



Basis[®]
Technologies

WEBINAR SERIES

Thank you for joining. We'll begin shortly...

Basis[®] Technologies

The industry's **most comprehensive** and **automated** digital media platform.

The screenshot displays the Basis Technologies dashboard with the following sections:

- Dashboard** (Header)
- LINE ITEM STATUSES**:
 - STARTING**: 9 line items 02/18/20 - 02/24/20
 - ENDING**: 4 line items 02/18/20 - 02/24/20
- LINE ITEM PACING %**: A donut chart showing 4,000 LINE ITEMS. The legend indicates: Under 90% (red), Over 110% (pink), and 90%-110% (green).
- LINE ITEM KPI PERFORMANCE**: A donut chart showing 4,000 LINE ITEMS.
- LINE ITEM COMMENTS**:
 - Lauren Johnson** (Feb 18 at 3:12pm): MODERN HEALTHCARE: BAN_MHC...P_970X66-415, 468X60, 300X50. @Lauren Johnson Adjusted spend - check in 7 days for improvement.
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- PROPOSALS**:
 - North America** (BAZAARVOICE002CP): YouTube Management (Mar 3 at 6:02pm) - MERGED.
 - AHA FY20 | Kids Heart Challenge**: Centro LinkedIn (Mar 3 at 2:33pm) - SENT; Centro Facebook (Mar 3 at 2:12pm) - SENT.
 - AHA FY20 Heart Walk**: Centro LinkedIn (Feb 28 at 10:25am) - SENT; Centro Search Google (Feb 21 at 12:12pm) - SENT; Centro Facebook (Feb 21 at 12:12pm) - SENT.
 - Sport Clips - 2020 Q2**: Centro Facebook (Feb 12 at 1:55pm) - SENT.
- INSERTION ORDERS**:
 - TaxAct 2020 - Consumer** (TAXACT004BP): YouTube Management.
 - Tobacco Prevention - Y** (ADHPREVENTION001BP): TikTok.
 - 2020 Ad Serving Campa** (SPORTCLIPS026CP): Turner SI Digital.
 - 2020 IDEA Public Schoo** (IDEAPUBLICSCHOOLS027CP): Chicago Tribune.



Max Mead

VP, Platform Business Development





Navigating Identity and Addressability without Third-party Cookies

Tuesday, November 16, 2021

Agenda

1

The State of the Ecosystem

What is changing? What alternative solutions should marketers consider? Which one will enable marketers to more safely build a deeper understanding of the customer and drive engagement across the entire customer journey?

2

A New Infrastructure

What has LiveRamp built? How does it enable addressability at the person-level?

3

Proof Points and Business Case

How does better personalization, activation, and measurement drive improved ROI for brands *today*?

4

Action Plan

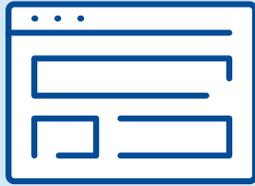
The industry has been talking about the deprecation of third-party cookies and restricted use of IDFAs and IP addresses for years. How can we take action now?



The State of the Ecosystem

Common Identifiers are Losing Signal Across Channels

Display + mobile web



40% of the **web** is already cookieless

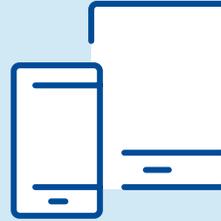


60%



40%

In-app



Apple's ATT limits IDFA,
Google to follow w/
AAID

Allow Tracking

Ask App Not to Track

Connected TV



ITP and Google's Gnatcatcher
break the use of IP addresses
for **CTV** addressability
and measurement

~~185.22.124.1~~

Brands are **losing audience data connectivity** across all channels, not just web

Publishers are subject to **data loss**, preventing them from connecting inventory to brand first-, second-, and third-party audiences

Different Timelines, Same Story:

Cookie deprecation is delayed



Third-party cookie deprecation to be phased out over a three-month period beginning in **late 2023**

The industry must continue to move away from third-party cookies as the **ROAS, reach, and measurability of RampID exceeds cookies** while respecting privacy

FLoC & FLEDGE technologies are slow to progress



Technologies emerging from **Google's Privacy Sandbox** initiative will be available starting **late 2022**

Marketers and publishers continue to move server-side, **reducing their reliance on Google technologies** to maintain targeting and measurement capabilities

