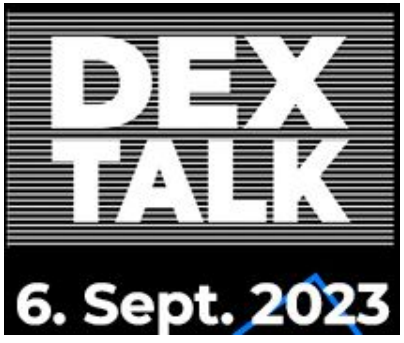
first-id

empower your own data



DEX TALK

6. Sept. 2023

Shaping the Future:

Advances in Data & Identity Management

Gaël Demessant
First ID | DPO, CDO, Co-Founder

Jetzt Ticket kaufen!

What impact without 3PC ?

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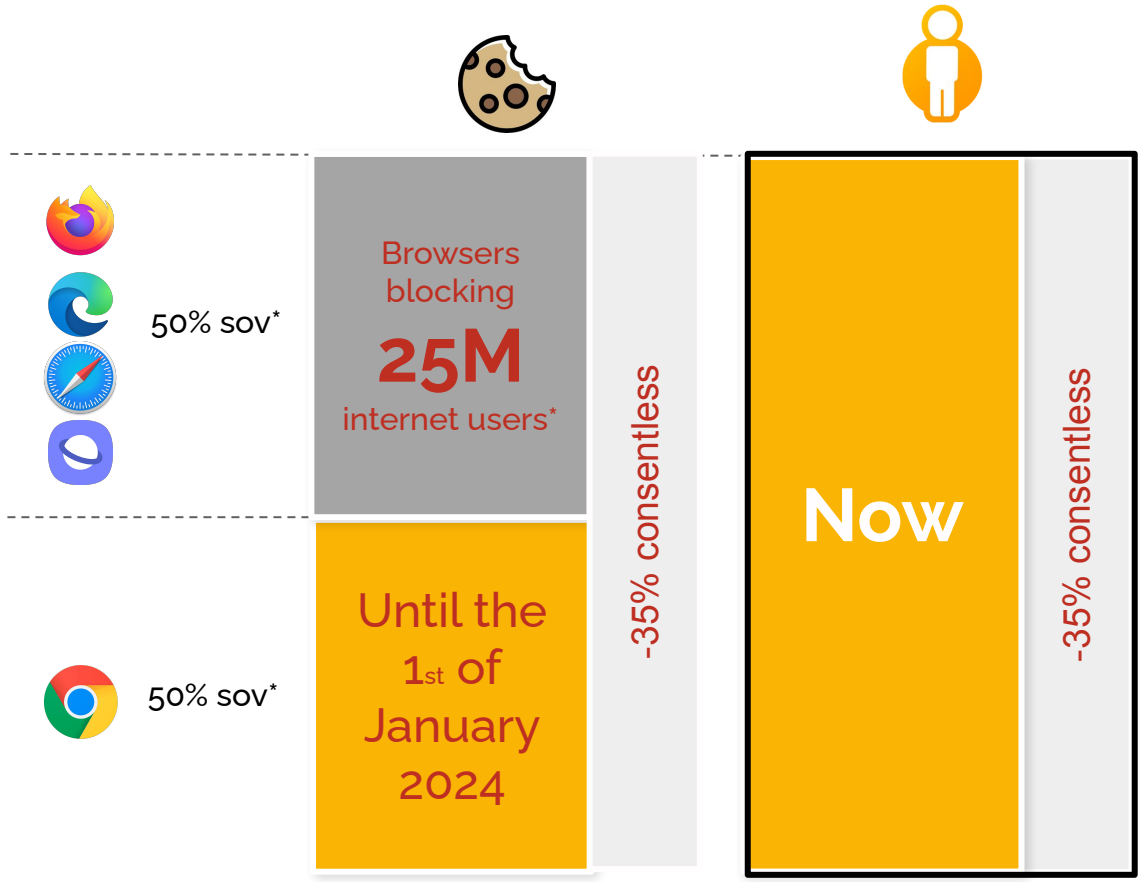
TOWARDS A WORLD
COOKIES 3d PARTY FREE



