

Smarter technology for all

Navigating a Post-Cookie Landscape: a Pragmatic Approach

**Jesh Sukhwani, Lenovo, Global Director – Media Center of Excellence
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Lenovo

From PC Pioneers To The AI Horizon

Lenovo

Founded in 1984: A Journey from Beijing to Global Tech Giant

Innovation Leaders: Renowned for pioneering computing and smart devices

Diverse Product Range: Continuously advancing in personal computers, smartphones, and servers

Direction of Travel

Embracing AI: Strategic alignment towards Artificial Intelligence to lead the tech evolution

Harnessing AI Potential: From machine learning to advanced analytics for enhanced user experiences

Exclusive Solutions: Unique in peer-group to offer an end-to-end pocket-to-cloud AI solution



What to expect

Disruption, Innovation, User-Consent

The Horizon

Leveraging 1PD

Advertisers will maximize 1st party data for hyper-personalized, AI-driven campaigns

Data Clean Rooms

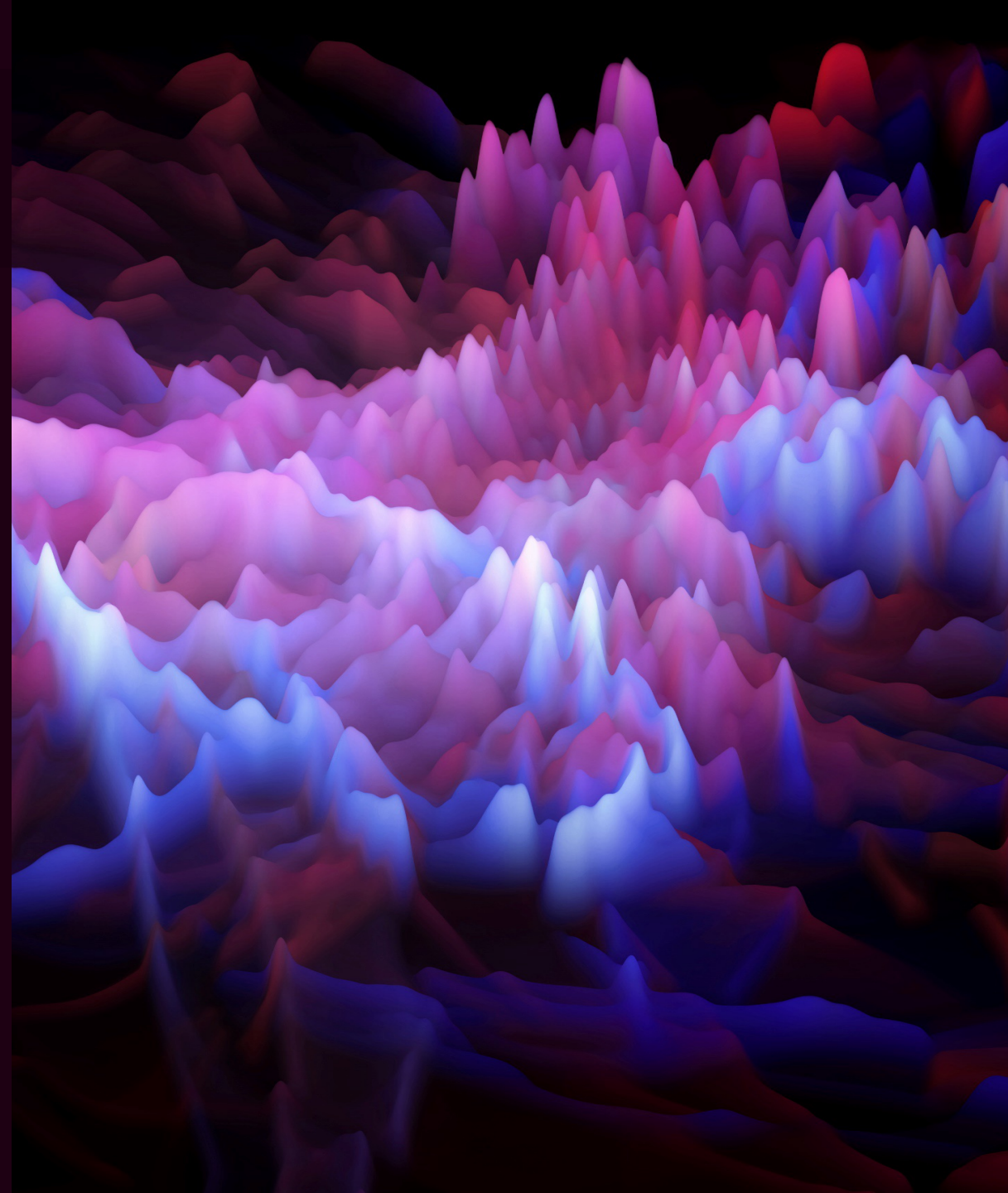
Adoption of DCRs for audience analysis, media planning and targeting