Google, Apple stamp Out fingerprinting



Fingerprinting (and similar solutions) is **not a privacy-safe approach**

Google and Apple will continue to discourage its adoption through removal or masking of a user's IP address via Gnatcatcher and the extension of ITP to block IP addresses

Alternative Solutions in Today's Ecosystem

Key items to consider

	 Targeting	 Measurement	 Frequency	 Scale	 Privacy
First-party addressable solutions (i.e., ATS)					
Publisher First-party data					
Contextual					
Unauthenticated First-party data					
Privacy Sandbox / Cohorts					
Fingerprinting					

Three Solution Types to Consider in a Cookieless World



Addressable Identity Solutions

Pros:

- Highest ROAS
- Direct connection to high value audiences
- Proven path by walled gardens

Cons:

- Not available for every impression



Contextual Advertising

Pros:

- Simple
- Cheap

Cons:

- Impossible to measure
- Poor ROAS for marketers



Cohorts & Privacy Sandbox (FLoCs)

Pros:

- Potentially turnkey for publishers and marketers

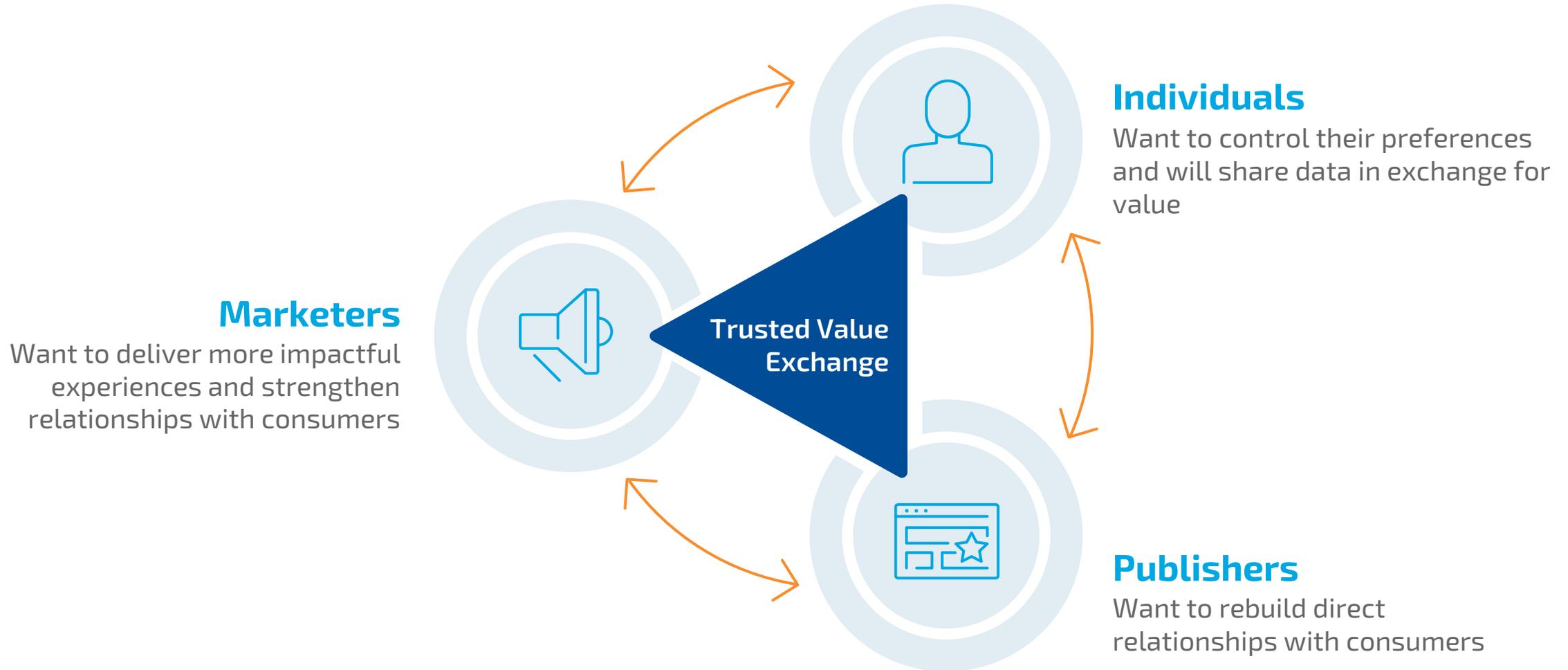
Cons:

- Unproven, untested
- Relinquishes control over the connection to your 1p, 3p audiences



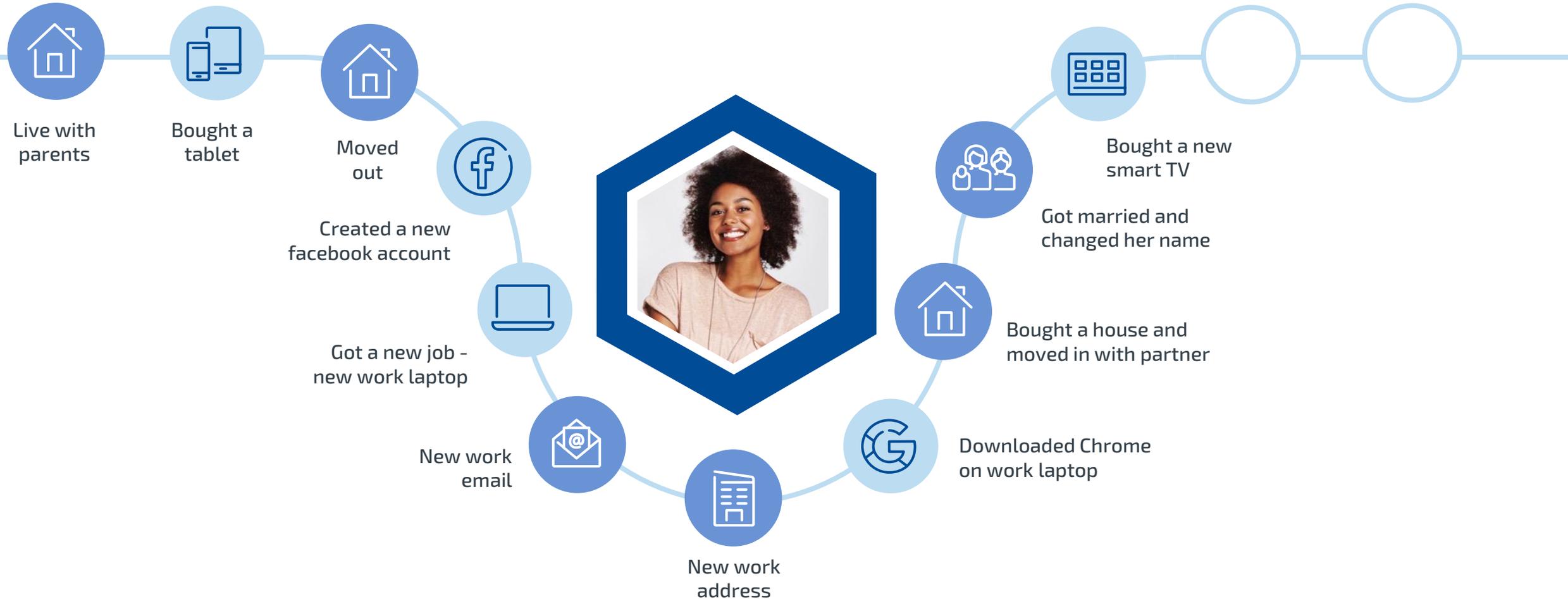
How Our Infrastructure Works

A New Ecosystem Built on Trust



Our View of Identity

The customer journey happens at the person level. An email is not a person. A device is not a person.



An End to End Solution with RampID

RampID is embedded across the ecosystem to enable marketers to use **1p, 2p, and 3p data** to connect with **authenticated audiences** across publishers for your entire media buy without sharing customer data—without relying on third-party cookies or device-based identifiers

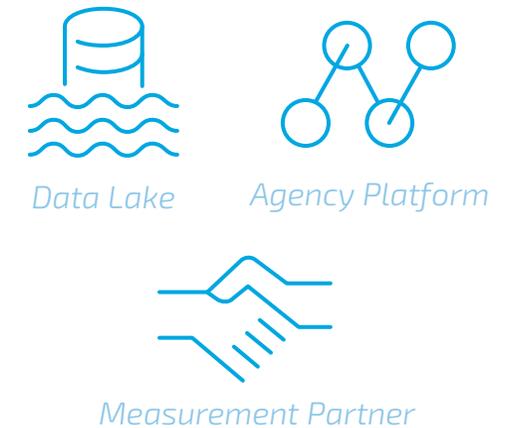
Identify Individuals through a Trusted Value Exchange