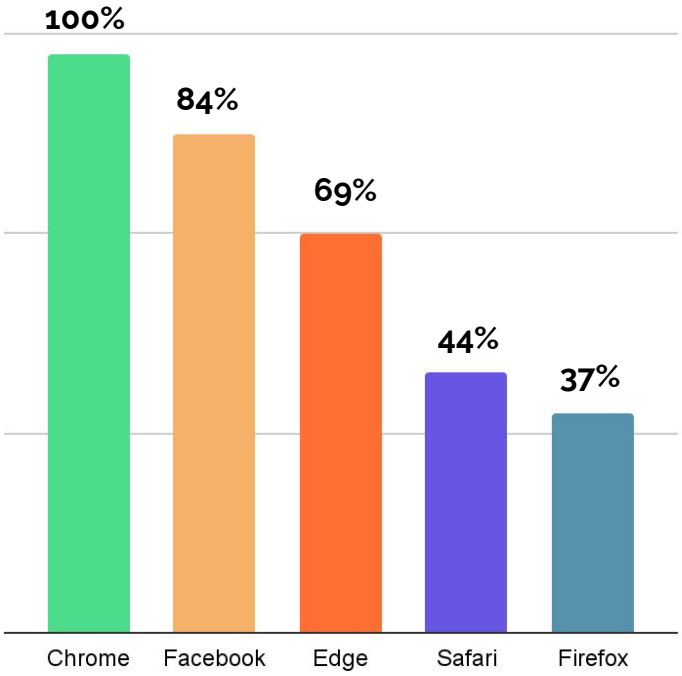
*Share Of Voice in DACH

MEASURES RELATED TO VALUE

For publishers

-50% RPT *(revenu per thousand)* on browsers without third party cookie

Auction/Traffic browser share - Browser RPT as % Chrome RPT



From Pubstack

~~Third party data (interest/affinity/Age or Gender)~~

~~Capping / Frequency~~

~~Retargeting~~

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TOWARDS A WORLD
COOKIES 3d PARTY FREE

What will be impacted

CROSS SITES

E-MAILS

DATA SHARING

CONTRIBUTION

2nd PARTY DATA

FREQUENCY

EXCLUSION

INSIGHTS

ONBOARDING

RETARGETING

SSO

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THE OLD WORLD

SSP1 : abc
SSP2 : def
DSP1 : ghi
DSP2 : jkl
DMP1 : mno
…

SSP1 : 12
SSP2 : 34
DSP1 : 56
DSP2 : 78
DMP1 : 90
…

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SEPTEMBER 2023

Bilan

BERNER ZEITUNG

24heures

lematin.ch

SSP1 : abc
SSP2 : def
DSP1 : ghi
DSP2 : jkl
DMP1 : mno
…

lematin.ch

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SEPTEMBER 2024

LIFESTYLE

20 minuten

Bilan

AUTOMOBIL REVUE | REVUE AUTOMOBILE

BERNER ZEITUNG

LIFESTYLE

24heures

FEMINA

lematin.ch

lematin.ch

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BLACK OUT

THIRD PARTY COOKIES WERE NOT PERFECT

HUNDREDS OF COOKIES
NEVERTHELESS,
NO CONTROL AT ALL

DISCREPANCIES

NO SOVEREIGNTY

NO CONTROL

© Confidentiel

Solutions

first-id

HASHED EMAILS

HEM : abc

HEM : abc

first-id

Do more and better with first-id

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TO SUM UP THE SOLUTION:
PRECISE & RELIABLE ID

= 1 CONSENTED USER = AS MANY COOKIES AS WEBSITES VISITED = 1 & ONLY ID

POWERFUL

Adopted by a full websites ecosystem

SUSTAINABLE

1 ID instead of +100 Third party cookies

UNIVERSAL

Recognized & tested by main Adtech solutions

GDPR

Privacy by design

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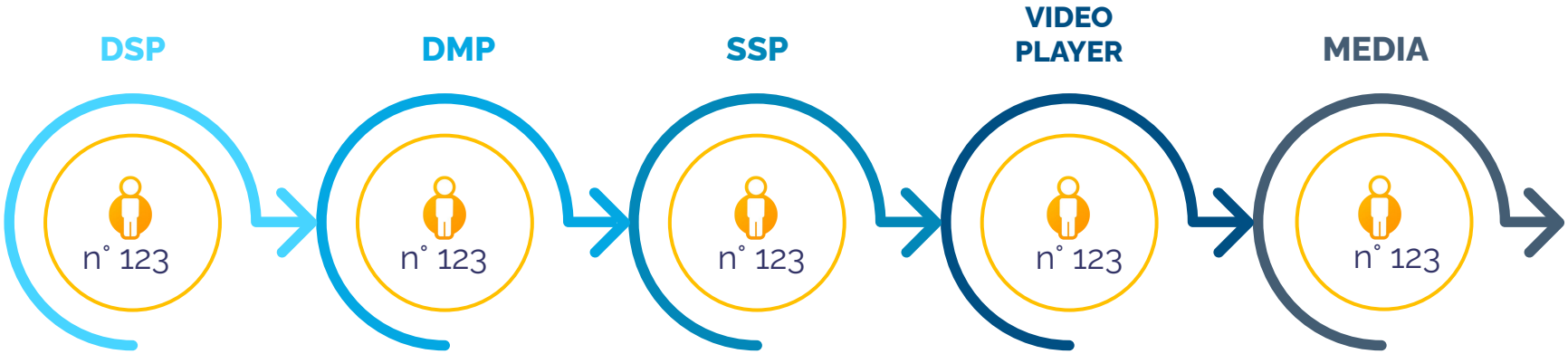
INTEROPERABLE SOLUTION



