



# DATA-DRIVEN MARKETING

and the increased need for transparency



# 15 CENT

Only 15 Cent of each  
media Euro supposedly  
reach the Publisher...

TRANSPARENCY



# A RECENT UPDATE

ad TOPICS | OPINION | RESOURCES | EVENTS | PODCAST | CAREERS | SEARCH

## After Transparency, P&G's Pritchard Has A New Mission: Getting A Signal Into The Walled Gardens

by Sarah Sluis / Monday, October 7th, 2019 10:00 AM

Share:

This summer, P&G posted the best quarter of sales in a decade, and its stock price has nearly doubled since spring 2018.

To create that growth, P&G is increasingly grabbing the reins. Chief Brand Officer Marc Pritchard told attendees at the ANA Masters of Marketing in Orlando, Florida, on Friday.

P&G's progress came after it allowed its brands more autonomy to determine what marketing they wanted to do themselves when they wanted to work with an agency.

Agencies still get P&G budgets, but the terms are different. After

**PROGRAMMATIC I/O**  
NEW YORK / OCT 15-16, 2019

**NATIONAL PROGRAMMATIC HOUSEHOLD BY HOUSEHOLD**

**Marc Pritchard**  
Chief Brand Officer

**P&G**

# BUT WHAT HAPPENED WITH THE OLD ONE

The screenshot shows the top of a web page with a navigation bar containing 'ad TOPICS | OPINION | RESOURCES | EVENTS | PODCAST | CAREERS | SEARCH' and social media icons for Twitter, Facebook, LinkedIn, and RSS. The article title is 'After Transparency, P&G's Pritchard Has A New Mission: Getting A Signal Into The Walled Gardens' by Sarah Sluis, dated Monday, October 7th, 2019. A blue callout box is overlaid on the article text, containing the text: 'P&G's Prichard has a new MISSION (... ) a rallying war cry to fix "the crappy supply chain" early 2017'. To the right of the article is a promotional graphic for 'PROGRAMMATIC I/O NEW YORK / OCT 15-16, 2019' featuring a grid of house icons and the text 'NATIONAL PROGRAMMATIC HOUSEHOLD BY HOUSEHOLD'.

# BEFORE WE MOVE ON

## After Transparency, P&G's Pritchard Has A New Mission: Getting A Signal Into The Walled Gardens

by Sarah Sluis // Monday, October 7th, 2019 - 10:37 am

Share:    

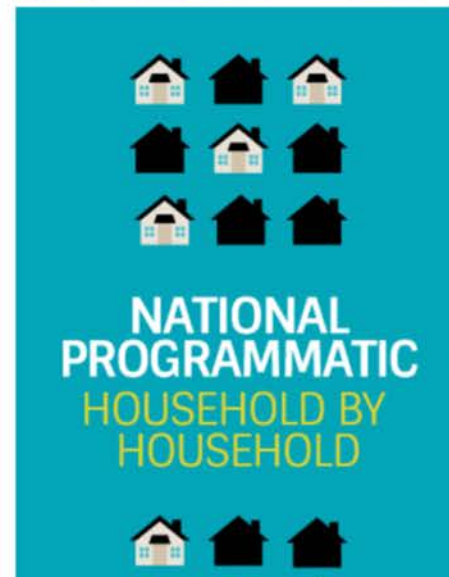
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Marc Pritchard  
Chief Brand Officer



