The Ad Platform: Why interoperability is the future of identity

Audio

Advertisers' most-used identifier, the third-party cookie, is going away in less than a year. Mark Connon, general manager at identity graph provider Tapad, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss the difference between identity and identifiers, why the digital media ecosystem should be prepared to work with several
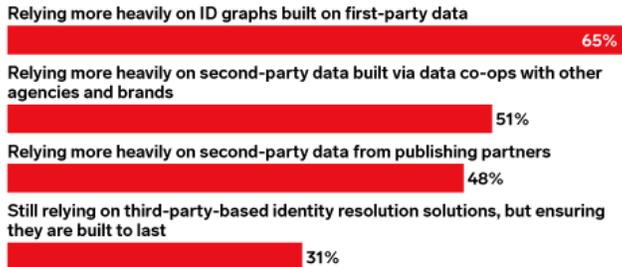
identifiers going forward, and what will happen when Apple's AppTrackingTransparency framework rolls out.

Tactics US Marketers and Agencies Are Using to Address Identity Resolution in the Future as Third-Party Cookies Are Being Phased Out, Sep 2020

% of respondents

Relying more heavily on ID graphs built on first-party data
65%

Relying more heavily on second-party data built via data co-ops with other agencies and brands
51%

Relying more heavily on second-party data from publishing partners
48%

Still relying on third-party-based identity resolution solutions, but ensuring they are built to last
31%

Note: n=302
Source: Advertiser Perceptions, "Identity: Are we headed toward resolution, revolution or regression?" Oct 19, 2020

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