

## Audience

The audience of the manifesto is the publisher's C-level executives who shoulder the responsibility of taking the organization forward in the turbulent times when revenue, brand equity and business models are under constant threat.

The manifesto aims to earmark 2020-2021's journey for a marketer. This journey becomes very critical in the face of new Data regulation's implications including the 3rd party cookie deprecation by 2022. This essentially gives about 20 months to prepare for a drastic change.

Let's Begin...

A basic shift to audience-centric approach needs to be adopted rather than the more popular one of channel-centric approach.



A Data and/or a marketing channel should be looked to get the right message to the user and get feedback to CDP to enrich User Behaviour data rich enough to make a consolidated branding and/or a more sales-driven plan

## Deprecation of 3rd Party Cookies

Google announced that Chrome will not support 3rd party cookies from 2022. Unfortunately, the issue is much larger. Safari, in default mode, does not support 3rd party cookie beyond a time window.

If an advertiser wants to continue to work with audience-based media buy but then he needs to shift to the first party and second party paradigm by the end of 2021. This means that he/she needs to own a CDP that supports first and second party cookie paradigm.

All digital platforms will be able to share an audience the first-party, second-party or segment level. This kind of ID map will hold the key to be able to do audience-based media planning and buying.

This also means that the Attribution system has to be able to cater to first-party and second-party cookie paradigm to support post view and post-click attribution methodology.

This also means that attribution system will be able to support the following:

1. User Acquisition and Re-acquisition Journey: A user can be tracked from the potential first view of the add to the post-acquisition scenarios.
2. Depending on the channel, a user can be tracked at impression, click or segment level.
3. An attribution system should be able to track with pre and post user acquisition/ campaign KPI events.

An in-housed CDP, in the current digital generation, becomes core to media buy strategy. Some of the checkpoints of CDP are as follows:

1. A CDP should be able to receive and host the data universe. Some of the data sources for them are as follows:
  - a. RTB stream from publisher or exchanges
  - b. 2nd party-data
  - c. Data from Search and Social
2. Should be able to host configurable hierarchies and segments
3. Should be able to layer data from different data sources, segments and hierarchies.
4. Should be able to manage various ID maps b/w different data sources
5. Should be able to host AI algorithms for user targeting and blacklisting the outlier media and users
6. Should be able to support and manage the first party and second-party data. For the time being also 3rd party data (till it is available)
7. Should be able to manage offline data on a statistical metric.
8. Should be able to layer aggregated data on user-level data based on other features

Channels like Linear TV, New Paper and Radio help to spray the brand message and can be controlled at Geo and Calendar level. These are still well-known channels to spread a brand message with relative ease with high creative content. These channels are very apt to general brand awareness and first contact with the potential user/client.

Channels like Search and Social, due to the walled garden paradigm, can support click and post click-based attribution. They are in a unique position to help target user in a probabilistic and deterministic manner.

Channels like Programmatic holds a special place in the marketer's media plan. It gives the biggest media coverage. With new tech arriving every few months to converge media channels, programmatic becomes a very important channel that would cover more and more channels in coming times.

As a marketer second thing to own is a bidder. Some of the things that it should have is the following:

1. Campaign configuration should support different channel paradigms
2. The targeting should be able to cater to all the parameters available in the channel
3. The activation channels available and potentially available would give a sense of media access
4. The types of media available and campaign goals will ascertain the types of algorithms that will be required
5. The CDP that supports the bidder needs to ensure that it can provide the required data density to the Bidder's AI requirements.
6. An in-house bidder would or could work on the first-party cookie.
7. A bidder can hold Id map tables with the exchange and publishers. This feature also needs to be powered by the CDP that is backing the bidder.
8. An in-house bidder calls for leg work for media activation
9. A bidder work with a direct agreement with supply partners or supply aggregators. It should be a strategic objective to be nearest to the supply source for best commercial arrangements and unfiltered /first look inventory
10. A bidder needs to be able to manage brand safety and supply frauds by deploying appropriate targeting parameters and AI algorithms

# 2020

## Publisher Manifesto



This also means that the exchange that will conduct the auctions should also be able to do the following:

1. Provide first look inventory of the publisher
2. Should be able to support advertisers first-party cookie and sync with publishers the first-party cookie. This feature is the core to handle the deprecation of 3rd party cookie.
3. The exchange should use the first-price auction. This means that the exchange is publisher friendly. Second price auction means that there could be hidden fees etc.
4. An exchange should be able to filter out the bot, domain spoofed and other fraudulent traffic.
5. The best-case scenario is if the exchange can support basic targeted traffic so that the bidder can optimally receive traffic.

Key Takeaways:

1. Own a CDP and a Bidder. It's a key to handle consolidated, 'a one true source' data and a sustainable large-scale media buy operation.
2. Setup business process to support the tech infrastructure with relevant data and media activation channels
3. Focus on media and audience quality, anti-fraud filters and honest attribution.