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I Consent



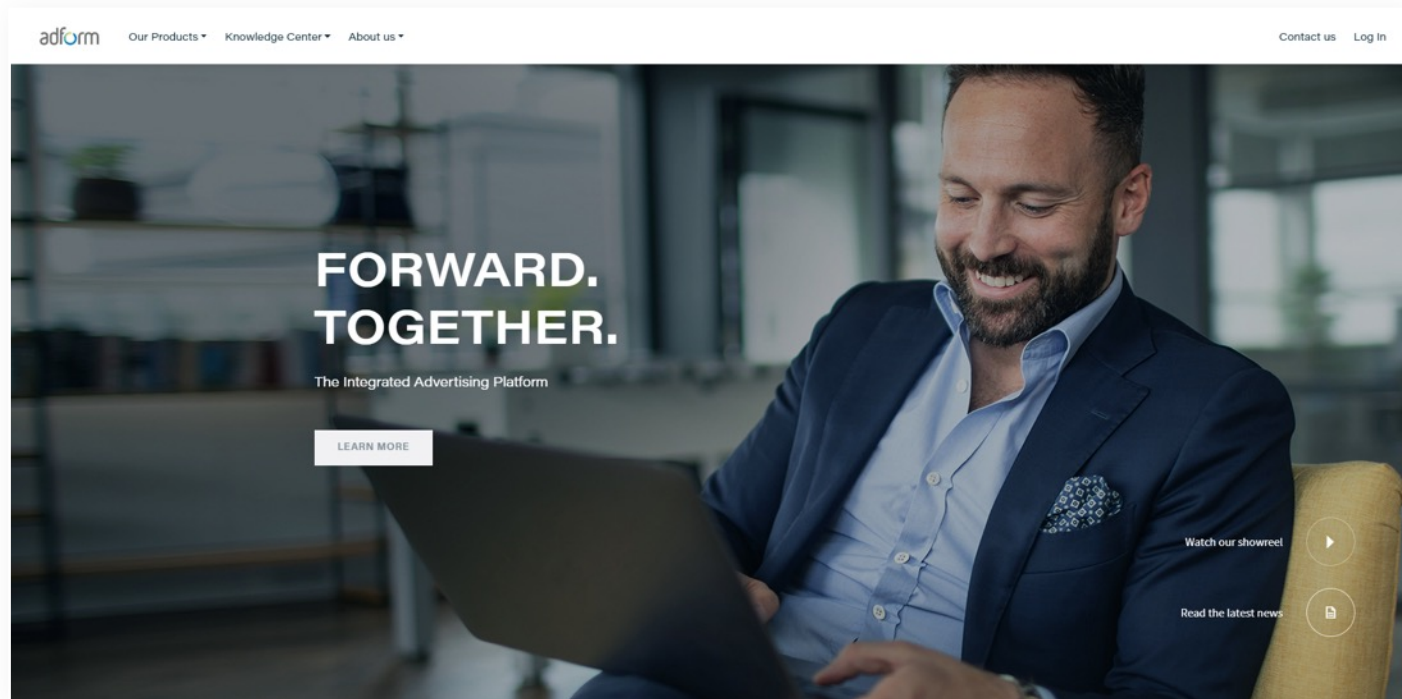
# BACK TO THE FUTURE



# EUROPEAN COOKIE DIRECTIVE



# COOKIE DATA



Cookies store data on your computer in your browser

Image Tag

Java Scrip Call



# YES, I WANT

There is just no way to say YES  
but to just say it...





1

REALITY  
vs  
GERMANY

0



# But before we move on



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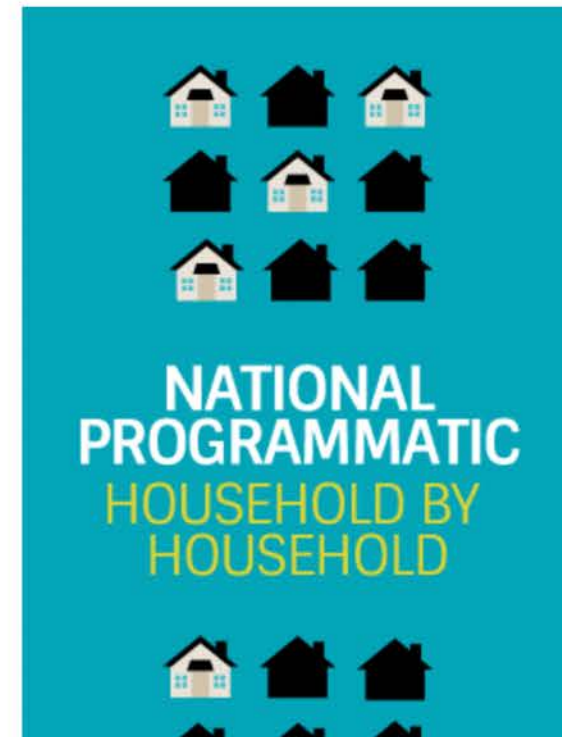
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Marc Pritchard  
Chief Brand Officer



