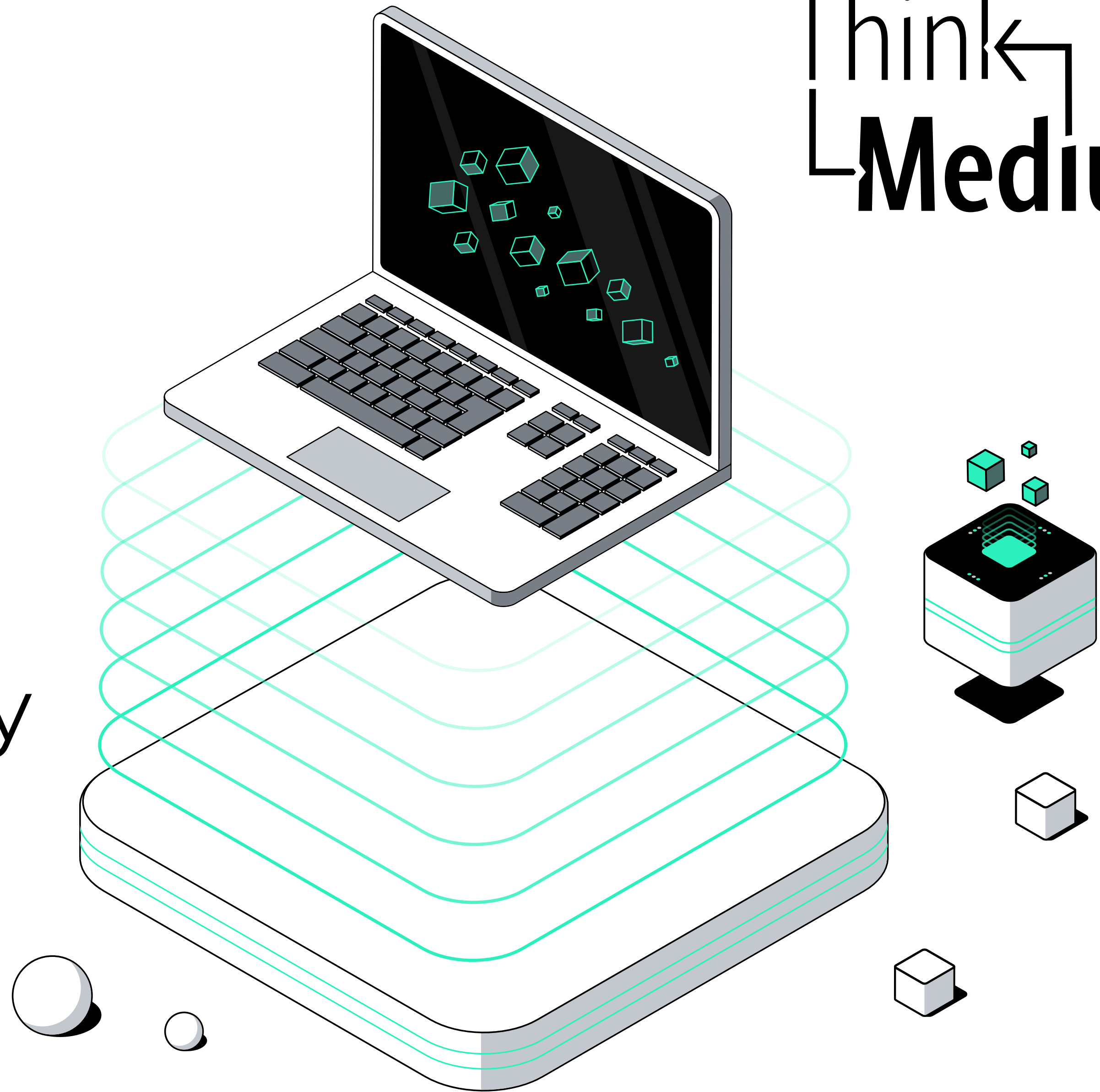


# Privacy Game Changers

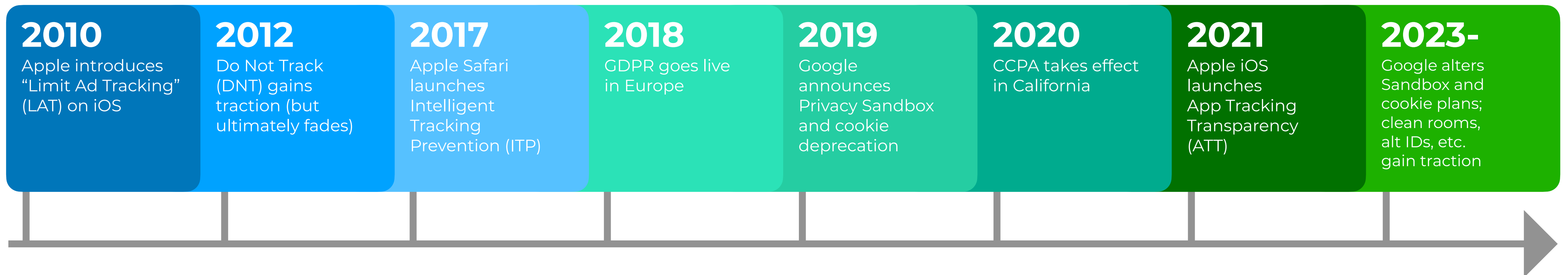
Assessing Identity  
Signal Loss Impact  
to Support Recovery  
and Growth



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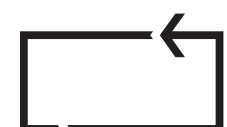
# User identity data has long powered the advertising-supported internet.

