The Publisher Addressability Playbook

Strategies you need to thrive
in a new trusted ecosystem

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How We Got Here

It's easy to say that regulation and browser changes have led us to where we are, but the reality is that the issues started upstream of that. We, as an industry, <u>lost the trust of consumers</u>. We weren't transparent about how data was being used.

As a result, regulators acted on behalf of consumers and the GDPR and kicked off privacy regulations, which forced companies to change how they were handling consumer data. Since then more regulatory bodies have followed suit—notable entrants include California's CCPA, Brazil's LGPD, Japan's amendments to APPI, and more.

Further, browsers, starting with Safari Intelligent Tracking Prevention, began to restrict the use of cookies for cross-site tracking. And since, Google announced (via a couple of delays) that it would **end support for third-party cookies** by H2 2024.

State of the Advertising Industry

Third-party cookies are fading fast

Google's announcement that Chrome will end support for third-party cookies was long-anticipated news. It offers clarity about the future for individuals, publishers, and marketers who connect on the open web.

As cookies are currently the primary currency in the programmatic ecosystem, their impending obsolescence will significantly impede advertisers' abilities to reach strategic audiences.

Chrome
Will end support for third-party cookies in 2024

Firefox
Started blocking third-party cookies by default in Sept 2019

Safari
Released Intelligent Tracking Prevention (ITP) in Sept 2017 (18% share of market)

38% of publishers don't have an identity solution that will work post-cookies

Source: **Digiday State of the Industry for Publishers report**

In addition to the deprecation of third-party cookies, marketers are also solving for new challenges:

Privacy regulation: new regulations are raising the stakes for data governance and compliance

Transparent measurement: Google is redacting the DCM ID by March 31, 2020, creating significant measurement challenges

An independent, Authenticated Identity Infrastructure across the programmatic ecosystem can maintain data-driven strategies. This means that by preparing for the cookieless future, publishers have an opportunity to deliver increased addressability to brands to dramatically and immediately increase revenue.
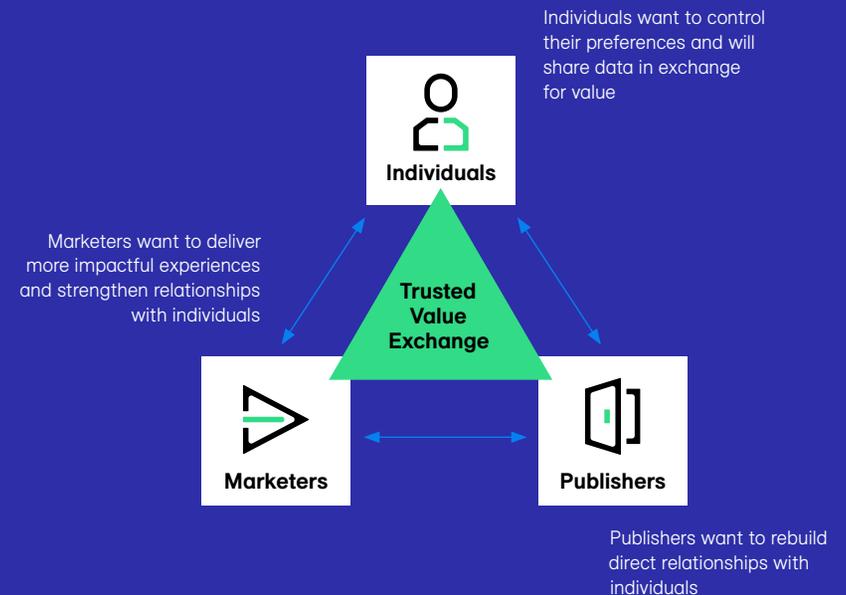
Future Challenges and Solutions

All Cross-Site, Data-Driven Use Cases Will Be Affected

With the end of third-party cookies as an identifier across paid channels and owned and operated properties—without a new infrastructure to replace them—data-driven marketing tactics that deliver better consumer experiences and greater effectiveness will no longer work.