“(...) then, through algorithms  
and other things, we create

**AN ANONYMOUS  
USER ID (...)**”

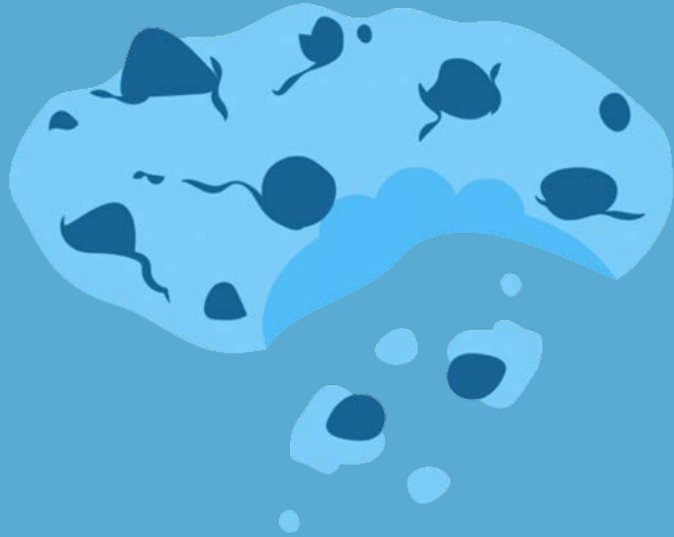






# THE ANONYMIZER IS DEAD

# FINGERPRINTS ARE PERSONAL DATA



**VS**







# THE ANONYMIZER IS DEAD



# ACCOMPLISHED

**60%** consent coverage







**C**OMPLIANT  
**C**ROSS  
**P**LATFORM  
**I**DENTITY





# WAR AGAINST COOKIES



# A (YET UN) REAL SOLUTION



USER NAME

---

.....

Login



THE GDPR IMPACT

## To fight Google and Facebook, European publishers try login alliances

NOVEMBER 6, 2019 *by* [Lara O'Reilly](#)

Publishers across Europe fret that the duopoly's dominance will only get stronger as new online privacy regulations and recent anti-tracking moves from browsers take hold. Attracting registrations is a key tactic for publishers looking to maintain a relationship with their users and to be able to gather the first-party data to offer those prized audiences to advertisers. That's led to a mushrooming of publishers establishing so-called login alliances that enable people to use a single account to register with multiple sites.

... things are moving ...



# SHARED COOKIE IDENTIFIER

# TOO MUCH TALKING





# TOO MUCH BRAGGING

... not hard to do

... it is only hard to do  
**TRULY SHARED**



**SUPER ID : Bringing together the best  
of all ID solutions**

**SUPER ID** puts the publisher in complete control of their programmatic ad business. By removing publishers' dependency on third-party cookies, **OUR ID** delivers a technical foundation for enhanced match-rates and audience addressability across all device and browser-types.



