

Privacy Sandboxin vaikutukset mainontaan

Who we are?



Relevant Digital, 10+ years in AdTech & Programmatic.



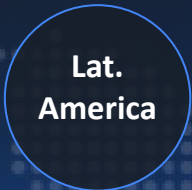
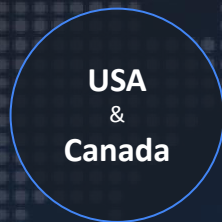
Present in 20+ countries.



Own Technology : Relevant Yield a **modular** SaaS platform for Digital Ad sellers.



Members of IAB & Prebid.org.



Evästeiden poistuminen lykkääntyi - taas

Third-Party Cookies (3PC) and Testing

● [Opt-in Testing with Labels](#) ● [1% 3PC Deprecation](#) ● [Third-Party Cookie Phase Out *](#)



* Subject to resolving any remaining concerns with the CMA.

A new path for Privacy Sandbox on the web

Share

Jul 22, 2024

Anthony Chavez
VP, Privacy Sandbox

We developed the Privacy Sandbox with the goal of finding innovative solutions that meaningfully improve online privacy while preserving an ad-supported internet that supports a vibrant ecosystem of publishers, connects businesses with customers, and offers all of us free access to a wide range of content.

adexchanger Programmatic I/O New York

CHROME PRIVACY SANDBOX

The CMA Wants Updated Privacy Sandbox Commitments From Google By Next Month

By Allison Schiff

TUESDAY, NOVEMBER 12TH, 2024 - 8:12 AM

Somewhere between 5 billion and 7 billion years from now, the Earth will crash into the sun, our planet will vaporize, and humanity will cease to exist, save for the super-rich and their chattel living in terraformed space colonies.

But until that day, Google and the UK's Competition and Markets Authority (CMA) will continue their colloquy on

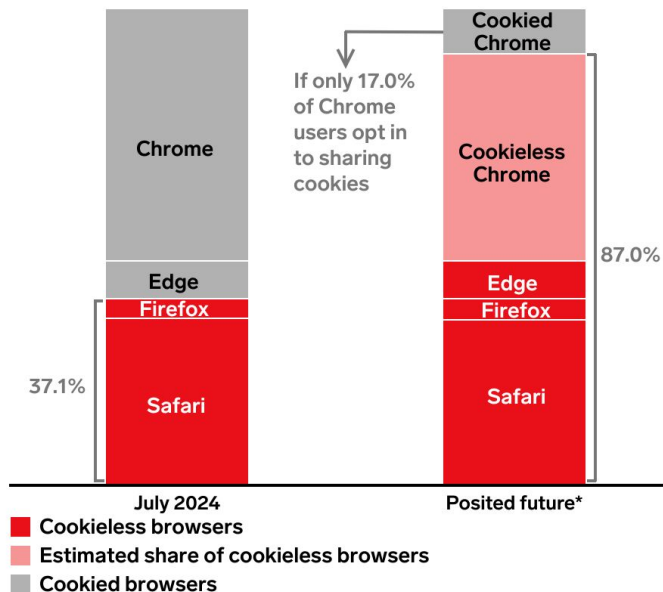
The Adventures of Cookie Monster

Trendi on selkeä

Evästeet tulevat poistumaan ja uusia kohdennuskeinoja tullaan tarvitsemaan.

