

Czech Online Market

A quick introduction

QUICK INTRO

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Czech ad ID

Who, What and Why?



The cookie **apocalypse is coming** already here



Cooperation is necessary



Create a unified standard **for everyone** on the market



Turn a challenge into **opportunity** (data control, transparency)

Czech ad ID



Unified standard for deterministic identity



User privacy and publisher data protection is paramount



Enables targeting of registered users



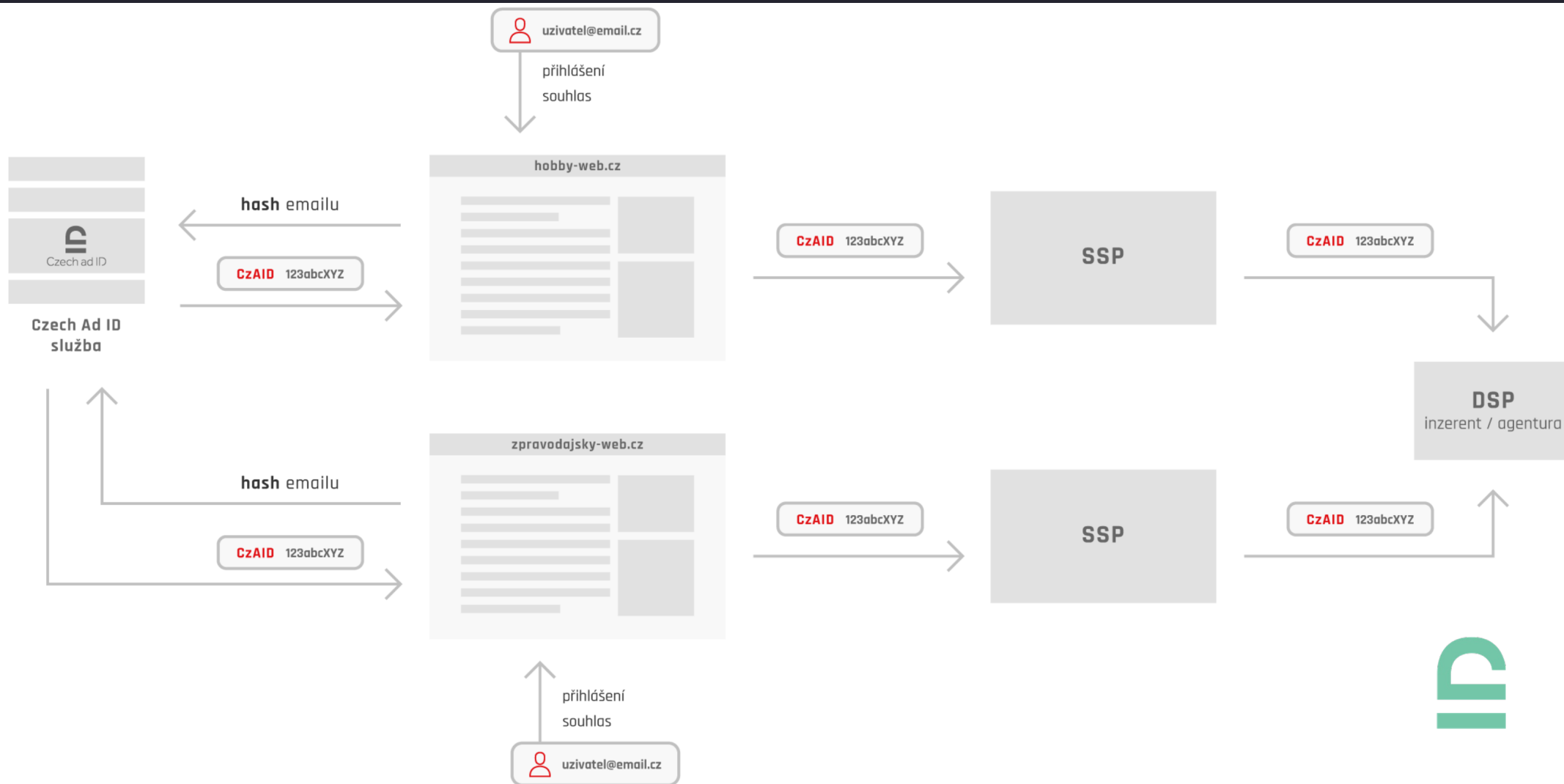
Enables cross-domain and cross-device identification



Independent of login technology (**NOT an SSO**)



How it works



What about user privacy?



- ✓ Creation and usage dependent on **user consent**
- ✓ Uses 2-step one-way anonymization
- ✓ E-mail never shared with 2nd or 3rd parties
- ✓ Pre-set **expiration time**, or **manual reset**

Where is Czech ad ID now

- ☆ Successful Proof Of Concept test
- ☆ 4 major Czech publishers onboarded, more on the way
- ☆ Supported by Magnite, Pubmatic and Adform
- ☆ Criteo, RTBHouse and Piano in discussion
- ☆ Priorities for 2023 – increase scale and technical adaptation



Reading tips



Proof Of Concept test: <https://bit.ly/3kzayta>



How it works: <https://bit.ly/3SxsGQO>



Website: czechadid.cz

Thank you!

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