Nicole Perrin

Google and user-level tracking, The Trade Desk's investments, and The Walt Disney Co.'s ad exchange

Audio

On today's episode, we discuss Google's recent announcement not to build alternative user-level identifiers or support them in their ad stack. How does this change the upcoming cookieless landscape, how does FloC fit in, and how might these changes affect consumer privacy? We then talk about whether The Trade Desk's investments may help it better compete with Google, Facebook lifting its political ad ban, engagement with misinformation on social media, and what to make of The Walt Disney Co.'s new ad exchange. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Nicole Perrin.

Demand-Side Platforms (DSPs) that US Programmatic Buyers Feel Are in the Best Position to Navigate the Shift Away from Third-Party Cookies, Aug 2020

% of respondents

Amazon DSP	69%
Google Display and Video 360	63%
Verizon Media DSP	55%
Adobe Advertising Cloud	48%
The Trade Desk DSP	46%
OneView	41%
Xandr Invest	36%
Adform	35%
Amobee	34%
MediaMath DSP	34%
Simpli.fi	33%
Criteo	32%
AcuityAds	31%
InMobi	30%
Zeta Global	29%
Beeswax	29%
Basis by Centro	26%
Quantcast	26%
Tremor Video DSP	25%
Adelphic	25%

Note: among those aware of the DSP
Source: Advertiser Perceptions, "DSP Report, Wave 9: Q4 2020," Dec 18, 2020

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