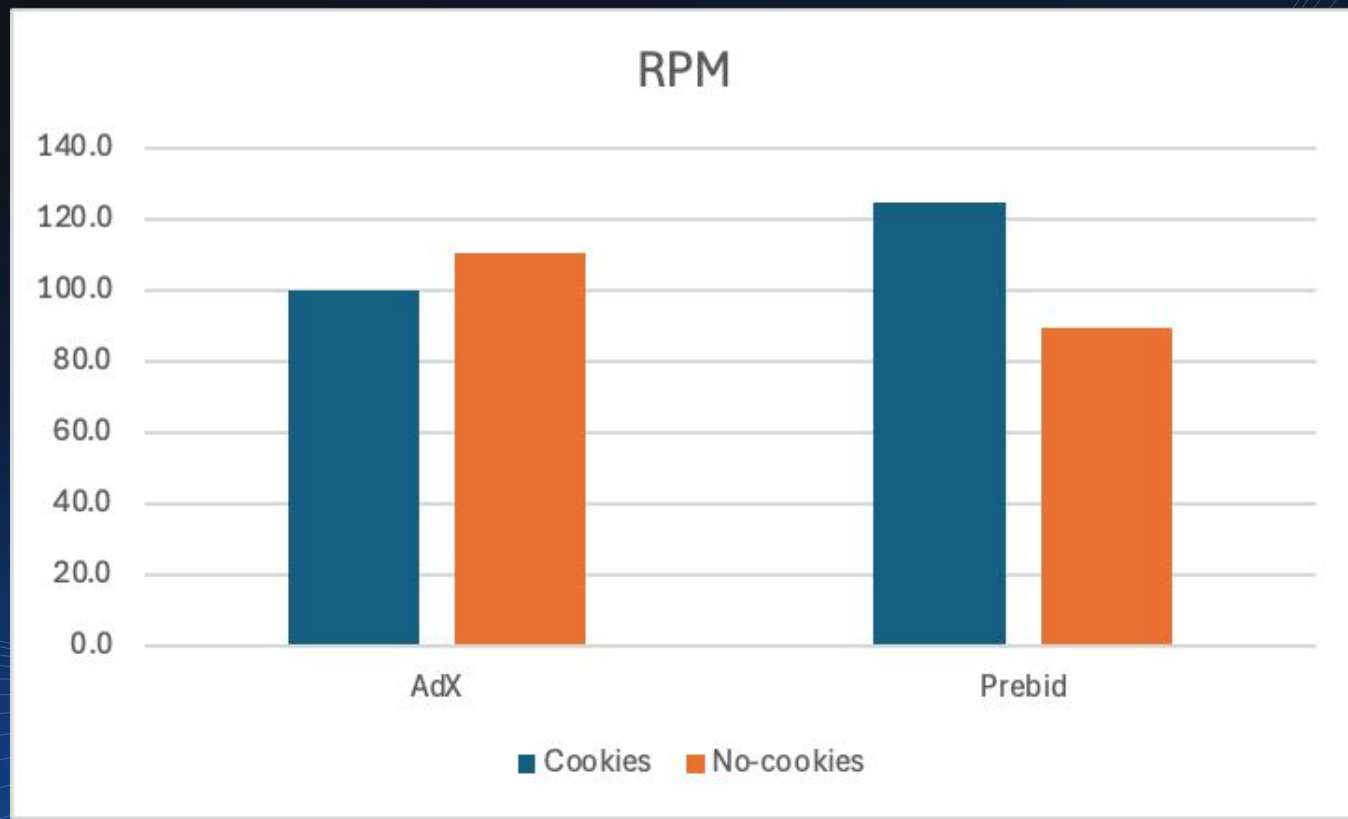
Almost 90% of US Browsers Could Become Cookieless Long Term

top 4 US browsers % of market, by presence of third-party cookies, July 2024 vs. posited future*



Note: *assumes the 17.0% of respondents to an EMARKETER survey who indicated they always accept cookies when asked by Chrome; assumes Edge completely deprecates cookies throughout 2024 as planned
Source: StatCounter, Aug 2, 2024; EMARKETER Survey, "US Consumer Attitudes on Advertising and Privacy," July 2024; EMARKETER Analysis of StatCounter data, Aug 2024

Evästeettömän liikenteen monetisoinnissa selkeitä eroja eri kanavien kautta



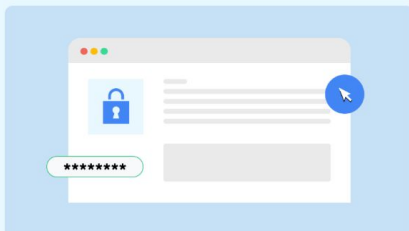
Chromen 1% evästeetön osuus. AdX evästeillä indeksi 100.

