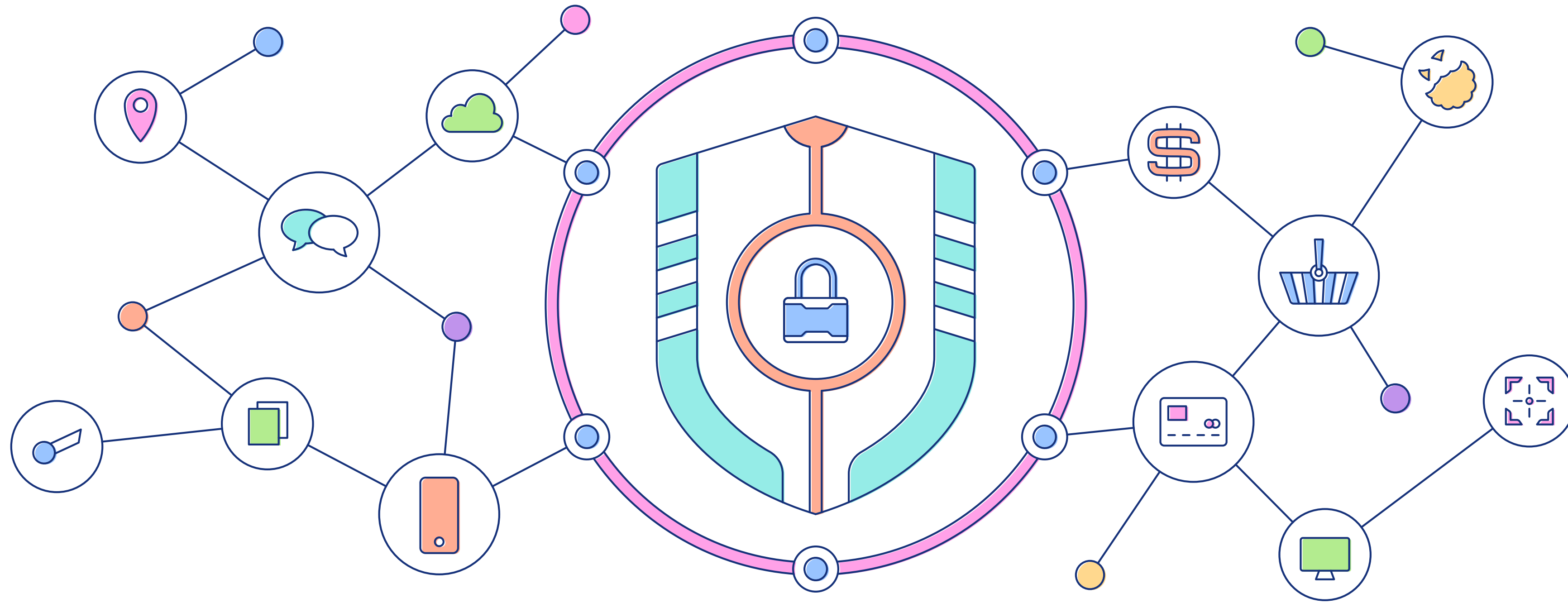# NEXD

Saving your Display Ad Campaign during the Privacy Era

Introduction

Presented by Erik Tammenurm, Co-Founder & CEO of Nexd

- 7 years in AdTech

- Previously Mobile Games/App Developer Globally

- Member of IAB Tech Labs on Data & Programmatic

- Extensively worked on Delivery Optimization, Programmatic Integrations and Header Bidding, and Consent Management

