



IAB HK's Privacy Focused Solutions Synopsis

Meet The Various Privacy Focused Solutions & Their Providers

*This Synopsis is being published in conjunction with the Webinar
“Navigating Changes in a Privacy-first World +
Release of 2021 Programmatic Survey Findings” -
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With cookies and other personal identifiers disappearing, a number of Privacy Focused Solutions are being put in place to bridge foreseeable gaps that many in the industry have been worried about. Through this Privacy Focused Solutions Synopsis and its tie-in Webinar ***Navigating Changes in a Privacy-first World + Release of 2021 Programmatic Survey Findings***, being held on ***Thursday, June 24th 2021***, IAB HK aims to shed light on this range of Privacy Focused Solutions for marketers, agencies and publishers alike so that members can have a head start on their journeys towards a better alternative to cookie syncing, privacy-safe cross-channel marketing and measurement, and solutions to the end of third-party cookies.

Category 1 - Closest-to-Home These are ID Solutions provided by players with substantial on-the-ground presence here in Hong Kong. These solutions are listed below in alphabetical order.

ConnectID is built on top of ***Verizon Media's*** proprietary Identity Graph, enabling clients to recognize users consistently across the open web and match to a persistent identifier, allowing for audience retargeting and campaign attribution in a privacy first manner.

At its core is the Next-gen Solution based on machine learning algorithms which leverage content and other real-time signals to infer audience characteristics, this allows for audience targeting and frequency capping without the use of identity information. ConnectID allows for interoperable third-party integrations with CDPs and DMPs, making it possible to match its user IDs with other third-party user IDs for audience activation and attribution.

FLoC, short for ‘**Federated Learning of Cohorts**’, is an API being developed within the Chrome Privacy Sandbox. FLoC was proposed as a signal to replace 3rd party cookies in Interest Based Advertising by using the browser to create anonymous cohorts of users with similar recent browsing history.

It proposes to protect user privacy by ensuring that many users are assigned the same FLoC ID, while leveraging federated learning to ensure that a user’s browsing history never leaves the Chrome environment. At the same time, FLoC is designed to provide value for advertisers by providing a signal that can be used to better understand a user’s potential interests. FLoC is one of many proposed APIs being developed in collaboration with the ad industry within the Chrome Privacy Sandbox, a ***Google***-led initiative which aims to replace 3rd party cookies with purpose-built APIs that protect users’ safety online while solving for advertiser use cases.

Unified ID 2.0 is an open-source sign-on solution for the open web, led by ***The Trade Desk (TTD)***, that the entire digital industry can shape and ultimately participate in. Instead of cookies, Unified ID 2.0 uses hashed email addresses which are collected from a user-login of a website or app. And at points where no ID is available, Unified ID 2.0 uses AI and extrapolation to segment audiences.

Unified ID 2.0 is a broad industry collaboration that includes publishers, advertisers and all players in the ad tech ecosystem. Companies including the Washington Post, Magnite, PreBid, Nielsen, Index Exchange and LiveRamp are among the many who have thrown their support behind the initiative.

Category 2 - Further-Away-And-Still-Relevant These are ID

Solution providers that have established their positions in this space, but not a local presence in Hong Kong (yet?). They are listed below in alphabetical order.

ID5 offers an independent ID solution, known as **Universal ID**, that works in a very similar way to the open solutions mentioned above. ID5 allows publishers, data providers and AdTech companies to outsource their cookie-syncing processes with their partners and use ID5's Universal ID and Connect services. While ID5 originally used third-party cookies for identification, it has since moved towards using deterministic and probabilistic matching to produce first-party user IDs. AdTech vendors that have partnered with ID5, include Adform, Beeswax, Mediamath and Smart.