**Mikä ihmeen Privacy
Sandbox?**

Kokoelma teknologioita korvaamaan kolmannen osapuolen evästeiden käyttötarkoituksia Chromessa

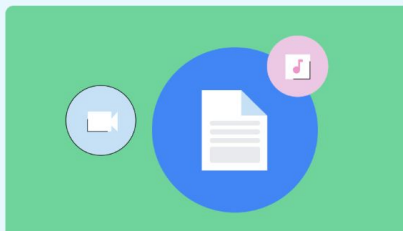
The goals of the Privacy Sandbox

The Privacy Sandbox is currently in development. It aims to:



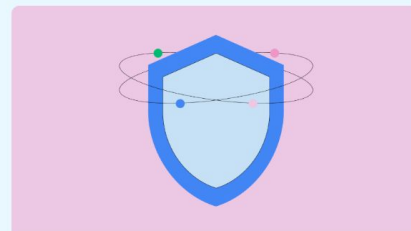
Build new technology to keep your information private

People should be able to enjoy their browsing and app experience without worrying about what personal information is collected, and by whom. The Privacy Sandbox technologies aim to make current tracking mechanisms obsolete, and block covert tracking techniques, like [fingerprinting](#).



Enable publishers and developers to keep online content free

Billions of people around the world rely on access to information on sites and apps. To provide this free resource without relying on intrusive tracking, publishers and developers need privacy-preserving alternatives for their key business needs, including serving relevant content and ads.



Collaborate with the industry to build new internet privacy standards

The internet is a source of information and engine of economic growth worldwide. Google invites members of the industry – including publishers, developers, advertisers, and more – to get involved and contribute to the development of better privacy standards for the Web and on Android.

Topics?

Yksi Privacy Sandboxin tarjoamista mainonnan kohdennuskeinoista.

- Kiinnostuksen kohteet pohjautuen selattuihin sivustoihin.



- Selaimelle tallennetaan 5 aihetta / viikko Chromen toimesta.
- Päivittyy viikoittain, tarkista omasi:
chrome://topics-internals/

Ollin Topics-näkymä

Topics API Internals

Topics State Classifier Features and Parameters

Refresh

Calculate Now

Next scheduled calculation time: 11/26/2024, 9:33:36 AM

Epochs (latest -> oldest)

| Topic ID | Topic Name | Real or Random | Observed-by context domains (hashed if the original value is unavailable) |
|----------|------------------------------------|----------------|---|
| 289 | Shopping | Real | lwadm.com criteo.com onetag-sys.com openx.net snapchat.com 360yield.com authorizedvault.com doubleclick.net pubmatic.com rubiconproject.com |
| 299 | Sports | Real | criteo.com openx.net casalemedia.com doubleclick.net rubiconproject.com sascdn.com teads.tv |
| 603 | Mass Merchants & Department Stores | Real | criteo.com snapchat.com |
| 126 | Computers & Electronics | Real | criteo.com snapchat.com |
| 210 | Home Appliances | Real | criteo.com snapchat.com |

Calculation time: 11/19/2024, 9:33:36 AM

Model version: 5

Taxonomy version: 2

| Topic ID | Topic Name | Real or Random | Observed-by context domains (hashed if the original value is unavailable) |
|----------|-------------------------|----------------|--|
| 289 | Shopping | Real | lwadm.com criteo.com onetag-sys.com openx.net 360yield.com authorizedvault.com doubleclick.net pubmatic.com rubiconproject.com |
| 317 | Hockey | Real | doubleclick.net rubiconproject.com |
| 299 | Sports | Real | criteo.com outbrain.com casalemedia.com doubleclick.net rubiconproject.com teads.tv |
| 183 | Computer & Video Games | Real | criteo.com onetag-sys.com openx.net media.net casalemedia.com doubleclick.net pubmatic.com rubiconproject.com teads.tv |
| 126 | Computers & Electronics | Real | criteo.com snapchat.com doubleclick.net |

Calculation time: 11/12/2024, 8:47:46 AM

Model version: 5

Taxonomy version: 2

Käyttöönotto?

Julkaisijat voivat välittää Topicseja myyntijärjestelmille esim. prebidin kautta.

Google Ad Managerissa Topicsin välittäminen on oletuksena päällä.



- Myyntijärjestelmät (SSP:t) saavat pääsyn maksimissaan 3:een topiciin mainoskutsussa.
- Edellytyksenä että kyseinen topic on nähty aikaisemmin.