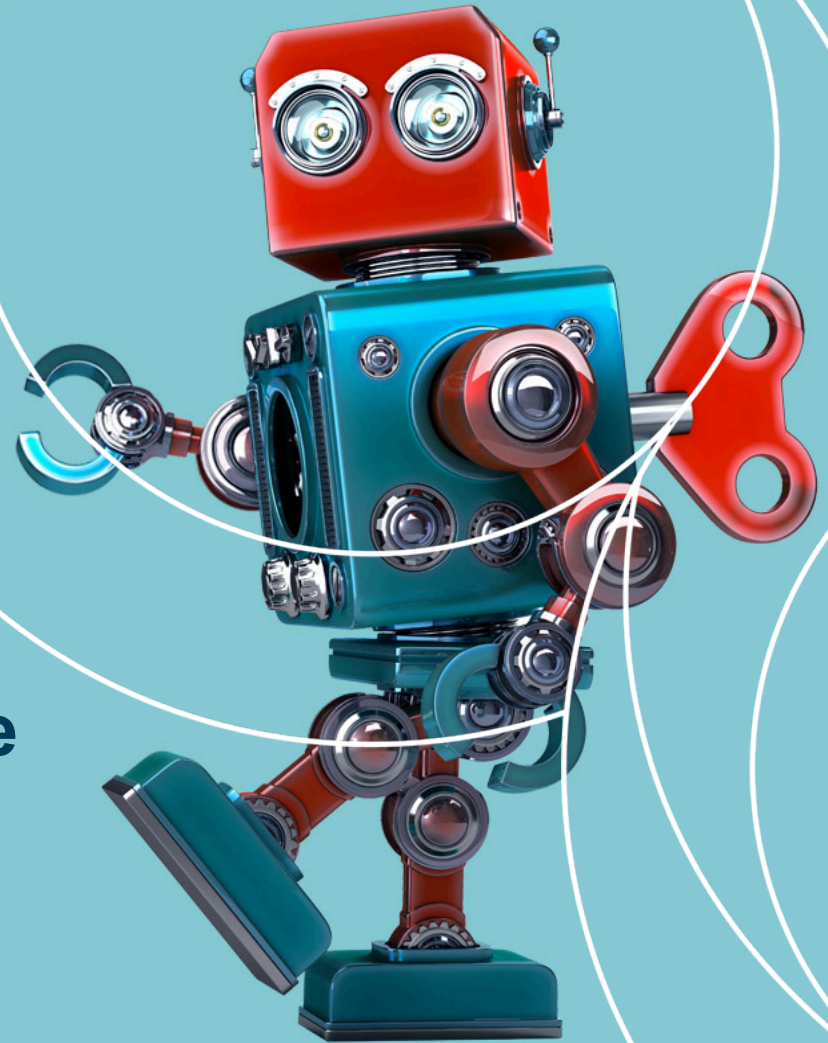
# THE SWITZERLAND OF IDS



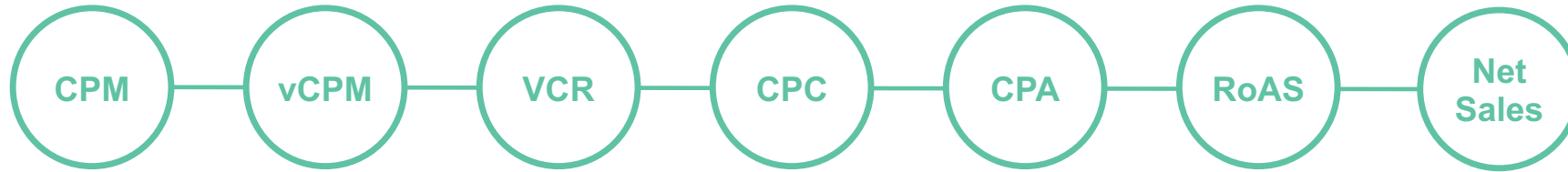


# TRUST ME

AI is here to help you, it needs to make  
programmatic **SIMPLE** “AGAIN”



# CONTROL THE ALGORITHM



## Tailored Goals

## Adapt the algorithm



Audiences



Inventory Source  
and Package



Domains



Apps



Adform ID



Banner and  
Banner Size



Time &  
Schedule



Frequency



# We need to change how this works...

The screenshot shows the Adform dashboard with a left-hand navigation menu and a main content area. The navigation menu includes sections for CAMPAIGNS, DEALS, CREATIVES, AUDIENCES, SITE TRACKING, TAGS, STATS AND REPORTS, INVENTORIES AND..., and ADVERTISERS. The main content area features several widgets: a 'Save production & trafficking time' banner, a 'News' section, 'Recents' and 'Favourites' lists, a 'New visualization of budget pacing trend' chart, a 'Budget spend vs plan' bar chart, a 'Campaigns, Audiences, Deals trouble shooting workflows' grid, and an 'Alerts' section. Annotations in green boxes highlight these key features.

**Annotations:**

- New visualization of budget pacing trend** (points to the line chart showing selection probability and click rate %).
- Campaigns, Audiences, Deals trouble shooting workflows to shorten time spend on problems** (points to the grid of campaign status cards: Active, Soon to be finished, Pending, Overperforming, Underdelivering, Overdelivering).

New personal home with all products in one navigation to shorten access to workflows

New list with all campaigns, orders and line items to navigate to ...

... orders and line item loading on demand for better performance

New Campaign overview page to visualize and track Campaign performance

New design for large forms to help focus on important parts and decrease time spent with forms

Flexibility to reuse applets in different workflows





# THE FUTURE OF WALLED GARDENS





### Broadcom: The **European Commission** Will Strike - Again ...

Seeking Alpha - 7 hours ago

As I predicted, the **European Commission** will impose interim measures ... "In June, the **European Commission** opened a formal **antitrust probe** ...



### Breaking Up Big Tech: Facebook, Google Now Face 4 ...

<https://www.forbes.com> 2019/09/09 > breaking-up... ▾

Sep 9, 2019 - Topline ... antitrust investigations in a bipartisan effort to

Roughly 40 state attorneys general plan to take part in antitrust...

**Facebook exempts political ads from ban on making false claims**



**EU's top regulator** ... **Federal News Network** - 8 Oct 2019  
In response to concerns that **EU antitrust investigations** ... — time that critics say allows big companies to cement their ...

**EU's Vestager says breaking up companies is last option**  
**Reuters** - 8 Oct 2019

Reuters

[View all](#)



**Google's ad business will be scrutinized like never before in ...**  
**CNBC** - 11 Sep 2019

Texas Attorney General Ken Paxton — who is leading the new **antitrust probe** by state attorneys general from 48 states, the District of Columbia ...