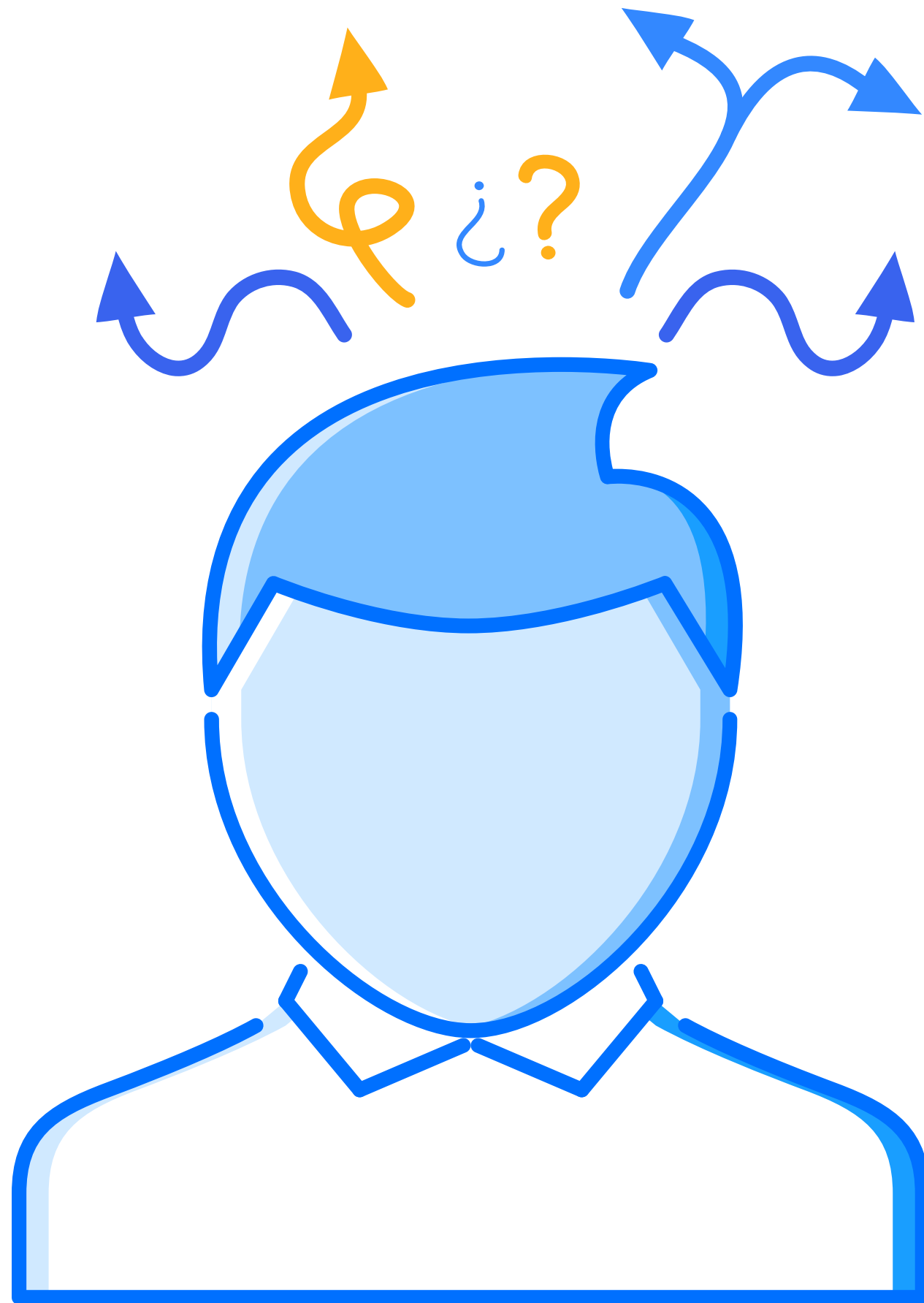- Worked on Regulations and AdTech last 4 years

Discussion Points

- **GDPR & CCPA – What's what**
- **Third-Party Tracking – What, Where and When can I use**
- **ITP of Browsers**
- **Heavy Ads**
- **Possibilities**
- **Q&A**

GDPR & CCPA

Much needed regulations for the industry, where tracking was based on ability rather than need.

What?