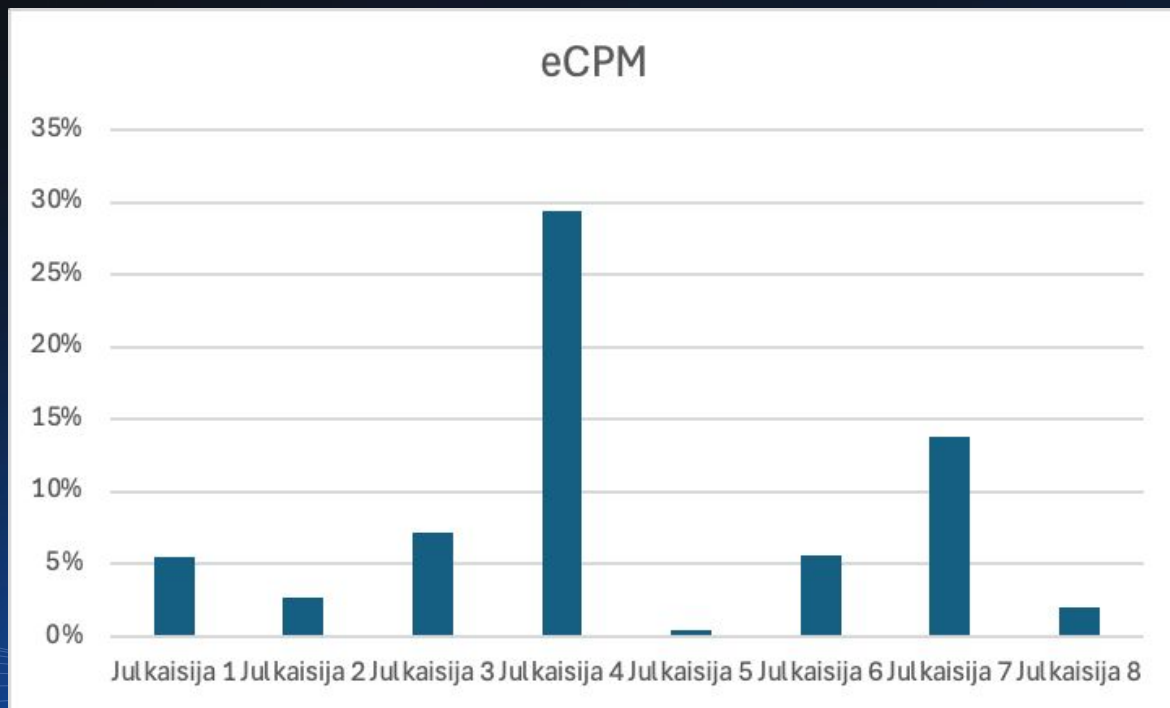


Onko Topicsista hyötyä?