— Audience Activation and Retargeting

— Media Attribution

— Site Personalisation

— Frequency Capping and Suppression

— Audience Insights and Segmentation

Solution: An Ecosystem Built on Consumer Trust

We believe we need a new ecosystem that puts individuals in control of their data. We are helping to establish a people-based ecosystem built on trusted value exchanges of content or services in return for authenticated data such as email addresses. This new ecosystem brings both publishers and marketers closer to the individual and each other.

Individuals want to control their preferences and will share data in exchange for value

Individuals

Marketers want to deliver more impactful experiences and strengthen relationships with individuals

Trusted Value Exchange

Marketers

Publishers

Publishers want to rebuild direct relationships with individuals

The Authenticated Traffic Solution

What is the Authenticated Traffic Solution?

LiveRamp's Authenticated Traffic Solution (ATS) gives control back to publishers by providing authenticated first-party connectivity to enable data-driven, programmatic targeting on cookieless inventory via the real-time translation of personally identifiable information (PII) into encoded people-based IDs. This immediately expands demand to otherwise unaddressable audiences, like those on Mozilla Firefox and Apple Safari.

We've partnered with over 60 leading platforms and exchanges to enable ATS through prebid.js, and other leading header-bidding solutions, such as Index Exchange, OpenX, Magnite, and more.

INDEX EXCHANGE®   Magnite   OpenX   Prebid

Benefits of ATS

Improve Addressability

Prepare for Chrome changes and unlock net-new addressable audiences on Safari and Firefox.
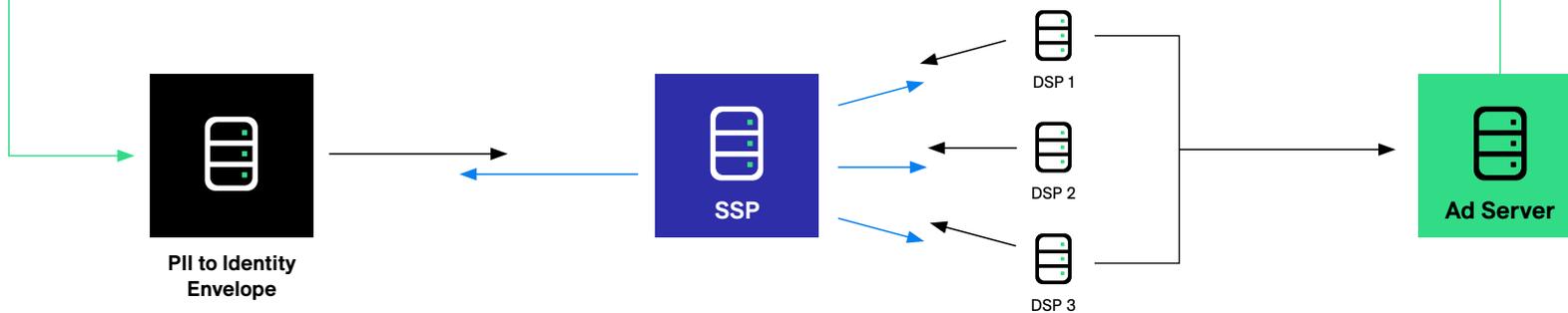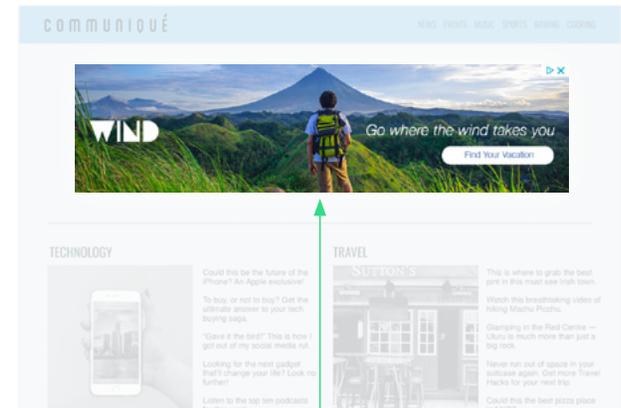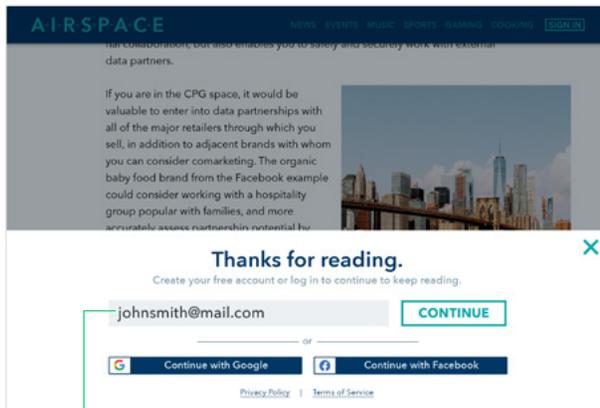
Increase Yield