Google Display & Video 360
CRITEO
adform
theTradeDesk Oct
xandr

1plusx
mediarithmics
Permutive
weborama
piano Q4

Google Ad Manager
CRITEO
EQUATIV
PubMatic
xandr
Magnite
INDEX EXCHANGE Q4
FREEWHEEL

dailymotion
digiteka Q4
BRIGHTCOVE

first-id

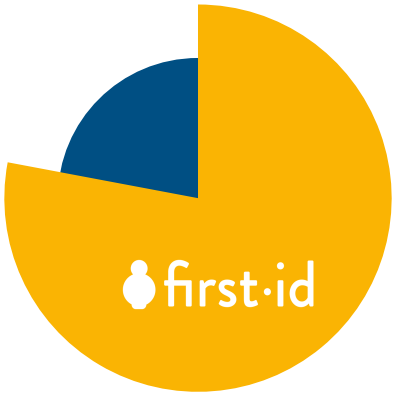
An exclusive reach for first-id

78%

The users were **identifiable only by a First-id**

80% on Safari

61% on Firefox



22%

of the users **could have been identified by at least one other deterministic solution than** First-id*

* CriteoID 16,6%, deviceID 5,3%, RampID 2,5%, TradeDeskID 0,03%…

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FIRST-ID + HASHED EMAILS

First-id : 123
HEM : abc

First-id : 123
HEM : abc

first-id

REACH

		Reach cross domains	Discrepancies	Cross device
Now	Third Party Cookies	50%	YES	NO
September 2024	Third Party Cookies	0%	NO	NO
	Hashed emails	30%	NO	YES
	First-id	60%	NO	NO
	First-id + Hashed emails	90%	NO	YES

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HOW DOES IT WORK ?

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Use cases

first-id

				first-id
INTERNAL	00	FIRST PARTY DATA	• No UCR • Data in silo and temporary	First party data reconciled & deduplicated
	01	LOGIN	• Individual SSO: site to site is a UX breaker & limit to online traffic • shared SSO : depend on 3d party cookies	Shared SSO with all websites (agreed) Log rate optimized + UX compliant
	02	CONSENT	• Individual consent: site to site is a UX breaker & limit to online traffic • shared consent : depend on 3d party cookies	Shared consent with all websites (agreed) Consent rate & lifetime optimized
	03	ONBOARDING : EMAIL COOKIFICATION	• Depend on logged data / emails = low volumes	Independence of logged data / cookies = High Volumes
EXTERNAL	04	INSIGHTS	• No recognition without third party cookie	Crosswise and persistent identifier
	05	DATA COLLABORATION	• Cookification of emails : low volumes	Ease data sharing Higher volumes
	06	ONLINE ACTIVATION	• Retargeting, capping & exclusion blocked on browsers apart from Chrome (until 2024)	Data activation on all browsers for targeting, retargeting, capping & exclusion
	07	TRACKING	• No possible tracking of KPIs : performance, uplift, insights, contribution,... for unlogged users	Link performance based KPIs with first party identifier to measure uplift, contribution...

FOCUS
MODEL

MODEL
YOUR AUDIENCES

Without 3d party cookie

Customer

NL subscribers

2d party data

Ad behaviours

Profil A

Profil B

Profil C

Profil D

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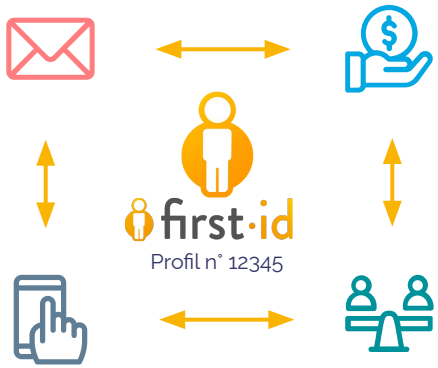
FOCUS MODEL

MODEL YOUR AUDIENCES

Link First-id to all your data : CRM, média, 2d party… in your DMP / CDP

- Customer
- NL subscribers
- 2d party data
- Ad behaviours



- SCORING
- LIFETIME MOMENT
- INTERESTS

Increase your unique contact value using a single **matching key**

➔ To **deduplicate** your audiences

➔ To **model** your audiences

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FOCUS
SSO

YOU COULD USE FIRST-ID
TO CONNECT

User XY

ID : 12345

OneLog
Le login des médias suisse

1 connexion (login+pwd) and all the website could be connected

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FOCUS ACTIVATION

OPTIMIZE
YOUR SALES DEALS

OPS
Direct deal
Data

BRAND

ID : 12345

Retargeting / exclusion

Branding

AdServer

MEDIA SALES HOUSE

ID : 12345

included in the bid request

Ringier

audienzz

CRITEO

Display & Video 360

xandr

adform

theTradeDesk

EQUATIV

first-id

THANK YOU !

first-id x DM EXCO

Cyril Genty
COO & co-founder

Valentine Weydert
Head CS & Development

Reach out to us and let's meet up
on the **20th and 21st of September at Köln**

first-id