

Kysyin ja sain luvan. Mitä seuraavaksi?

- Evästelupa kannattaa huomioida osana laajempaa identiteetin hallintaa ja se on perusta digitaaliselle asiakaskokemukselle

ABOUT US

At Gravito, we empower consent-based website audience identification in the new internet era, where the 3rd party cookie isn't available.

**Gravito's first-party data solutions
already power over 40 % of all Finnish
commercial Publishers' pageviews.**

300+ domains

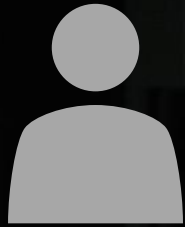
300 million monthly site visits

100 million pageviews daily

Mikä on asiakaskokemuksen arvo?



Increased privacy demands drive a fundamental shift in the internet economy



CONSUMERS HAVE BEGUN DEMANDING MORE PRIVACY ONLINE



NEW LEGISLATION HAS BEEN ENACTED TO IMPROVE PRIVACY ONLINE



WEB BROWSERS HAVE BEGUN RESTRICTING 3rd PARTY COOKIES



Gravito solutions are **regulation-compatible enablers of personalization** of content and advertising on publishers' websites and generate **direct business value**.

Personalized advertising is under significant change, and it is challenging the whole internet economy

1. TARGETED ADVERTISING WAS BASED ON SHARED PERSONAL DATA

For a decade, consumers on Internet have been tracked using a methodology called **3rd party cookies**. This information has been shared between the domains. Advertisers and commercial publishers have been able to create automatically accurate audiences for the campaigns and **personalize** the messaging.



Personalized advertising is under significant change, and it is challenging the whole internet economy

2. AFTER 3rd PARTY COOKIE DEPRECIATION ADVERTISER GETS LESS MROI

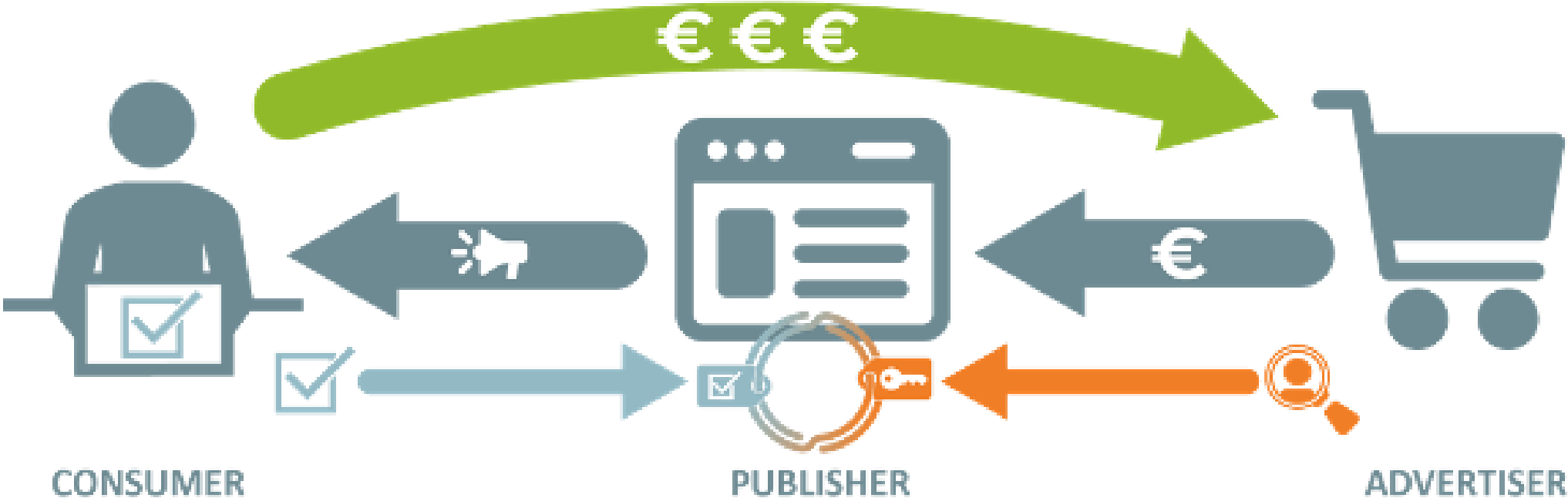
Privacy concerns and changes in regulation and technology have now challenged data-driven digital businesses. Apple Safari, with other web browsers, introduced the tracking prevention feature. Google Chrome will follow in 2024. 3rd Party Cookies are not working. **Advertisers must pay more for less effective campaigns.**



Personalized advertising is under significant change, and it is challenging the whole internet economy

3. GRAVITO CONSENT & ID CONNECTOR™ RE-ENABLES TARGETING CONSENT-BASED

Gravito technology does the magic on the publisher's website during the page load. Gravito Consent & ID Connector™ – Toolkit for the Edge **persistently** stores visitor consent and profile identity in the first-party context. Gravito solutions are **regulation-compatible**, enable **personalization of content and advertising on publishers' websites**, and generate **direct business value**.





PROBLEM

1. CHANGE

The change in privacy legislation and the deprecation of 3rd party cookie technology is affecting the internet economy.

The past methods for content personalization and targeted advertising are becoming obsolete.

3. IMPACT

Publishers are losing revenues as the digital advertising they sell is becoming less effective, and the quality of the campaigns cannot be measured as accurately as advertisers expect.

Less relevant visitor experience indirectly affects all essential KPIs.

2. CHALLENGE

70 % of website visitors prefer personalized content and fluent user experience.

Over 80 % of internet advertising has been targeted by using the 3rd party cookie based methods.

