



# DIVISION-D

 YOUR AD, EVOLVED.

## USER PRIVACY & IDENTITY

As an increasing number of ad tech's largest players prioritize consumer privacy, there will be changes in how digital advertising campaigns are targeted and attributed. The true impact has yet to be determined, and Division-D is taking a proactive approach to ensure our campaigns transition easily into this new normal.

### UPCOMING INDUSTRY CHANGES

- **Apple iOS 14:** As of April 2021, Apple requires apps to request users' permission to access their device IDs (IDFA) for third-party tracking. Users who opt out are not eligible for targeting or tracking via IDFA.
- **Chrome's Browser:** In early 2022, Chrome intends to block all third-party cookies, requiring advertisers to rely on alternative identifiers for tracking and targeting purposes.

### TARGETING CONSIDERATIONS

Advertisers relying heavily on third-party cookies and IDFA for targeting purposes will see decreases in the size of their targeted audiences.

#### Our Solutions:

- Partnerships with industry-leading technologies for identity resolution, including LiveRamp and The Trade Desk to ensure continued targeting scale.
- Over 200 data partners with access to alternative identifiers, including second-party data and a first-party CRM data integration through LiveRamp.

### ATTRIBUTION CONSIDERATIONS

Ad technologies relying on third-party cookies and IDFA to attribute conversions will see decreases in trackable conversions.

#### Our Solutions:

- Partnerships with industry-leading technologies for identity resolution, including The Trade Desk to ensure continued attribution.
- Alternative options for measuring campaign success, including brand lift studies, inferred brand impact (IBI), and offline sales measurement.

### DIVISION-D'S PERSPECTIVE

- We support changes in the industry to increase consumer privacy and transparency surrounding data.
- We utilize a variety of targeting solutions and will continue to scale toward intended audiences effectively.
- We will continue to work with the most technologically advanced partners to best manage digital ad campaigns amidst future industry changes.
- **We are ready** for ongoing industry changes in relation to privacy and data and will continue to effectively and strategically serve our clients.

*Reach out to your Division-D rep today to learn more about the upcoming industry changes and our digital media solutions!*