

How publisher first party data benefits everyone

IAB Ohjelmallisen ostamisen nykytila ja trendit 2024

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Schibsted has been separated into two companies!



New Ad Stack



Google Ad Manager



Expectations on privacy **have shifted**

People have come to expect and prefer relevant experiences from brands.

2/3

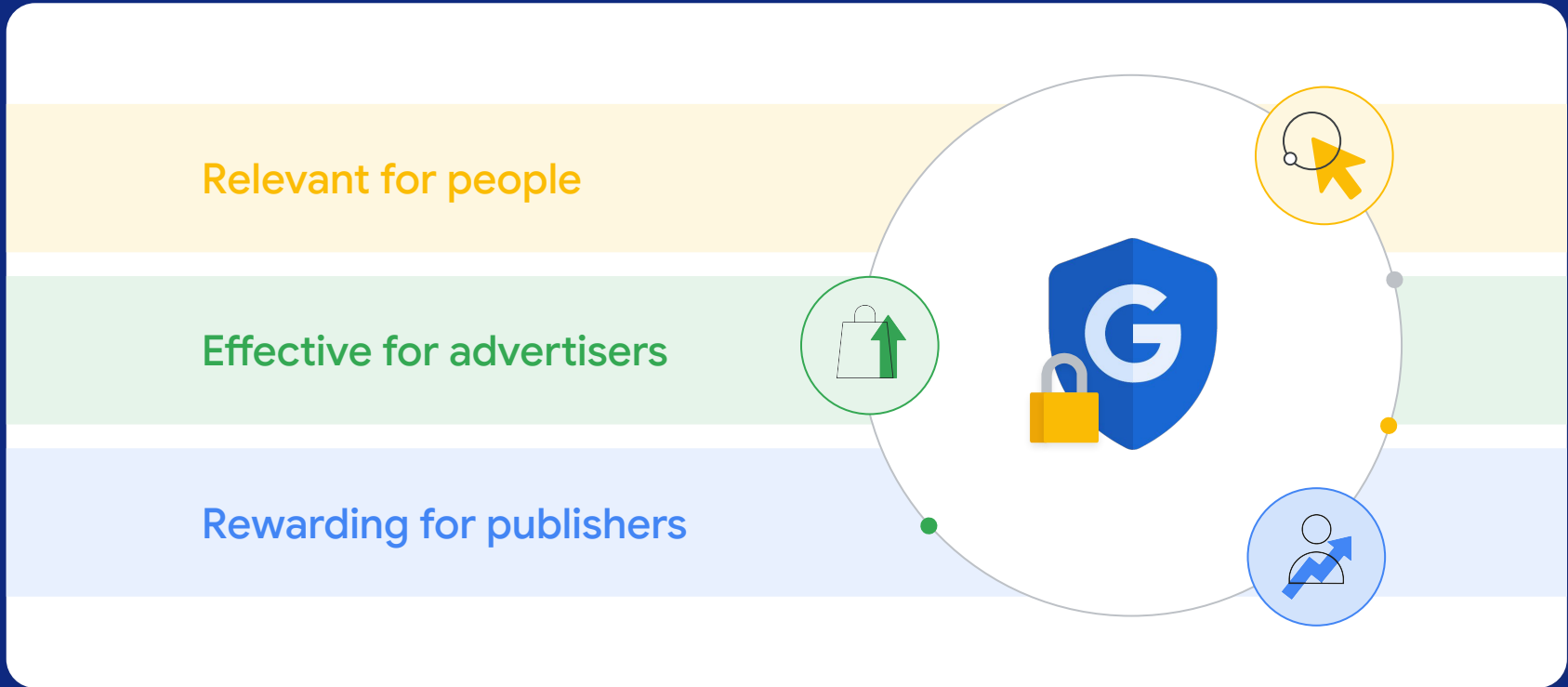
of people say they only want to see ads that are relevant and useful to them.

Yet, most have lost trust with how their data is being used.

64%

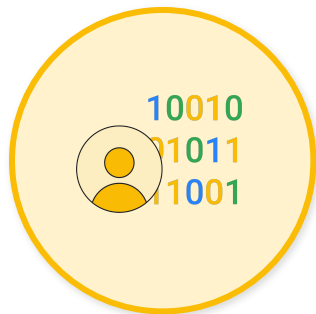
of consumers say they mistrust companies to protect their personal data and privacy online.