Consumer concerns have led to *privacy regulations and platform policies* that restrict access to *identity signals*:



These changes affect *ad targeting, measurement, effectiveness, and revenue.*

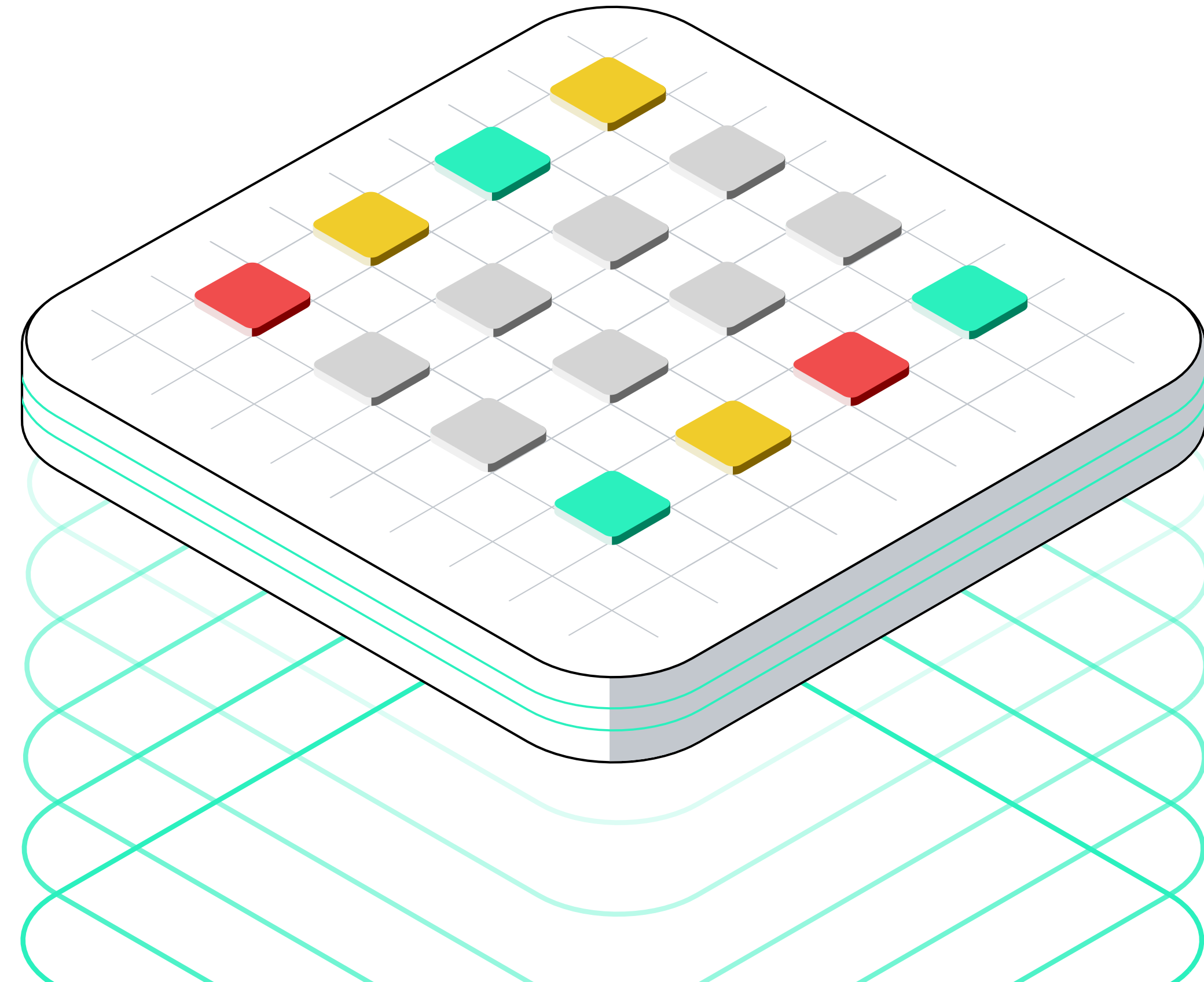
***In a 2024 IAB survey, 89% of ad buyers reported impact to ad personalization tactics. Publishers face similar impact.***