Access buy-side demand from LiveRamp's 600+ brand marketers and command higher CPMs on your identity-enhanced inventory.

Quick to Deploy

ATS is provided at no cost to publishers and takes less than two weeks to deploy; LiveRamp's dedicated implementation team is on hand to help.

How ATS Works

1 When a user authenticates via login or providing their email, a publisher uses LiveRamp javascript or calls our API to hash the PII and look up the corresponding people-based identifier. The identifier is returned to the publisher in an encrypted envelope, stored in a first-party cookie, and the original hashed PII is deleted from LiveRamp's servers.

2 The SSP reads the envelope from the first-party cookie, decrypts it, and translates it in real time to DSP-specific encodings. For tighter security and to maintain privacy, envelopes are encoded differently for each platform the data is sent to.

3 The newly encoded envelopes are then passed to DSPs in the bid request with other information about the inventory to allow the DSP to make a decision on that impression.

4 DSPs make optimally informed bids and the auction winner's ad serves, and the impression is recorded in its exposure logs.

PII to Identity Envelope

SSP

DSP 1

DSP 2

DSP 3

Ad Server

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Adopting ATS and Joining a Trusted Ecosystem

To adopt ATS and take advantage of increased addressability and yield on cookieless inventory means participating in a trusted ecosystem.

As such, prior to joining, LiveRamp requires privacy policy reviews tailored to specific regions to enable compliance with applicable privacy regulations, e.g., requiring a consent management platform for publishers who operate in the EU.

STRATEGIES

Email subscriptions and newsletters

Social log-ins

Premium subscriptions or offerings

TACTICS

Content walls

Gated and/or premium services

Testing and iterating

Authentication Strategies and Tactics

What is Authentication?

In this context, authentication is simply any time a user provides personally identifiable information (PII) to a media owner or publisher. This could be in the form of an email address, phone number, or even a social log-in. Typically this information is provided as part of a sign-up or registration process for a newsletter or account.

In this chapter, we will provide a variety of strategies to garner new authentications, as well as some tactics that can support them. Please note that none of the strategies or tactics are mutually exclusive. In fact, as resources allow, we recommend our partners take advantage of all the strategies and tactics that are applicable to their business, prioritising the ones that will gain the most traction in the shortest amount of time with the least effort.
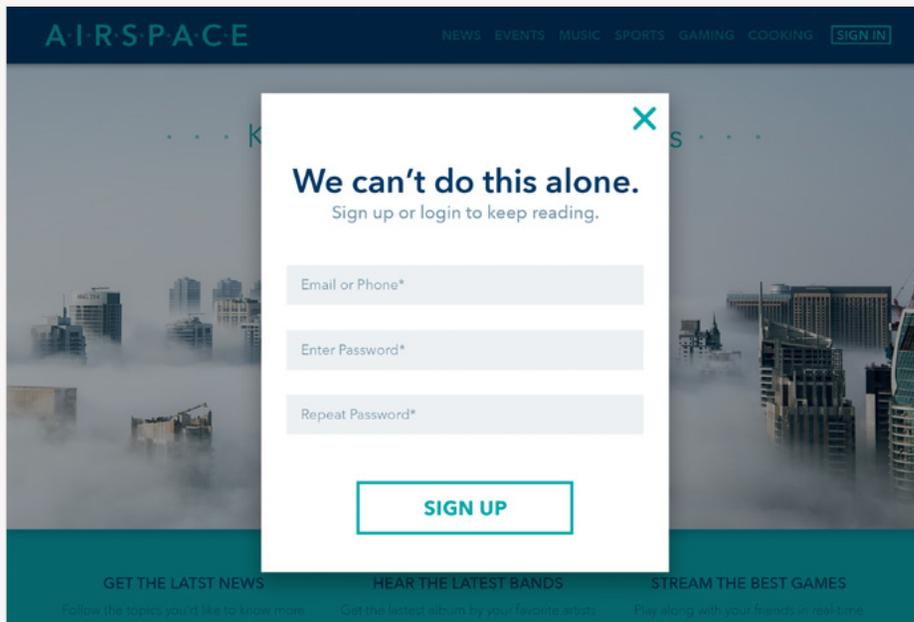
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Email Subscriptions and Newsletters