Vaikutus julkaisijan monetisointiin

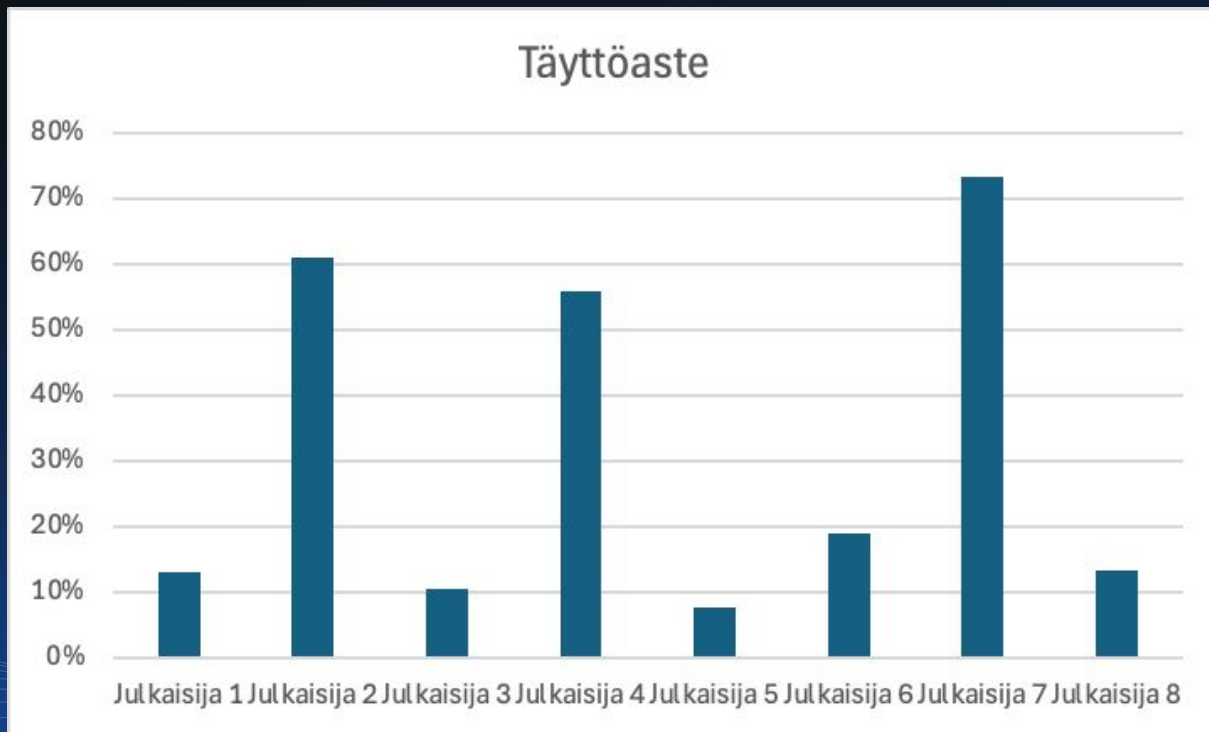
eCPM

Kaikilla julkaisijoilla eCPM on korkeammalla tasolla kun Topics on mukana.



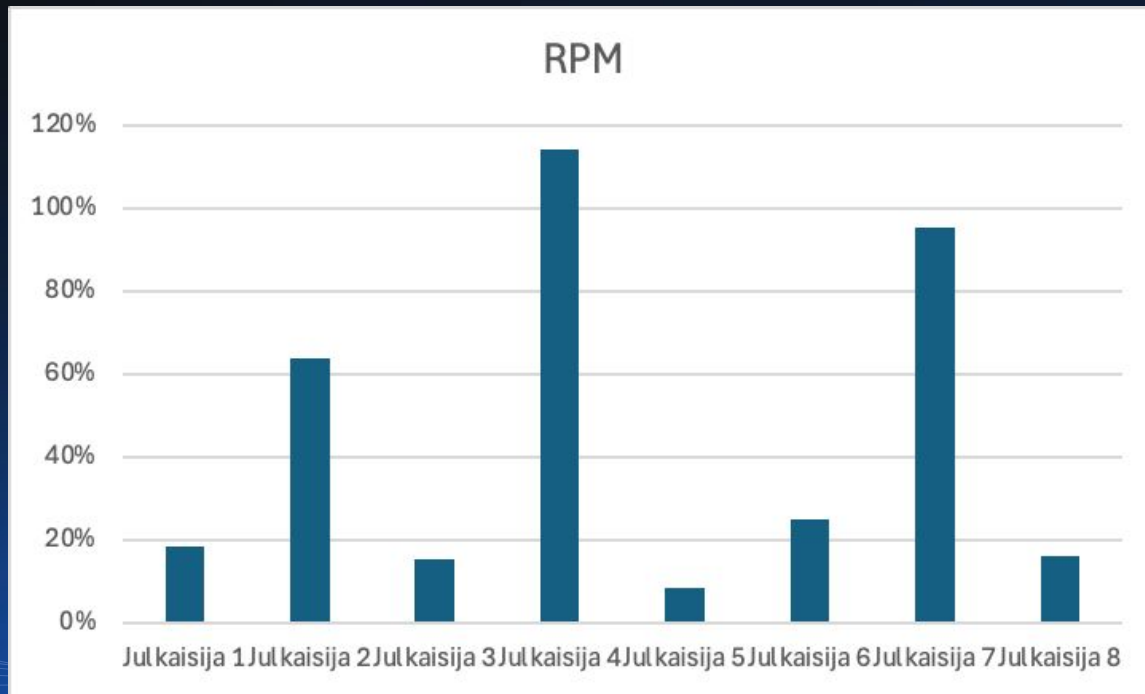
Täyttöasteet

Täyttöasteet Prebidin kautta selkeästi korkeammat kun Topics mukana mainoskutsussa.



**Hyvä eCPM +
korkeampi
täyttöaste**

Positiivinen vaikutus
kokonaisuuteen.



