

FIRESIDE CHAT KEY TAKEAWAYS

The Keys to Cookieless Advertising in 2022: Identity, Contextual Data, and Targeting

1 LEVERAGE FUTURE-PROOF SOLUTIONS NOW.

With the industry prioritizing consumer privacy, marketers should start testing cookieless solutions today. In this testing and learning environment, marketers can directly compare the reach and performance of cookie-based and cookieless tactics. This will help uncover successful future-proof tactics advertisers can use moving forward to continue to engage their audience once third-party cookies are removed. Some future-proof solutions include contextual targeting, data-driven context (Oracle's newest product), CRM targeting, and more.

2 CONTINUE TO PRIORITIZE MEASUREMENT.

Even with third-party cookies' changes, measurement and reporting will remain relevant to track performance. Finding cross-channel cookieless measurement solutions will enable advertisers to better understand the impact of their campaigns and advertising investment. Solutions such as Oracle Moat connects ads back to real people. Moat Analytics, Oracle's verification offering, already functions without identifiers and will offer the same, privacy-friendly functionality in the future.

3 UTILIZE EXISTING DIGITAL IDENTITY SOLUTIONS.

With privacy regulations changing in the industry, there is a need for transparency and trust, which is why identity solutions have been a trending topic around the depreciation of cookies. Vendors and publishers in the digital space will either create their own solutions or leverage solutions that exist in the marketplace, like Unified ID 2.0.

Oracle is standing behind a few trusted identity solutions, vetted against their strict privacy rules and regulations.

4 CONTEXTUAL TARGETING IS ON THE RISE.

While contextual advertising isn't new, the data and technology that supports contextual targeting have come a long way, especially as the industry prepares for the deprecation of cookies.

Oracle's contextual solution utilizes proprietary multi-term matching technology. This technology considers all aspects of a page's content: words, frequency, and relationships to the other words. Determining the true meaning and sentiment of the content enables a robust contextual solution that serves the needs of modern marketers. The technology allows advertisers to reach desired audiences by ensuring relevant content adjacency while also protecting brands from appearing in inappropriate environments or on disinformation sites across the web.

5 THE FUTURE OF IDENTITY... IS A MIX OF MEDIA SOLUTIONS.

While first-party data shouldn't be the only solution leveraged across media buying, it should be part of the overall strategy. If you haven't already, now is the time to start growing your first-party data.

Additionally, staying educated will keep you agile and ready to adapt quickly as we grow closer to these changes. Lean on trusted partners for current information and solutions to keep your brand moving into the future.

At Digilant, we prioritize staying engaged and hungry for new information. We always keep consumer privacy top of mind and will continue to provide data-driven solutions to reach prospects with proven, safe tactics.

ABOUT DIGILANT & ORACLE

Digilant is an omnichannel media partner built to take advertisers from now to next. We do this with omnichannel advertising strategies that are data-driven, actionable, and effective. Our solutions are supported by our proprietary marketing intelligence platform to connect media investments to business growth.

Additionally, we leverage strategic partnerships, like Oracle, to tap into unique data and solutions. Oracle helps bring new data sources, tools and resources to our toolkit. Then, the Digilant team layers on research and strategy to execute campaigns.

Interested in learning more about
Digilant's solutions and partnerships?
Let's talk! Reach out to us today.

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