Publisher first party data is one piece of the solution



Two **privacy minded** solutions with Publisher First Party Data

Publisher Provided Identifiers (PPID)



Enabling frequency and audiences to be maintained across devices and browsers

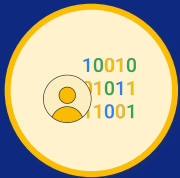
Publisher Provided Signals



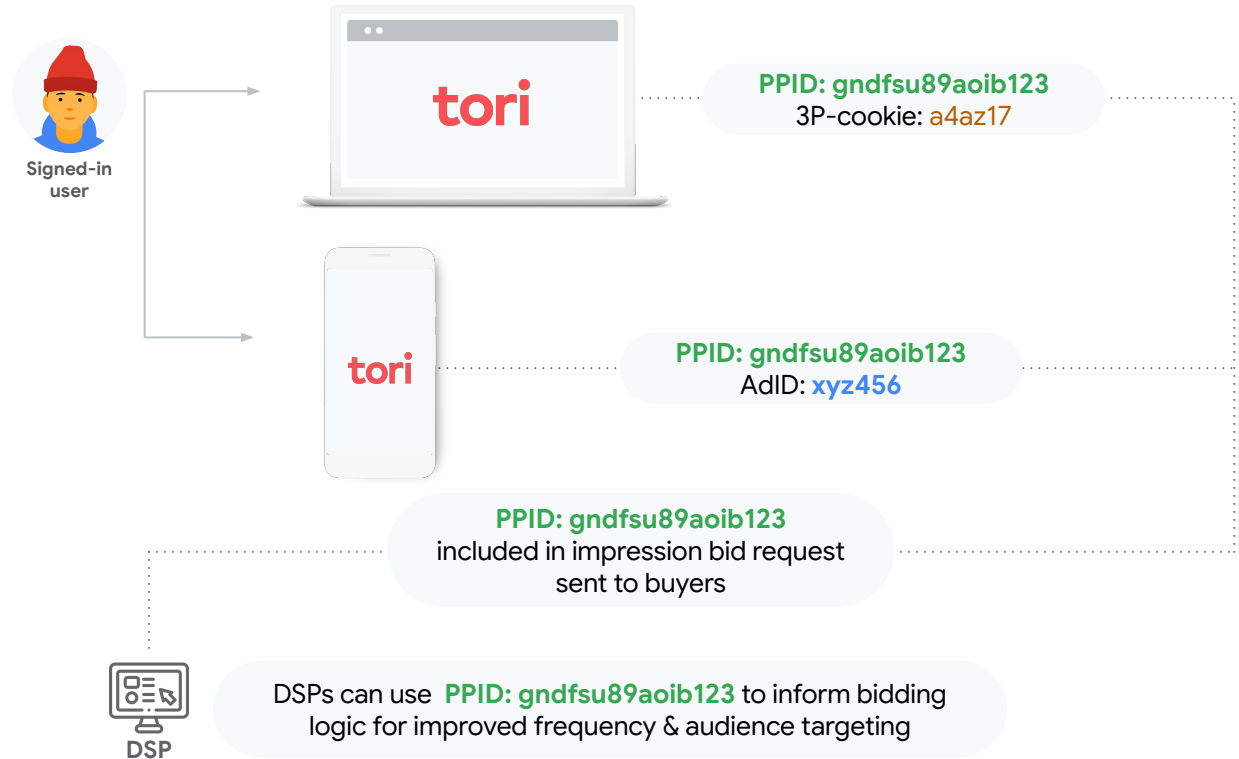
Making every bid request more addressable for your campaign objectives

Publisher Provided Identifiers (PPID)

Enabling frequency and audiences to be maintained across devices and browsers

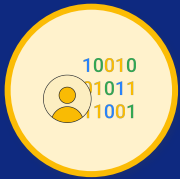


A practical Schibsted Marketplaces example



Publisher Provided Identifiers (PPID)