- Protection of User Data
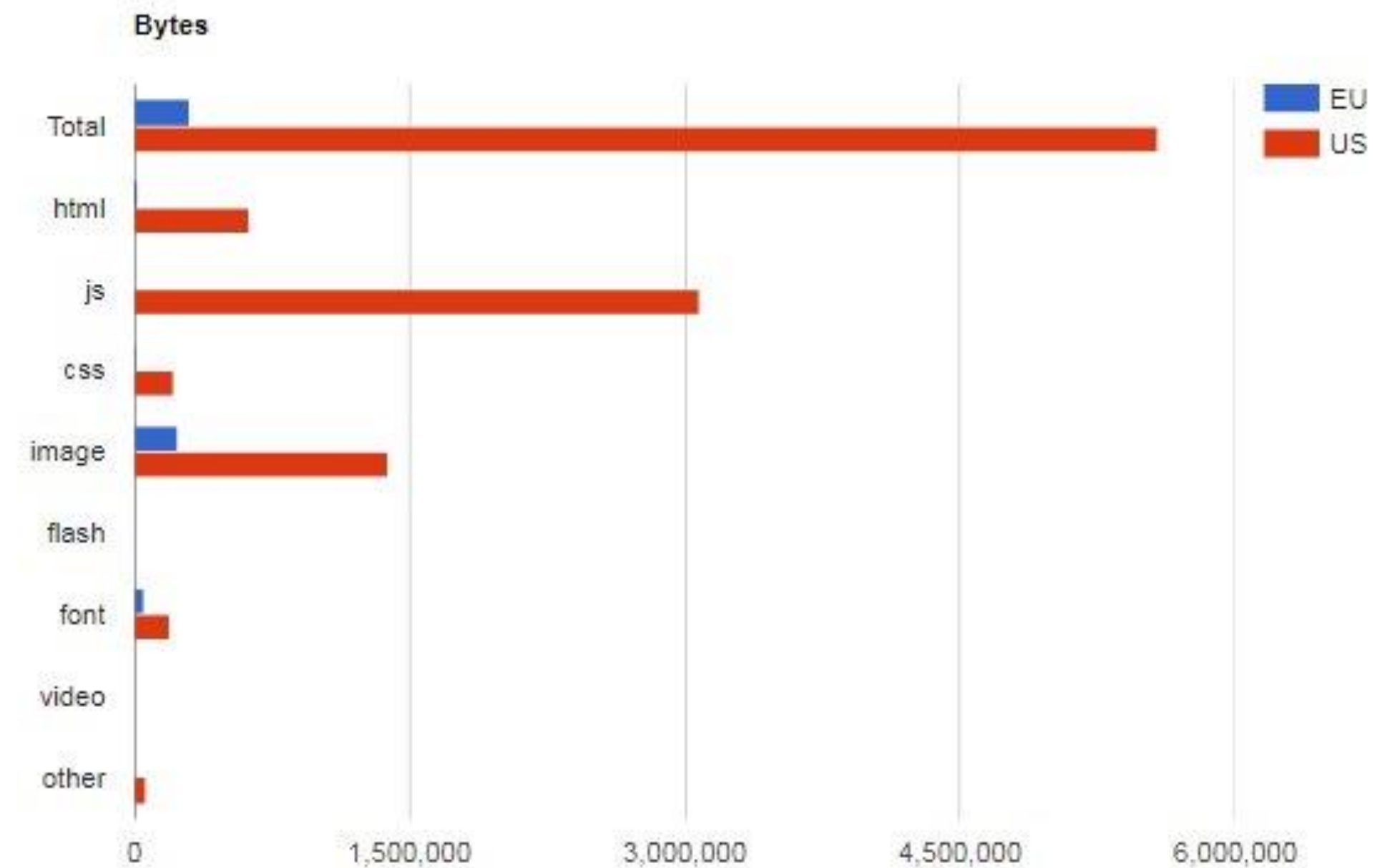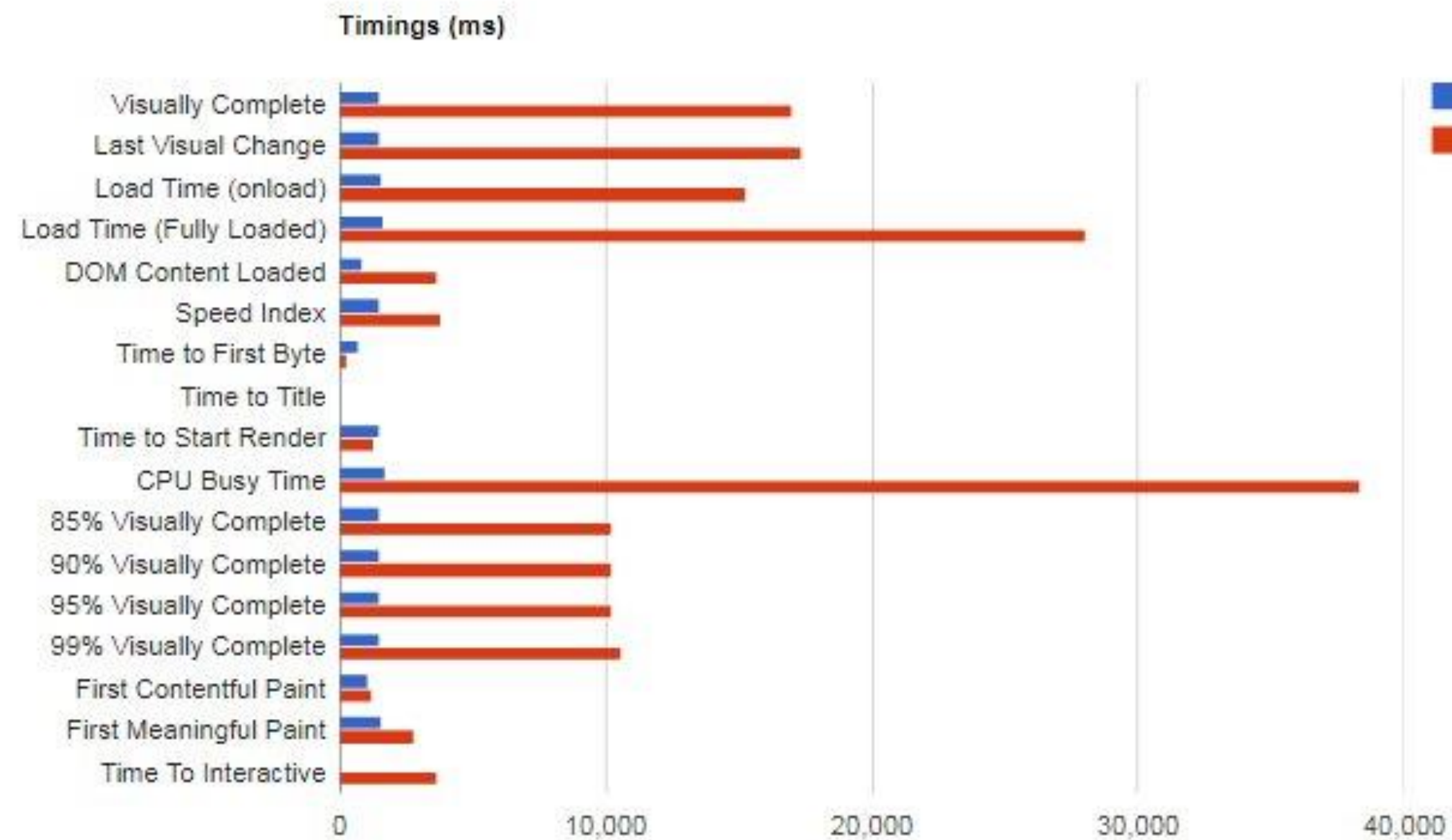- Restricting third-party access
- Ownership of data to User

