

The Ad Platform: Differential privacy and post-cookie ad measurement proposals

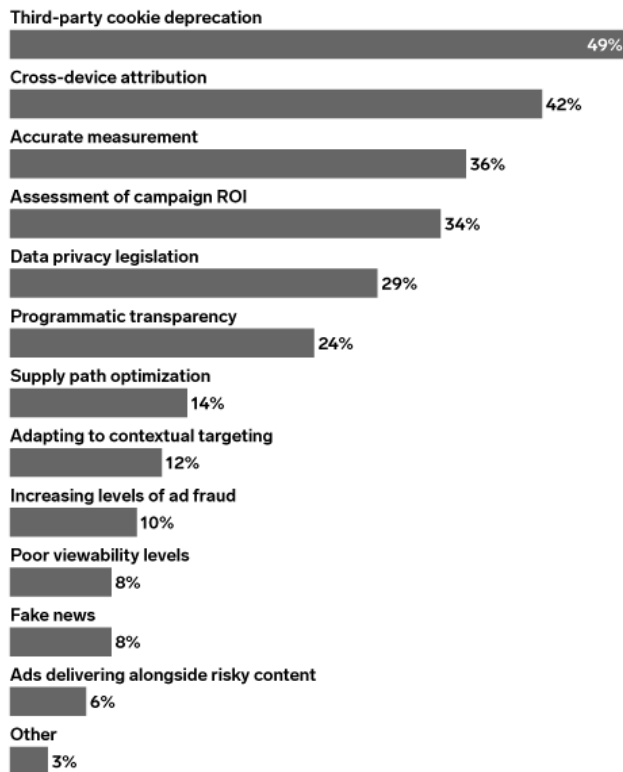
AUDIO |

Nicole Perrin

Most of the avian-themed Privacy Sandbox proposals to date have been about ad targeting, but measurement will also be affected by the planned deprecation of third-party cookies in Chrome. Allyson Dietz, director of product marketing at Neustar, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss the measurement firm's PeLICAn proposal to the World Wide Web Consortium (W3C) and explain what differential privacy means for ad measurement.

Digital Media Challenges in the Next 12 Months According to US Digital Media Professionals, Oct 2020

% of respondents



Note: top 3 responses

Source: Integral Ad Science (IAS), "The 2021 Industry Pulse Report: US Edition," Dec 8, 2020

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