

The Future of B2B Targeting – 2022 and Beyond

The Path to a Cookieless Future

What is happening in the advertising market today?

Google has proposed that ad targeting, measurement, and fraud prevention occur according to standards set by its Privacy Sandbox, **whereby cookies would be replaced by application programming interfaces (APIs)** that provide aggregated data to advertisers about ad performance.



TERMS TO KNOW:

FLoC, or Federated Learning of Cohorts, is a proposal from Google that calls for using on-device machine learning to cluster people based on their common browsing behavior into interest-based cohorts instead of third-party cookies.

FLEDGE is another proposal from Chrome in the Privacy Sandbox. The FLEDGE proposal outlines an early prototype for ad serving based on Chrome's framework and encompasses several components from other proposals, including:

- **TURTLEDOVE** suggests moving the ad auction into the browser and serving ads based on FLoCs rather than cookies.
- **SPARROW** proposes placing control over bidding, rendering, and reporting with an independent, trust third-party server.

What is AdDaptive's view on the impact these changes will have on B2B advertising?

→ Cookie functionality will be replaced



- Solutions for frequency capping, attribution, user-targeting and retargeting are in the works.
- They will take time to come to fruition, but these functions are vital to digital advertising and will be replaced with a viable solution rather than eliminated altogether.

→ Targeting will not completely go away



- In addition to FLoC and publisher first-party data, there are a handful of ID solutions (LiveRamp IdentityLink, Unified ID, NetID, etc.) that will allow advertisers to continue targeting users or groups of users.
- Platforms and digital publishers will adopt all solutions in order to get the most reach. Eventually the ID solution that increases the bids across publisher inventory the most will win out.
- Matching B2B audiences to B2C will be necessary for scaling email-based ID solutions. We are already seeing B2B2C matching take hold in the industry.

→ We already have a glimpse into the cookieless world



- Safari, Firefox, and the mobile app world already don't support third-party cookies, yet AdDaptive still successfully uses B2B IP targeting to engage with business users across these environments.
- Since Unified ID and other ID solutions are not built on cookies, they will be able to scale across these browsers. This new addressable inventory will help increase scale for ID solutions.

→ The entire industry will need to adapt



- Generally speaking, companies will have to adapt and build their targeting around new identifiers, inventory and data sources to succeed in this new world.
- Advertisers shouldn't trust their budgets with companies still experimenting - it is far less risky to find a company, like AdDaptive, that already has success in the area where the market is headed.
- AdDaptive already has a 10 year head start. We run over 20K B2B campaigns per year utilizing our IP targeting for the leading B2B brands in the world, including 1/3 of the Fortune 100.

AdDaptive's response to impending Chrome changes

Rest assured → AdDaptive's current targeting technique is not impeded by Chrome changes.

Why? → AdDaptive's approach has never relied on cookies. Instead, we leverage validated account-based identifiers, such as digital ID, B2B IP address, mobile ad ID, coordinate data, and other valid account data, which will not be changed as a result of these industry changes.

Building our solution this way from the get-go and continually enhancing our offering throughout the years has set us up for success in this very climate and has allowed us to continue building safe and accurate cookieless avenues for B2B targeting.

AdDaptive's diversified approach to B2B advertising



We take a diversified approach to targeting accounts in a cookieless world to ensure the most comprehensive offering regardless of industry changes.



We use a wide range of unique, geographical B2B data sets to validate data and reach key accounts, reducing reliance on any one avenue.



Even beyond our current cookieless solution, we're proactively working to evolve our product offering for long-term success to mitigate any challenges that may arise from the Privacy Sandbox.



As your strategic tech partner, we are committed and prepared to navigate these changes by your side and help you execute on your B2B strategy in proven AND innovative ways.