishers just beginning to construct a programmatic data strategy, the IAB Programmatic Council suggests the following checklist:

PUBLISHERS CHECKLIST FOR A SUCCESSFUL DATA PRIVACY STRATEGY

THE AUDIT:

- ☐ Confirm with your advertising platforms on their compliance with the relevant legislation in your country
- ☐ Check the data you own
- ☐ Check the data you can activate on your advertising platforms (adserver and SSP)
- ☐ Follow IAB updates on the privacy laws

THE SET UP:

- ☐ Comply with privacy laws such as GDPR for European Union (EU) traffic
- ☐ Integrate a Consent Management Platform (CMP) for EU inventory
- ☐ Integrate an identity solution: check whether your SSP includes you in industry IDs such as Unified ID 2.0 or if you've integrated prebid independently, if you've integrated prebid's user ID module and added to your wrapper modules
- ☐ Partner with 3rd party data providers or activate through your advertising platforms
- ☐ Work with a Customer Data Platform (CDP)
- ☐ Ensure that buyers are aware of your integrations and integration types (adserver, tag based SSPs, header bidding, server-side bidding)

THE SALES MOTION:

- ☐ Update your sales pitch to address Privacy and Identity
- ☐ Better split your campaigns between contextual and audience targeting
- ☐ Update your sales strategy regarding local and regional regulations

As regulations are subject to change, publishers must increasingly be more transparent with their users about their privacy. Also, publishers must talk with tech platforms, data providers and buyers to be aligned with data privacy guidelines in order to not miss any business opportunities.

Insights into the buyer and data perspective are coming next in this four-part series on data privacy in programmatic.