

Preparation Checklist

THIRD-PARTY COOKIES HAVE BEEN THE CORNERSTONE OF ONLINE ADVERTISING, but our reliance on them is due to change in the coming years as first- and second-party data rise in importance.

As advertisers think about the post-cookie world, they need to ask the right questions of their media partners and agencies to sustain hitting performance and growth goals. At Digilant, we know that a smart advertising strategy doesn't need to rely solely on third-party cookies. Our proprietary contextual advertising and private marketplace solutions paired with partner-enabled solutions like first party data onboarding and unified ID matching enable us to execute on strategies that have longevity in the ever-changing media landscape.



1ST-PARTY DATA PLANNING

We can build a data infrastructure that maximizes first-party data. Through our LiveRamp partnership, we can onboard 1st party data and use identity technology to match a unified ID that can work across multiple platforms and channels.



TECH STACK UNIFICATION

We have deep partnerships with Google, Facebook, MediaMath, The Trade Desk, and Amazon. We're among 2% of Google Partners that have exclusive access to heightened service and access to tools like DV360's cross-device user graph.



ADVANCED MEASUREMENT

We have a seasoned team of data scientists with expertise in statistical regression analysis and econometric modeling - so brands can understand the impact of their media and sales without any sort of 1:1 tracking.



CONTEXTUAL DATA SOLUTIONS

Reach consumers in timely, relevant, and brand-safe environments using contextual data that includes sentiment, tone, and more. Layer on 1st-party data to tap into the content interests of your audience to reach consumers with accuracy.



PUBLISHER-DIRECT RELATIONSHIPS

When you partner with Digilant you also get access to our partners. We have strong partnerships with publishers and content recognition technology companies so you can reach strong, quality audiences without a cookie.



ONGOING EDUCATION

To help you prepare for a world without 3rd-party cookies, we have a team of experts ready at your disposal to share and interpret the latest changes and give practical next steps to ensure continued success in 2021.