4. MARKET GAP

The publishers are actively looking for new solutions to the regulation-compatible consent-based identification of website audiences,

The demand is expected to urge when Google Chrome, with 70 % market share, enables the prevention of 3rd party cookies in 2024.

2. CHALLENGE

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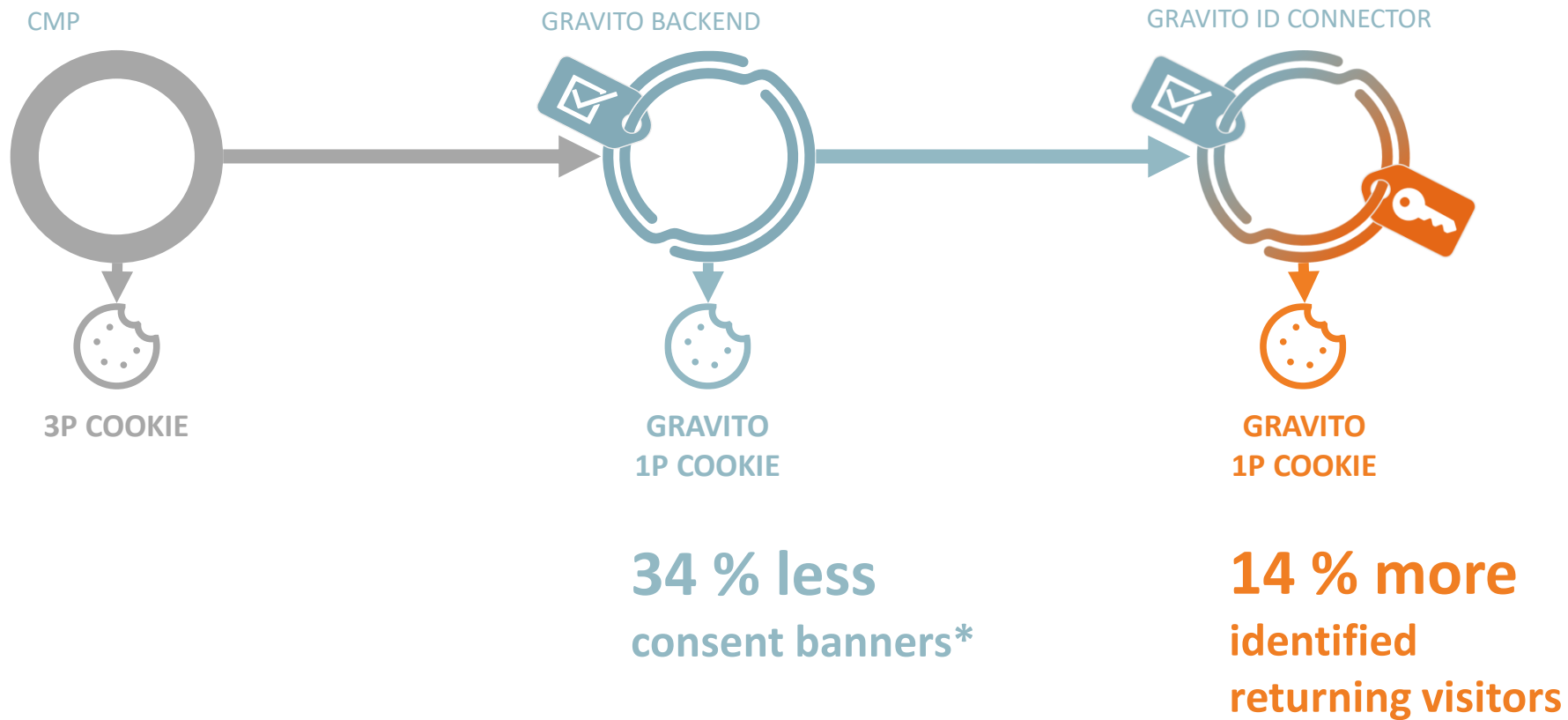
Over 80 % of internet advertising has been targeted by using the 3rd party cookie based methods.

The cookie consent given by the customer should no longer be viewed as a separate element but should be combined with broader identity management.

Gravito technology does the magic on the publisher's website during the page load. **Gravito Consent & ID Connector™ – Toolkit for the Edge** persistently stores end-user consent and profile data in the first-party context on edge – on the client side.

Gravito solutions **re-enable data-driven personalization of content and advertising on your websites** and generates direct business value.

From 3rd party to the first-party



60 days of data comparison, Finland, Selected media sites

*The number shows the difference between 3p and 1P data; there are other reasons to show the CMP banner

Kysyin ja sain luvan. Mitä seuraavaksi?

Kysymykset:

- CMP on must. Onko kunnossa?
- Assosioituvatko luvat johonkin?
- Miten viet luvat muihin järjestelmiin?

Mitä hyötyä?:

- 1p datan kerääminen ja aktivointi luo kilpailuetua

Maali:

- Pysyvä rikastuva ID, josta seuraa parempi asiakaskokemus

Kysyin ja sain luvan. Mitä seuraavaksi?

Must have

Lupien hallinta saitella ja muissa digitaalisissa kohtaamispaikoissa

Kerää, Yhdistele, Tunnista

Aloita ensimmäisen osapuolen dataan perustuvan profiilin luominen heti ensi vierailusta

Yhdistä profiilit heti yhdistävän tekijän löytyessä

Rikasta

Yhdistele mitkä hyvänsä datalähteet profiilin avainrenkaaseen

Hyödynnä tietosi ja palvele paremmin

Hyödynnä reaaliaikainen näkymä asiakkaaseesi

Hyödynnä pysyvää identiteettiä kolmansille osapuolille

Käy kauppaa luvitetulla ensimmäisen osapuolen datallasi

- Muista saamasi luvat
- Käyttäydy saamiesi lupien mukaisesti



Kiitos

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