Why?

- Keep companies in check

- Protect users' interests

- Contain Bad Actors and fraudulence

Cases to Protect against

Yahoo 2013 data breach hit 'all three billion accounts'

Equifax's Enor...

Nick G
FULL BIO
Opinions expres...

Equifax breach could be most costly in corporate history

It's not ov...

Facebook to contact 87 million users affected by data breach

Message will reveal which users had personal information was harvested by Cambridge Analytica

USAToday: US vs EU

Filmstrip timeline (2.0s – 11.0s)

1: EU (Edit) — 100%

2: US (Edit) — 63% · 78% · 78% · 79% · 80% · 80% · 80% · 80% · 33% · 99%

Timings (ms)

Legend: EU, US

- Visually Complete
- Last Visual Change
- Load Time (onload)
- Load Time (Fully Loaded)
- DOM Content Loaded
- Speed Index
- Time to First Byte
- Time to Title
- Time to Start Render
- CPU Busy Time
- 85% Visually Complete
- 90% Visually Complete
- 95% Visually Complete
- 99% Visually Complete
- First Contentful Paint
- First Meaningful Paint
- Time To Interactive

(x-axis: 0 – 40,000)

Bytes

Legend: EU, US

- Total
- html
- js
- css
- image
- flash
- font
- video
- other

(x-axis: 0 – 6,000,000)

iStock
by Getty Images

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THE TIMES

TUESDAY JANUARY 7 2020 · MIDDAY UPDATE

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Purposes/Features   Accept cookies

Golden Globes   Running after 40?   Henry Winter

https://www.thetimes.co.uk/#

Third-Party Tracking

Industry has been reliant on Audiences and on which data they are based on since 2006.