**Google Antitrust Probe: Why Isn't California Involved?**  
**Market Realist** - 11 Sep 2019

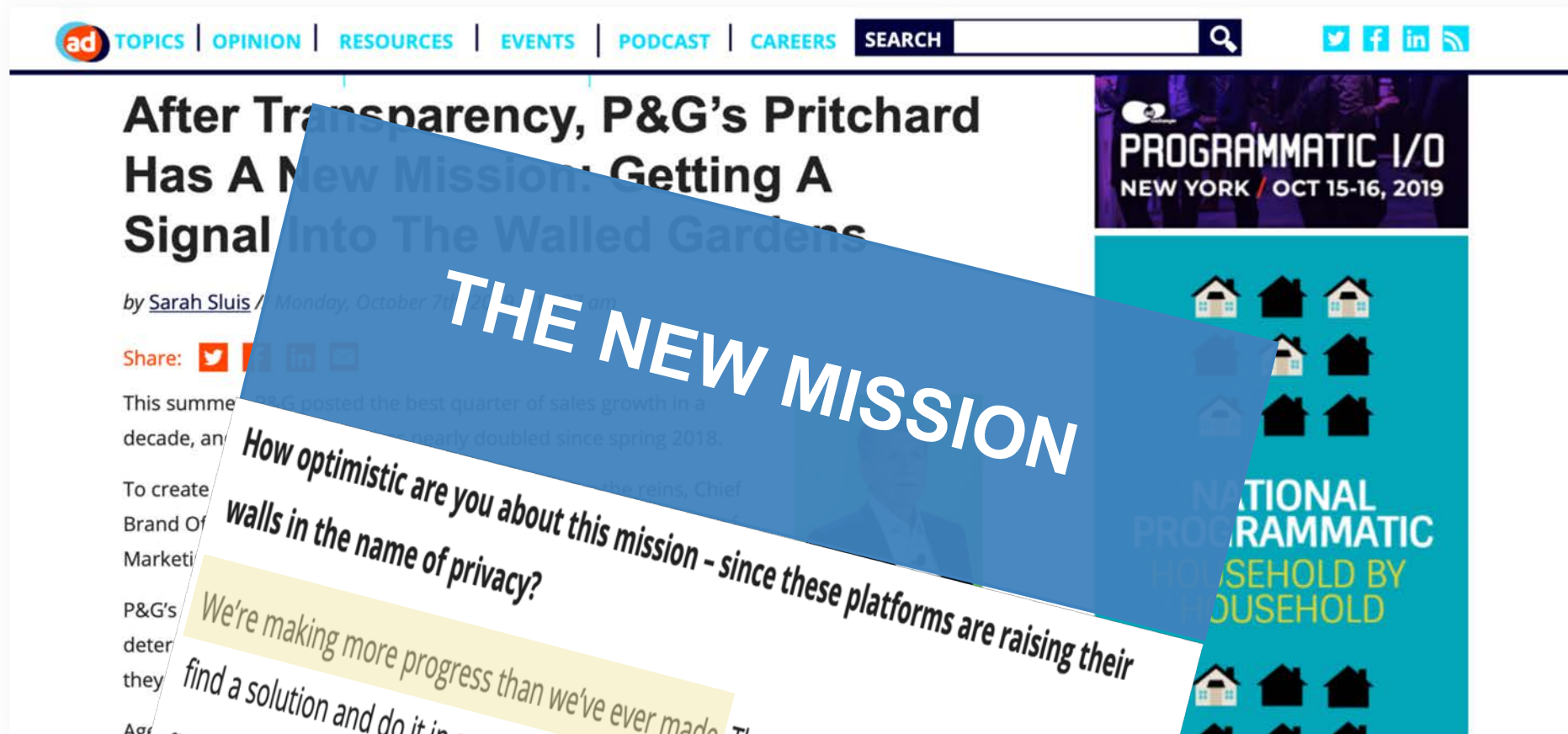
**Will the big multi-state antitrust investigation of Google affect ...**  
**Econsultancy (blog)** - 11 Sep 2019

### FTC ramping up on Big Tech antitrust investigations - CNN

<https://edition.cnn.com> > 2019/09/11 > ftc-big-tech-antitrust-investigations

Sep 11, 2019 - Washington, DC (CNN Business) The Federal Trade Commission says it has shifted into a higher gear in its **antitrust investigations** of Big Tech, ...

# WALLED GARDEN UPDATE



## THE NEW MISSION

*How optimistic are you about this mission - since these platforms are raising their walls in the name of privacy?*

*We're making more progress than we've ever made. They [the platforms] are really trying to find a solution and do it in a privacy-complaint way. We want it to be privacy-compliant, no question about that.*



# MORE TO COME...

... still an exiting place to be