Enabling frequency and audiences to be maintained across devices and browsers



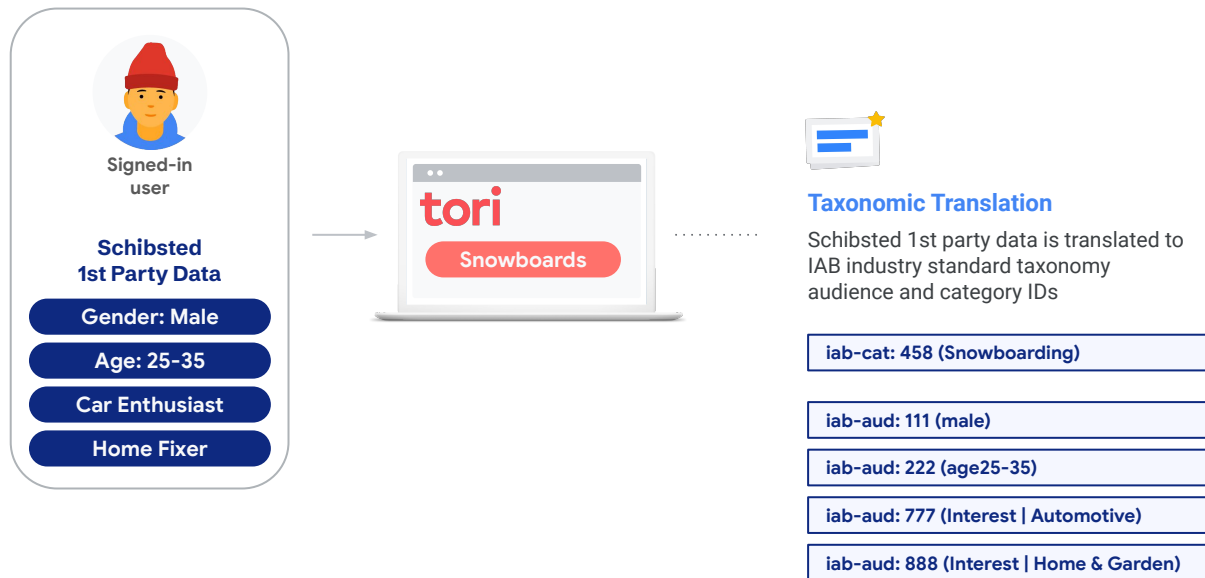
What is it?

- An alphanumeric, hashed, 1st party identifier that is unique to Schibsted
- It can be included in the programmatic bid request sent to buyers
- PPIDs are specific to individual publishers, are not shared with other publishers, and are not joined with any other identifiers or Google data

What is the benefit for programmatic buyers & advertisers?

- More effective campaign spend by:
 - Maintaining frequency targets as users move between devices & browsers
 - Having an supplemental identifier in cookie-less environments

A practical Schibsted Marketplaces example

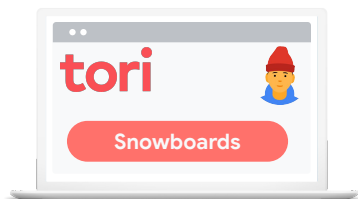


Publisher Provided Signals

Making every bid request more addressable for your campaign objectives



A practical Schibsted Marketplaces example



Impression Bid Request
sent to DSP

Standard Signals

| |
|---------------|
| Site / Domain |
| Creative Size |
| Device |
| Price Floor |
| & more |



Publisher Provided
Signals

| |
|---|
| iab-cat: 458 (Snowboarding) |
| iab-aud: 111 (male) |
| iab-aud: 222 (age25-35) |
| iab-aud: 777 (Interest Automotive) |
| iab-aud: 888 (Interest Home & Garden) |

Publisher Provided Signals

Making every bid request
more addressable for your
campaign objectives



What is it?

- Schibsted 1st party data mapped to standardized IAB categories & audiences

What is the benefit for programmatic buyers & advertisers?

- More information about a every impression allowing buyers to:
 - Spend campaign budgets to the right audience
 - Spend campaign budgets in the right context category

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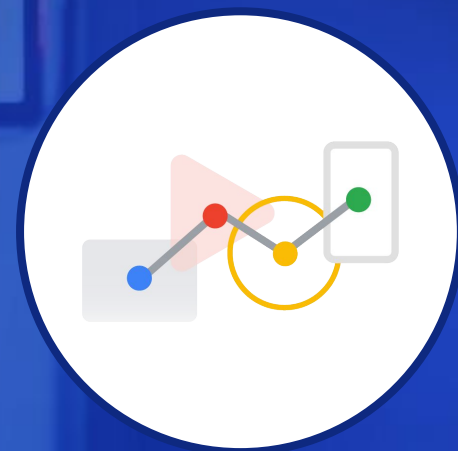




**First Party Data
Benefits Everyone**



**Open, Transparent
and IAB Standardized**



**Scalable, Simple
and Effective**

**In case you want deals for Tori & Oikotie
or test anything presented today:**



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