AI Personalization

Future marketing will harness AI to deliver personalized experiences without compromising privacy, utilizing zero and first-party data effectively

Value Exchange

Provide beneficial content, services for audience engagement, fostering community-building, ensuring mutual benefit the brands and audience in a privacy-first eco-system



“Privacy is not an option, and it shouldn't be the price we accept for just getting on the Internet” -

Gary Kovacs, Former CEO Mozilla Corp



Market Disruption

Privacy-First, Fragmentation, Governance,

A New World

Marketing in a Privacy-First World

Consumer Behavior Evolution

An accelerated change in how audiences interact with digital content and advertising

Platform Emergence

Social media and streaming services are redefining content engagement leading to further fragmentation

Strategic Adaptation Required

Marketers need to evolve tactics to maintain relevance in this transformed landscape

A New Approach

Ethical Marketing

Transparent Practices

Adoption of clear, user-consented practices in marketing

User-Centric Approach

Aligning marketing strategies with user privacy and evolving regulations

Consent at the Core

User consent as a foundational element of Lenovo's advertising strategy

Framework for Compliance

Focus on strong governance frameworks for data management and internal education

Shifts in how consumers engage with brands online



Losing the “Signal”

3rd Party Cookie Deprecation

A Cookieless World

Precision Targeting

Adapting strategies to maintain targeting accuracy with a signal loss thanks to third-party cookie deprecation

First-Party Data Utilization

Leveraging proprietary data and AI for insightful targeting CRM using Data Clean Rooms

AI-Driven Algorithms

Employing advanced AI for enhanced targeting precision in a new era

Transition

Recognizing the dual nature of the shift to a cookieless landscape

Proactive Adaptation

Committing to innovate amidst tracking limitations

Privacy-Centric Advertising

Exploring user-friendly and privacy-respecting ad models



Embracing the
cookieless future
As an opportunity

Challenger Brand Mentality

Innovation & Agility

Core tenets driving
Lenovo's marketing
approach

Trend Leadership

Proactively shaping
industry trends rather than
reacting. Adopting a fail-
fast culture

Culture of Adaptability

Embracing change as a
catalyst for unique
solutions

Control and Ownership of Data

Trust Through Transparency

Prioritizing data control
to foster customer
trust

Regulatory Compliance

Ensuring practices align
with global and regional
privacy standards

Secure User Experience

Commitment to data
integrity for peace of
mind

Embracing innovation Valuing data privacy

Brand Data

Consent, Targeting & Attribution

First Party Data

1PD Importance

Data collected directly from users, a key asset for insights into customer preferences

Strategic Asset

1PD as a cornerstone for effective marketing and engagement strategies

Precision in Audience Targeting

Utilizing 1PD for deeper understanding and relevance in tailoring marketing campaigns

Enhanced Attribution Modeling

Strengthening the connection between customer interactions and conversions with 1PD

Journey Insight

Gaining a clearer view of the customer journey through direct data

Data Clean Rooms

A commitment to secure, ethical data handling practices. Uphold data and tech security trust with strategic partners



1PD unlock
A world of precision and insight
Based on trust

Wrap-Up

Increasing Complexity, Innovation & Opportunities

In Conclusion

Lenovo

From 1984 to becoming a leader in AI and technological innovation, Lenovo demonstrates a commitment to growth and adaptation

Challenger Mentality

With an ethos of innovation and agility, Lenovo continually challenges market norms, focusing on data control and ownership to build trust and ensure a secure user experience