SWAN, or the **Secure Web Addressability Network**, also known as SWAN.community, is another ID solution that is open sourced and decentralized. SWAN runs inside the SWAN Ecosystem, and when an Internet user visits a website using SWAN for the first time, they'll be presented with a consent box, where the user can reset their SWID, opt in to personalized advertising, with or without inputting his/her email address. Once a user has selected their preferences, they won't be shown the consent box again on websites using SWAN. The main companies behind SWAN.community are Zeta Global, 51Degrees, Open X, ENGINE Media Exchange (EMX), PubMatic, Rich Audience and Sirdata.

Category 3 - Enhancing-ID-Resolution Other than providers mentioned above with the main goal to fill the gaps left by the disappearance of 3rd party cookies, this 3rd category of companies focus on piecing together IDs from online and offline channels to create a centralized view of consumers. Listed below are some of these companies in alphabetical order.

Epsilon, a digital marketing and data company that was purchased by **Publicis Group** in April 2019. Epsilon operates an ID graph that relies on cookies and mobile IDs, but it also has its own ID — its **CORE ID**, which uses deterministic matching based on data collected from logins and forms to help brands understand how their customers interact with them during the customer journey.

Flashtalking, a leading ad-management and analytics-technology company, also offers a solution to the ID problem with **FTrack**. FTrack is a cookie-less tracking solution that incorporates data from different devices and across the web and mobile apps. The result is a probabilistic ID that can be used to not only target audiences, but also to attribute conversions to campaigns.

InfoSum offers a rather different type of ID Solution than the ones listed above. Instead of ingesting data into a centralized platform like a DMP or CDP, InfoSum's clients upload their first-party data to a decentralized system, known as a **Bunker**. From there, the InfoSum platform uses a federated architecture to make connections between the different bunkers, without any data leaving the individual bunkers, making it a highly privacy-safe solution.

LiveRamp offers many data-related services, including first-party data onboarding and ID resolution. Companies can upload their offline and online data to LiveRamp and utilize its ID graph to identify users across different devices and channels, allowing them to power behavioral targeting, retargeting, and cross-device attribution.

Neustar provides many solutions for different parts of a business, including marketing, risk management, communications, and security. On the marketing side, Neustar recently announced the release of **Fabric ID**, a pseudonymized token that is created by an email address or phone number. Once the ID has been created, it can then be passed from the publisher to Neustar's advertising clients in the same way IDs in third-party cookies are passed today.

Signal is a Chicago-based SaaS company that connects brands with customers at scale through real-time, continuous data onboarding and identity resolution. Signal's customer identity solution provides a platform for brands and data owners to address customers across multiple devices and channels in real time. Signal helps brands build their own first-party identity graph, an asset that becomes more valuable over time as marketers wish to reach their customers 1 on 1 outside of walled garden ecosystems.

Tapad allows marketers to run cross-device ad targeting, personalization, and attribution by identifying users on an individual and household level and creating a single customer view. In February 2021, Tapad released a new product called **Switchboard**, which aims to provide interoperability to all the cookieless IDs (e.g. first-party cookies, mobile IDs, and CTV IDs) that will replace third-party cookies.

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This IAB HK ID Solutions Synopsis is being updated quarterly. If your company would like to be included in the upcoming edition, please contact alvina.chan@iabhongkong.com for more information.

About IAB (Hong Kong)

The **Interactive Advertising Bureau (Hong Kong)** empowers the media and marketing industries in Hong Kong, to thrive in the digital economy. It is comprised of more than 100 leading media and technology companies that are responsible for selling, delivering, and optimizing digital campaigns. Working with its member companies, the **IAB (Hong Kong)** evaluates and recommends standards and practices and fields critical research on interactive advertising.

The IAB (Hong Kong) Programmatic Advertising Committee

The Programmatic Advertising Committee is focused on evaluating the value and potential of Programmatic Advertising. This includes evaluation of the programmatic advertising ecosystem and terminology, disclosure principles, ad performance evaluation, opportunities/obstacles by platform, scalable/custom solutions, consumer perceptions, messaging and more.

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