This has resulted in unlawful, unnecessary tracking and data storing with questionable results.

DMPs after CCPA be like

And now I'm dead.

What's considered Third-Party Tracking?
First-, Second- and all other parties

- **All platform requests that are not necessary for delivering the content**

- **First-Party is the publisher or channel what the user is visiting or using** (Allowed)
- **Second-Party are the vendors that enable the content the user is consuming** (Allowed)
- **Third-Party are the vendors who do not have immediate effect on the users' content consumption** (Not allowed without Consent)
- **Fourth-Party are the vendors who are processing data and are not present on the users' web behavior** (Strictly not allowed)

What are the Penalties?

Name ↑	Impressions	Status
		Active
The creative type is not allowed.	121 (0.0%)	
Product category of creative is blocked by exchange	121 (0.0%)	
The ad is blocked by the publisher.	37.9K (0.08%)	
The user has not agreed to share their cookies with one of the creative's third-party domains	910.4K (20.3%)	
		Active
The creative type is not allowed.	486 (0.0%)	
Product category of creative is blocked by exchange	1.8K (0.0%)	
The ad is blocked by the publisher.	99.4K (2.2%)	
The user has not agreed to share their cookies with one of the creative's third-party domains	2.9M (64.9%)	

Creative(s)
Inventory: All Inventory   Date range: Last 7 days

Frequently Asked Questions

- **Google DV360 for Trafficking and Google Campaign Manager for trafficking will result in reach penalties**

- **Using Ad Verification platforms on your campaigns will result in major reach penalties**

- **Using other DMPs will result in major reach penalties**

Browsers doing their part

ITP is a term that was first coined by Apple. **Intelligent Tracking Prevention** was established in order to minimize any third-party bad actor tracking.

All major browsers have implemented their side of this or will implement in near future.

Germany's req eCPMs (EUR)

Legend: Non FireFox req eCPM — FireFox req eCPM
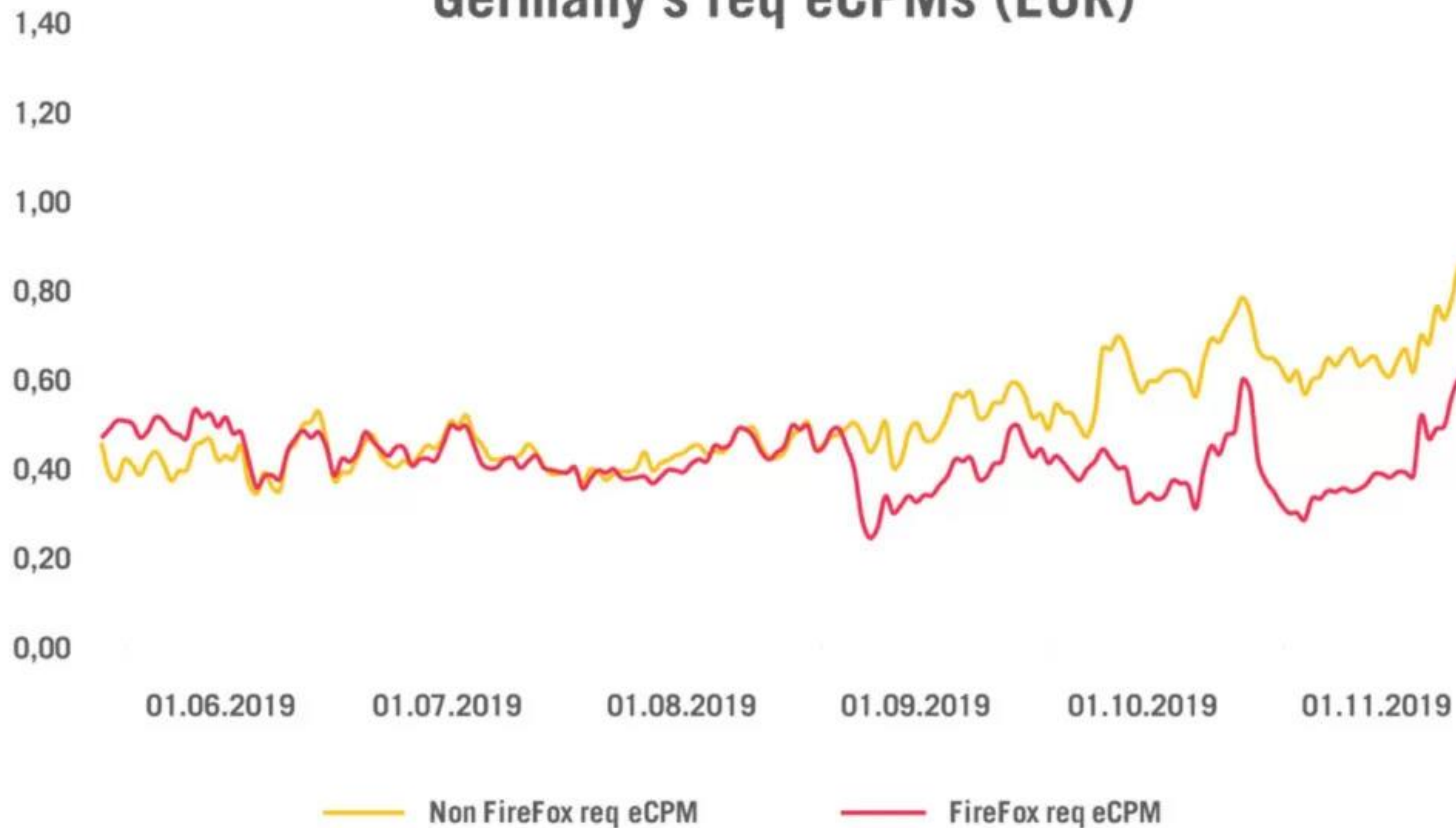
Google Is Putt[ing] Ad-Blocking [...] Here Are the 5 [...] Altern[...]