**Google Ad
Managerissa
myös selkeä
parannus kun
Topics käytössä**



**Googella selkeä
etumatka muihin
ad tech
kumppaneihin
jakelun suhteen**



Johtuen rajoituksesta että myyntijärjestelmä saa välittää vain topicin jonka ovat aiemmin nähneet, teknologian levinneisyydellä on valtava merkitys. Google on käytössä käytännössä jokaisella sivustolla joka myy mainontaa ja Topics on oletuksena päällä kaikkialla. Prebidin osalta Topics pitää ottaa erikseen käyttöön ja järjestelmiä on huomattavasti laajempi kirjo, joten osuus on huomattavasti pienempi.

Buy side perspective

"Adform believes Topics to be a valuable new signal for Programmatic Advertising. Topics can improve advertising results, especially when combined with other available targeting dimensions, and will, therefore, be part of the future targeting mix. Publisher adoption of Topics has scaled due to the now available Prebid module. As a result, Adform will make Topics generally available in Adform FLOW while further testing and experimenting continues with the Privacy Sandbox."

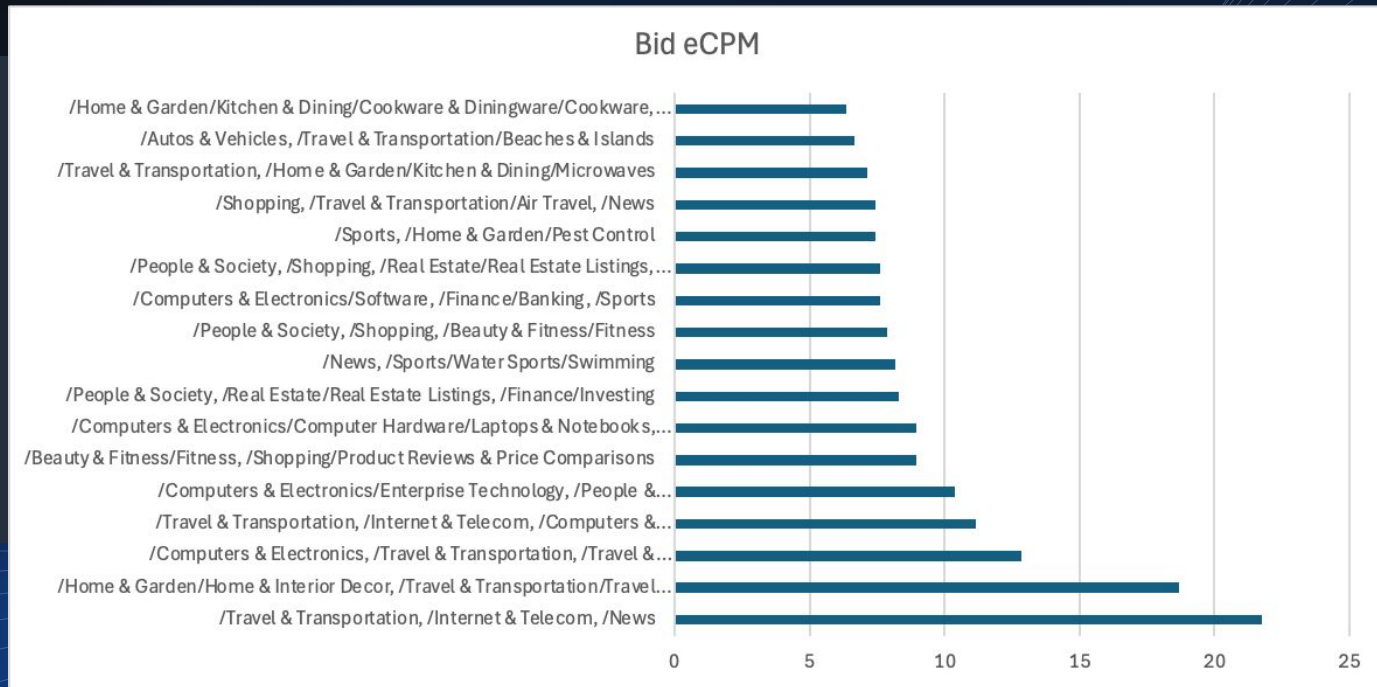
Jochen Schlosser, CTO



Korkeita bidejä?

Muutamia esimerkkejä topicseista jotka ovat suosittuja

(ääri-ilmiöt siivottu pois datasta)





Kiitos!