PubMatic

THE INDUSTRY IS IN A COOKIELESS UPHEAVAL

WHAT PUBLISHERS ARE SAYING[1]

A Higher Proportion Of Publishers Are Still Evaluating Their Approach With Mobile ID Strategies

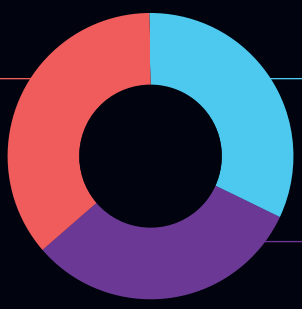
Actions post-Google cookie phase out		Actions post-IDFA changes
25%	Evaluating Options	39%
22%	Leveraging 1st Party Data	10%
16%	Consulting With Vendors For New Solutions	10%
9%	Adjusting Monetization	28%

Consideration Of Publishers' First-Party Data Usage And Protection Is Growing

> "First-party data is one of our biggest and most unique selling points. We need either a wrapper partner or SSP or both who we can trust to work with our first-party and make it accessible when we want it to be accessible."
>
> PUBLISHER, VP MONETIZATION

Measurement Has The Most Impact, But Targeting And Identity Resolution Efforts Are Equally Important

IMPORTANCE OF MODIFYING EXISTING DATA STRATEGIES IN RESPONSE TO 3P COOKIE PHASE OUT



Mid-Sized Businesses Have Come To A Point Where They Need More Sophisticated Measurement

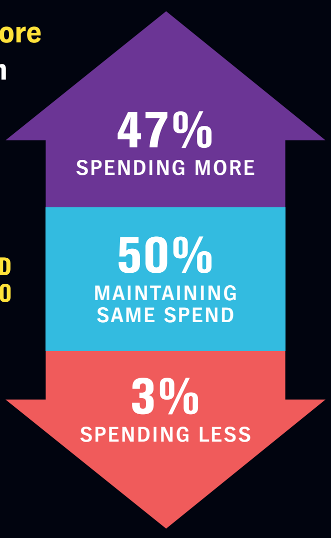
IMPORTANCE OF MODIFYING EXISTING STRATEGIES

By Company Revenue

	Annual Revenue		
	<$10M (n=51)	$10M-<$50M (n=47)	$50M+ (n=52)
Identity resolution	37%	28%	31%
Audience solutions	41%	30%	37%
Measurement	22%	40%	33%

WHAT BUYERS ARE SAYING

Nearly Half Of Advertisers And Agencies Are Projected To Spend More On Identity Resolution



US Companies Are Ahead Of UK When Investing In ID Solutions[3]

PERCENT OF MARKETING TECH SPEND ALLOCATED TO IDENTITY-BASED SOLUTIONS, DEC 2020

(% of respondents)

US 20%	WEIGHTED AVERAGE	UK 17%
17%	>25%	7%
38%	21% to 25%	26%
27%	16% to 20%	30%
11%	11% to 15%	26%
6%	6% to 10%	10%
0%	0% to 5%	1%

Buyers Rely On Tech Partners To Support ID Strategies

METHODS OF WORKING WITH ID SOLUTION PROVIDERS[2]

Adtech	72%
Martech	56%
Propriety Solution — Company developed	40%
Propriety Solution — Agency developed	33%
Standalone Service	30%

Buyers Are Leaning Into First And Second Party Data

TACTICS FOR ADDRESSING IDENTITY RESOLUTION[2]

65%	Relying more heavily on ID graphs built on first-party data
51%	Relying more heavily on second-party data built via data co-ops with other agencies and brands
48%	Relying more heavily on second-party data from publisher partners
31%	Still relying on 3rd-party-based identity resolution solutions, but ensuring they are build to last

NEXT STEPS FOR A SUCCESSFUL 2021

Have cross ID management interoperability

It is unclear which ID will be the preferred replacement, or perhaps multiple IDs will serve a variety of strategic purposes. As the industry evolves into the next era of audience addressability, adopt an identity management solution that allows better, easier multiple ID control and management.

Know your audience

Publishers must capture more usable data, by collecting their own and by creating closer relationships with first-party data sources.

Stay adaptable

There is a growing belief that publishers who leverage open-source wrapper technology can more quickly adapt to future disruptions to third-party cookie use.

Look for a performance and insights partner

More than just the technology, both buyers and publishers need to consider an identity resolution service partner who can provide insights, be a consultative partner, and is aligned in their company roadmap.

Get in touch to learn more about PubMatic's identity solutions for publishers and advertisers.

[1] Advertiser Perceptions Header Bidding Study, Q4 2020. 150 US publishers involved in programmatic advertising and advertising technology decision-making

[2] Advertiser Perceptions Identity Resolution Report, 2020

[3] Merkle Customer Experience Transformation Report, 2021

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