

The Ad Platform: Testing cookieless targeting with Safari and Firefox traffic

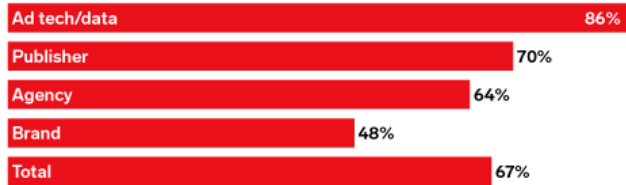
Audio

Google's Chrome wasn't the first browser to put the kibosh on third-party cookies. Phil Acton, country manager for the UK, Benelux, and France at end-to-end programmatic platform Adform, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss how the company has been testing cookieless targeting with publishers in Europe,

where Apple's Safari and Mozilla's Firefox have significant market share, as well as the importance of supply path optimization (SPO).

US Data Professionals Who Believe Their Company Is Prepared for the Changes to Third-Party Cookies/Identifiers and New Privacy Laws/Legislation, Jan 2021

% of respondents



Note: n=203 data users and collectors who are very/somewhat prepared
Source: Interactive Advertising Bureau (IAB), "IAB State of Data 2021," March 11, 2021

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