# To develop a plan to recover from and grow in the face of identity loss, you *first have to understand the impact it's having on your business.*

ThinkMedium has developed a simple approach to help...

- 1** Understand ID-Based & ID-Less categories
- 2** Collect impression & revenue data for each ID-Based/Less category
- 3** Agree on outlook for each ID-Based/Less category
- 4** Calculate approximate impact in each category
- 5** Calculate total impact across categories



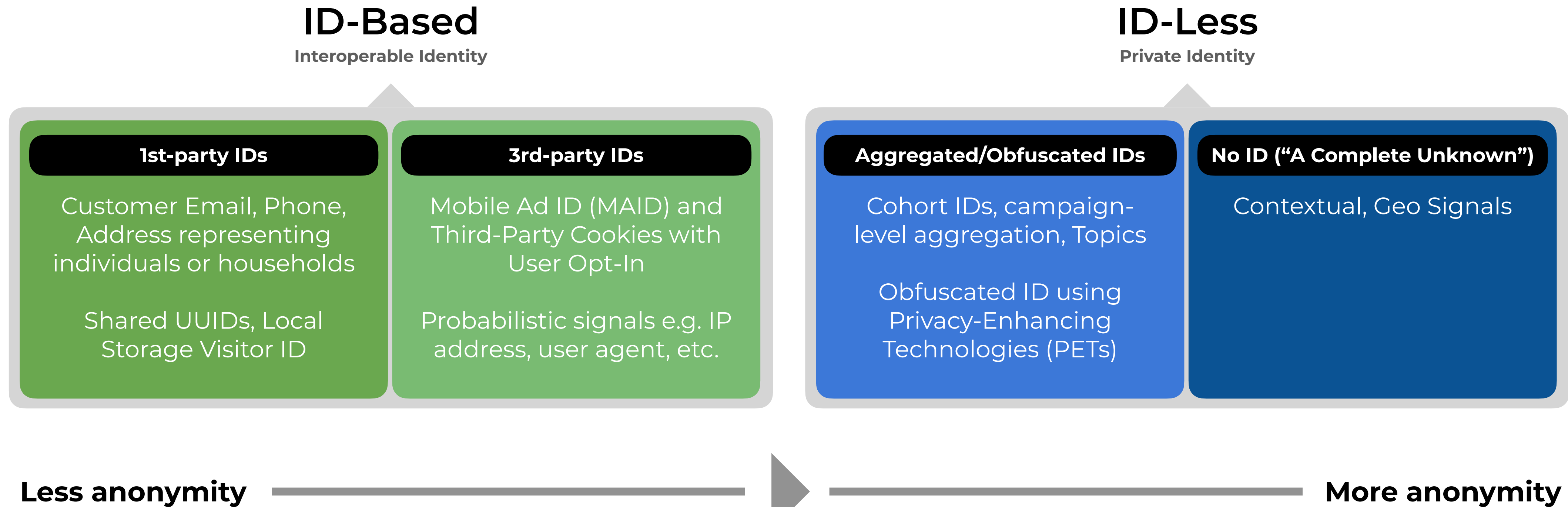
**Privacy Game Changers**

Assessing Identity Signal Loss Impact to Support Recovery and Growth

# 1

## Understand ID-Based & ID-Less categories

First, consider these categories of ID-Based and ID-Less approaches:



# 2

## Collect revenue & impression data

Then, decide how to estimate *impressions* (bought or sold) and *revenue* in each category for your business:

### ID-Based

#### 1st-party IDs

**First-party data analysis:**

Analyze users logged into accounts or subscribed to newsletters.

**CRM integration:**

Use CRM data to identify users with deterministic identifiers.

**DMP/CDP analysis:**

Assess the share of users matched with known identifiers in your DMP/CDP.

#### 3rd-party IDs

**Browser/Device configurations:**

Analyze the percentage of users with browser/OS configurations limiting identity signals (e.g., ATT opt-out users).