The world's largest a[d...] planning to no longer le[...] make it billions if you[...]

GETTY IMAGES

While the exact date or ti[me...] announced, Google has c[...] to go ahead with change[s...] browser that disable the [...] extensions to block ads, [...]

GOOGLE \ TECH

Google's Chrome ad blocking arrives toda[y] this is how it works

By Tom Warren | @tomwarren | Feb 14, 2018, 7:00am

SHARE

Google is enabling its built-in ad bloc[k...] Chrome tomorrow (February 15th). C[...] ad filtering is designed to weed out s[...]

Manage Settings

Google Chrome to block heavy ads that use too many system resources

Chrome to unload ad frames that use too much bandwidth and CPU.

By Catalin Cimpanu for Zero Day | July 4, 2019 -- 12:2[8] GMT (13:28 BST) | Topic: Security

💬 1   f   in   🐦   ✉

6. Using iframes to show a portion of an extension's Web Store page on a remote site to trigger an installation.

Chrome engineers are working on a feature that w[ill] unload online ads that are using too many system resources, such as network bandwidth and CPU

Home / Why Google Wants to Adblock Chrome, and How To Save Rich Media Advertising

Why Google Wants to Adblock Chrome, and How To Save Rich Media Advertising

By Stuart Garlick   July 19, 2019   In Insights

0 bids
+AU $10.55   WHAT IS GOOGLE DOING?

There are big changes afoot in the advertising industry. We've already written an article, 'What Can Make Rich Media Ads Terrible, and How Do We

FINANCIAL TIMES

*my*FT

*fast*FT

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3 HOURS AGO

- Man City/Silver Lake: the football factory
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Analysis **The Big Read**

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Feedback

What are the possibilities?

Display Advertising is still the highest revenue output for Digital Advertising and the industry will adapt new methods for maintaining or improving performance.