Connect 1p, 2p, 3p Audience Data and Transact on RampID



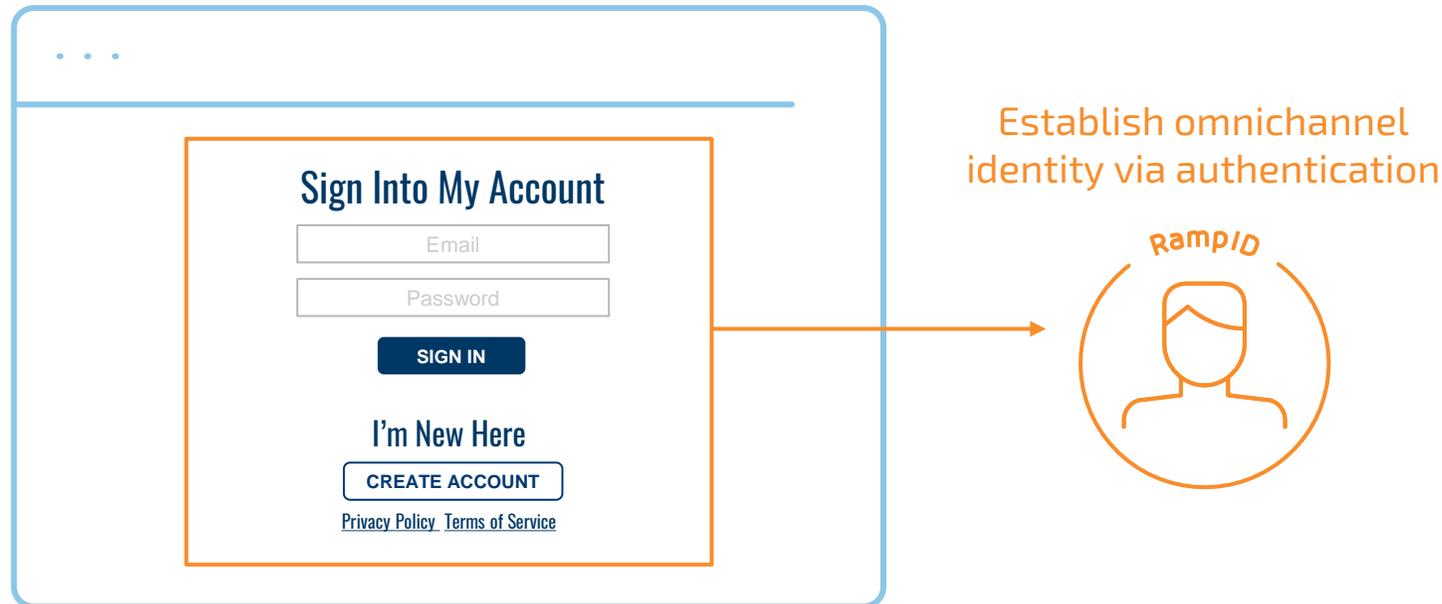
Measure Outcomes with RampID



End to End Addressability on RampID

Authentications Express Trust

Authenticated Traffic Solution (ATS) establishes scaled identity without third-party cookies through trusted and transparent first-party authentications consumers have with brands and publishers.



Key Benefits

Provides consumers with clear notice and choice on how their data is being used

Gives consumers a persistent, people-based opt out

Delivers enhanced data security

Supported on all owned and operated digital properties

Embedded Identity Throughout the Ecosystem

Align your understanding of the customer journey across siloed activation and measurement partners



What Sets LiveRamp Authenticated Traffic Solution (ATS) Apart?

		Programmatic Tokens	RampID
 Most IDs support basic programmatic functions	Compatible with emails	✓	✓
	Enables programmatic open exchange buys	✓	✓
 ATS is neutral and built around actual people	Neutral and lacks media bias	✗	✓
	Leverages people-based identity	✗	✓
 Supporting a much broader array of both marketing and other use cases	Enables direct and private marketplace publisher buys	✗	✓
	Enables addressable TV	✗	✓
	Enables social platform connections	✗	✓
 Allowing companies to work with partners, scale globally, and measure their effectiveness	Enables second-party data collaboration	✗	✓
	Available for activation globally	⊖	✓
	Enables omnichannel measurement and attribution	✗	✓

Why Start Bidding on RampID Today?