**Consent Data Analysis:**

Measure the percentage of users who allow tracking or provide consent.

### ID-Less

#### Aggregated/Obfuscated IDs

**Privacy-Forward Framework APIs:**

Use frameworks like Privacy Sandbox for aggregated data reporting.

**Consent Data Analysis:**

Measure the percentage of users who decline tracking or do not provide consent.

#### No ID (Anonymous)

**Browser/Device analysis:**

Quantify users with browsers that block any tracking (e.g., ad blockers, incognito traffic, VPN).

**Survey data:**

Estimate user anonymity through direct user research (e.g., ad-blocking habits survey).



# 3

## Agree on outlook for each category

### Develop an outlook of how ID categories will grow or shrink.

Consider industry and company trends, seeking expert help if needed.

#### ID-Based

#### ID-Less

##### 1st-party IDs

##### 3rd-party IDs

##### Aggregated/Obfuscated IDs

##### No ID

#### Industry Outlook

Projected trends based on latest platform policy announcements and evolving privacy regulations

Growing via investments in “owned” consumer data assets and incentivized opt-in



Quickly shrinking because of privacy regulations and platform policies




Quickly growing with emerging privacy-preserving targeting and measurement solutions





Growing with consumer ad blocking and incognito/private mode behavior




**Your Outlook**  
(1-2 years out)

+/-  %

+/-  %

+/-  %

+/-  %



**Privacy Game Changers**

Assessing Identity Signal Loss Impact to Support Recovery and Growth













# 4 Calculate approximate impact by category

## Estimate your identity-related impact by category.

This will inform where you should invest to recover and grow revenue.

### ID-Based

### ID-Less

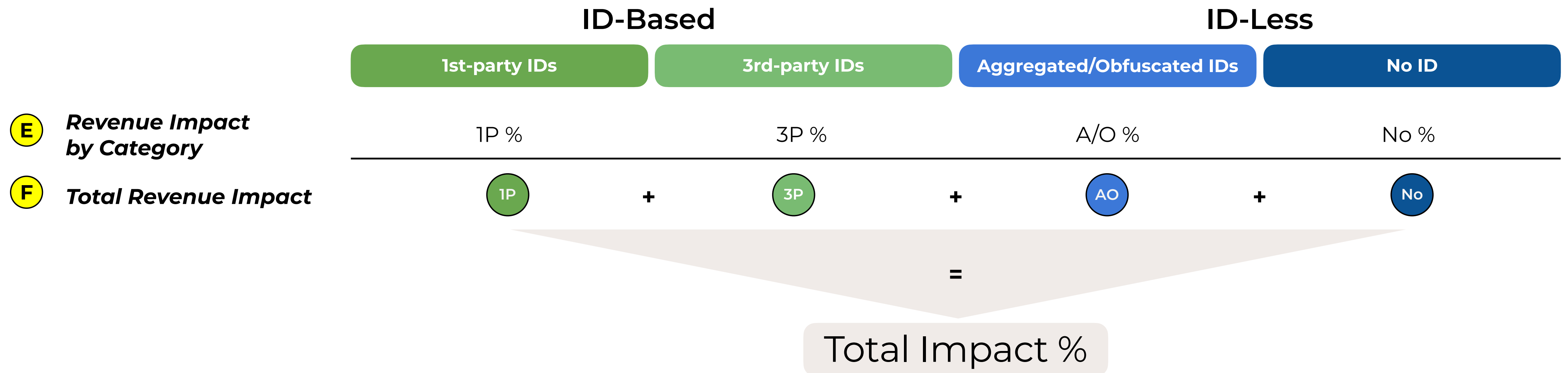
	1st-party IDs	3rd-party IDs	Aggregated/Obfuscated IDs	No ID
<b>A</b> <i>Current Share of Impressions</i>	 %	 %	 %	 %
<b>B</b> <i>Your Outlook</i>	+/-  %	+/-  %	+/-  %	+/-  %
<b>C</b> <i>Volume-Weighted Impact</i>	<b>A</b> x <b>B</b>	<b>A</b> x <b>B</b>	<b>A</b> x <b>B</b>	<b>A</b> x <b>B</b>
<b>D</b> <i>Current Share of Revenue</i>	 %	 %	 %	 %
<b>E</b> <i>Revenue Impact by Category</i>	<b>C</b> x <b>D</b>	<b>C</b> x <b>D</b>	<b>C</b> x <b>D</b>	<b>C</b> x <b>D</b>

# 5

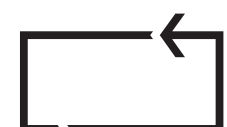
## Calculate total impact across categories

### Finally, understand the total impact on your business.

This estimate can help justify making changes and adopting new solutions.