In a fight between Data vs Creativity, Creativity wins again.
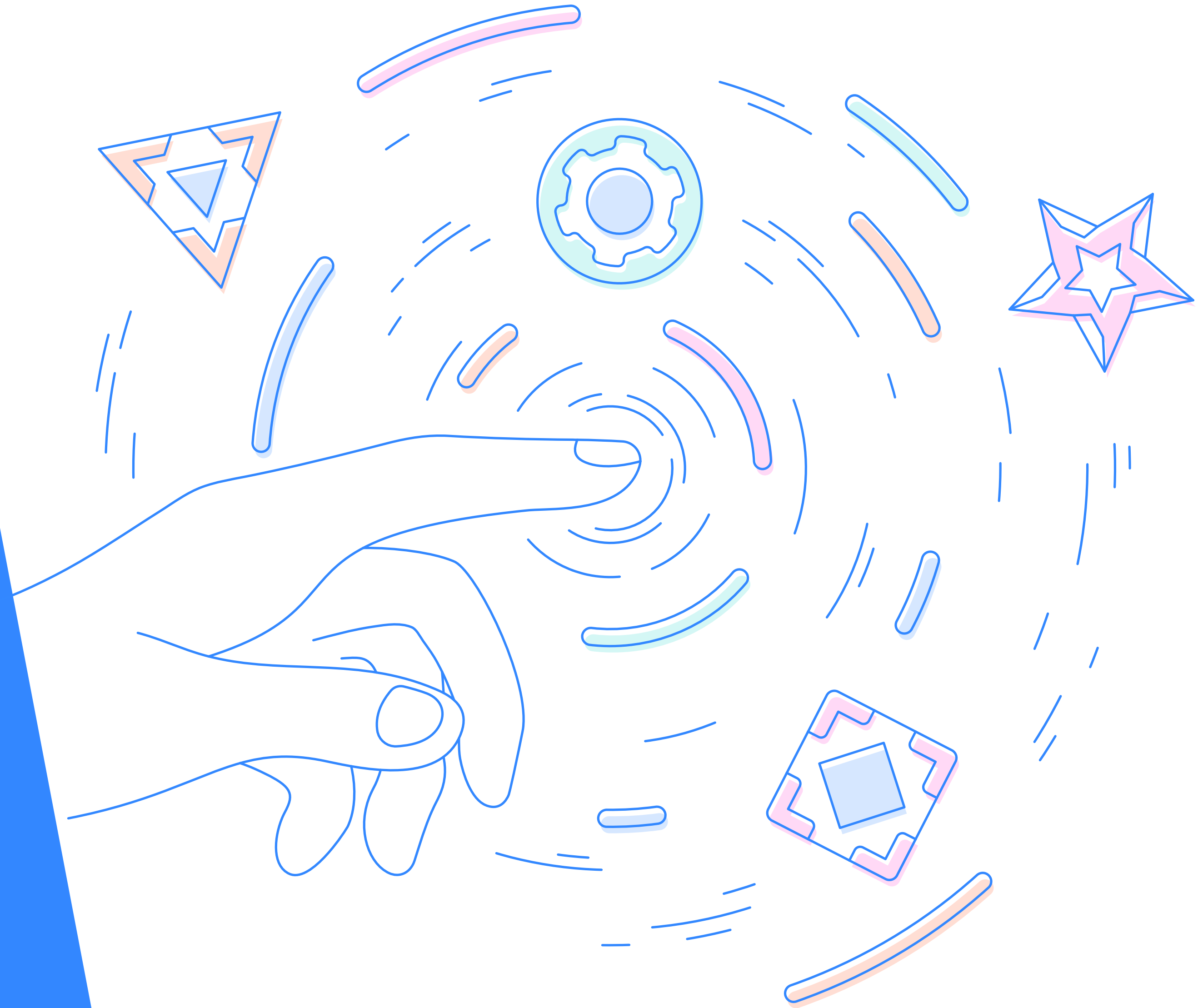
Contextual Advertising
Going back to the roots – Show your Brand where it fits

Contextual Advertising

Going back to the roots – Show your Brand where it fits

- Location-based Advertising – Help your audience find your product near them

- User reading an article about Sports? Show your brand new sneaker offer

- User looking a video about nature? Show your travel offers

- User reading about finances? Show your financial service offers

- User reading about fashion? There's definitely a luxury product for advertising

Be Creative

Focus on Creativity not the Audience

Priorities of an advertisement campaign

1. **Message**
2. **Form how it's communicated**
3. **Context**
4. **Correct audience**

- **Use more creative solutions rather than try to think that you are finding the right audience**

NEXD

Q&A

Erik Tammenurm

Co-Founder & CEO

Thank You!