Market Disruption

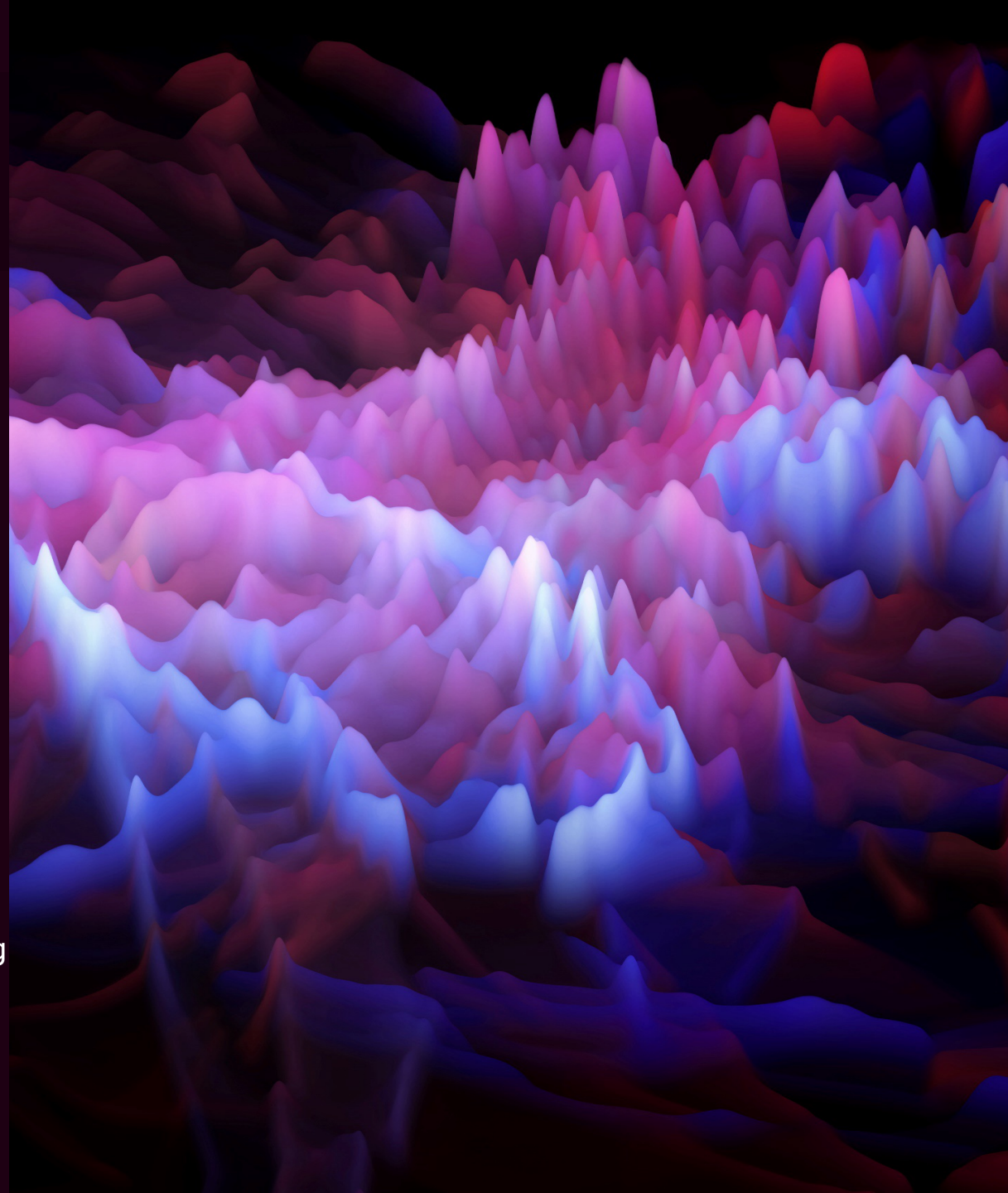
The digital advertising landscape is undergoing significant shifts, with Lenovo at the forefront of navigating these changes through privacy-first strategies

Leveraging 1PD

Emphasizing the importance of first-party data, Lenovo utilizes this strategic asset for enhanced targeting, attribution, and partnerships

Cookieless Future

Lenovo is proactively adapting to the decline of third-party cookies, leveraging first-party data to maintain precise targeting and meaningful customer engagement



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thanks.

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