Can dive deeper by channel (e.g., web display/video, mobile, CTV) and platform (e.g., Chrome, iOS, Roku) to uncover more challenges and opportunities.



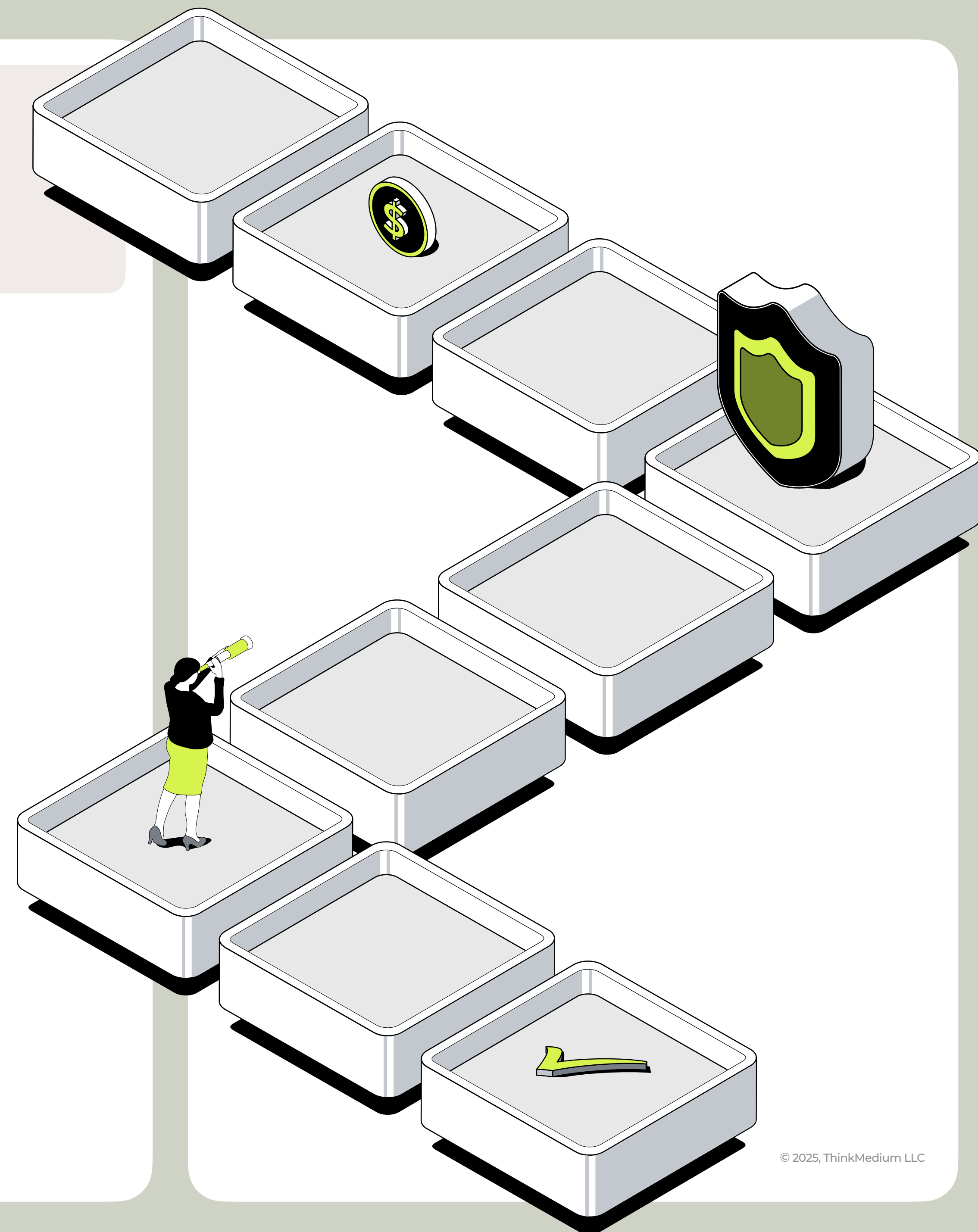
# What's the Next Move?

With a better grasp of identity signal loss impact, you can turn attention to privacy-forward solutions and the recovery and growth they can enable.

Check out the next module to learn more and develop a plan...

## Privacy Game Changers

Understanding the Before and After of Privacy-Forward Solutions



**Privacy Game Changers**

Assessing Identity Signal Loss Impact to Support Recovery and Growth

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