Improve ROAS

Case studies prove that addressable, people-based marketing drives better sales outcomes



Increase reach

in cookieless browsers + find a greater percentage of users on Chrome by mitigating signal loss from cookie syncs



Increase efficiency

Set frequency caps at the person-level, instead of treating one person as separate cookies, MAIDs, or CTV IDs



100% measurable

impressions compared to 30-60% when using cookies or MAIDs

Buying on RampID Works Better

TODAY



Achieve Better ROI

Moving beyond device IDs delivers superior business outcomes



Don't Compromise

Buying on RampID incorporates the best of both worlds: authenticated + device-based inventory

TOMORROW



The World is Changing

Device identifiers and third-party cookies are no longer an effective way to buy media

RampID by the Numbers

RampID connects first-, second-, and third-party audiences across social platforms + **unique reach** in the open web, including:



63%

Of time spent on walled gardens

74%

Of views on walled gardens



116%+

Greater reach to the open web than via cookies

100%

Measurable impressions enables proper attribution credit



Newsweek  **NBC** *News Corp*

The background is a solid dark blue. In the top right and bottom left corners, there are decorative elements consisting of several parallel diagonal lines in shades of light blue, medium blue, and orange, extending from the corners towards the center.

Proof Points

National Specialty DTC Brand Drives Higher ROAS



84%

ROAS lift



>20%

reach increase



Challenge

Evaluate the true difference in sales lift in removing third-party cookies from the supply chain:

- Isolate differences in performance from inventory and audience composition differences
- Measures business outcomes



Solution

- Implement control/holdout methodology measuring RampID lift over holdout compared to cookie lift over holdout
- Compare reach at the person level by resolving all exposure data from DSPs and joining with offline transaction data to measure lift in dollars

Fitbit Achieves 2x Higher ROAS

LiveRamp Authenticated Identity Infrastructure



Challenge

Find cookieless solution that

- Reaches Fitbit's high-value audiences
- Measures the same business outcomes



Solution

- A/B test Fitbit's Father's Day campaign
- Compare reaching audiences on a leading DSP's cookie with a deal ID via Index Exchange, which was built to leverage the LiveRamp Authenticated Identity Infrastructure

Results

- Significant improvement in efficiency
- Continued ability to measure against key business outcomes without third-party cookies

↑ **2x**

Return on ad spend (ROAS)

↓ **34%**

Cost per page view (CPPV)

↑ **13%**

Average order value (AOV)

Danone Improves Cost Efficiency by 40%

LiveRamp Authenticated Identity Infrastructure



Challenge

Danone selected their Silk brand campaigns to

- Determine the impact of third-party cookie deprecation on audience strategy and find a feasible alternative ahead of 2022
- Evaluate the effectiveness of people-based addressability on the cost of their media buy



Solution

- Reach high-value Silk audiences on a people-based level through authenticated publisher inventory and compare performance against third-party cookies
- Conduct the media buy using a deal ID

Results

- Higher engagement with video creative
- Significant improvement in performance when compared to third-party cookie and device-based impressions

↑ 40%

in cost efficiency metrics

↑ 4%

Video completion rate

The image features a dark blue background with several diagonal lines in shades of light blue and orange. These lines are arranged in two groups: one in the top right corner and another in the bottom left corner, both pointing towards the center. The text 'Take Action Today' is centered in a bold, orange, sans-serif font.

Take Action Today

Getting Started

Primary

Begin activating addressable, people-based campaigns

- ✓ Run your first campaign on RampID via your preferred buying platform (i.e., Basis)
- ✓ As you prove success with this method, measure, frequency cap, and optimize on RampID across your entire first-, second-, and third-party media buy

Secondary

Support an authenticated ecosystem

- ✓ Implement ATS on your sites
- ✓ Ask your top 20 publisher partners to implement ATS and increase the amount of their authenticated inventory you can reach

Don't wait! Embracing new strategies sooner, rather than later, will ease the transition and foster better ways to connect with consumers

Activating with Basis

2022 Q1 Availability

1

Activate and match your first-party data

- Upload your first-party data to Basis via LiveRamp Connect
- Your first-party data will be matched to Basis-encoded RampID segments

2

Enrich your first-party data with Basis's third-party data integration

130+ data providers' audiences can be purchased and delivered on RampID

3

Bid on RampID-enabled inventory

Advertisers can programmatically bid on RampID-enabled inventory across the bidstream

4

Measure your results down to the person level

Basis's integration with LiveRamp allows marketers to fully understand the value of their investments

Thank you.



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