Email subscription newsletters represent a low investment in terms of level of effort for your visitors and provide a direct avenue to build engagement with them. If you already have a subscription set up, LiveRamp can work with your email service provider to pull registration data. If you don't, setting up a subscription newsletter is a straightforward way to start building your authentication strategy.

Newsletters help provide relevant content to your audiences and allow for a wide array of strategies. Offering a variety of options when appropriate can help make inroads with your diverse audiences, e.g., some visitors may prefer a broad newsletter focused on a variety of headlines, some may only be interested in a single-topic newsletter, and some may only be interested in announcements like a new product.
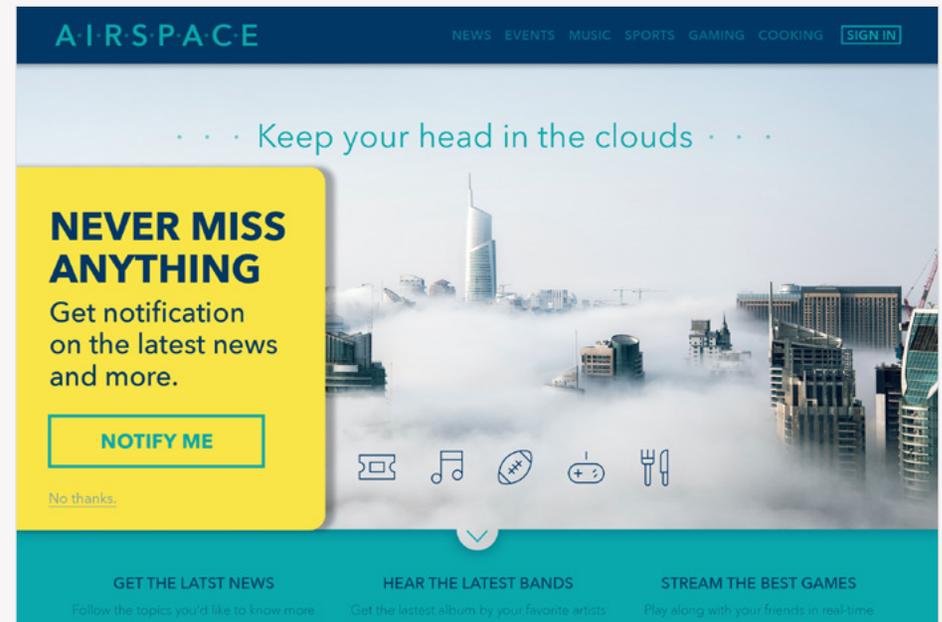
A pop-up on the left or right side is eye-catching and doesn't cover the content itself.

A lightweight subscription
interstitial developed by **LiveRamp**.

Best practices for newsletters include:

Make it obvious you have one:

This may seem like a no-brainer, but—especially if it's new—your visitors may not always realise they have this option. When setting up a newsletter, it's a good idea to ask new visitors to subscribe via an interstitial pop-up.

Consider using an incentive:

Offering a chance to win a gift card or other incentive may be what pushes the needle for some potential subscribers, and it's a good way to get new ones fast. If using an incentive, remember to include it in your call to action, e.g., "subscribe for your chance to win!"

Leverage social proof:

Once you've achieved a degree of scale, be proud of your work and show how many other people you're delivering value to.

Don't be intrusive:

This applies to calling for registrations and volume of emails themselves. An authentication strategy is important, but not at the expense of the user experience! Be judicious with how frequently you ask for registrations and how many emails you send.
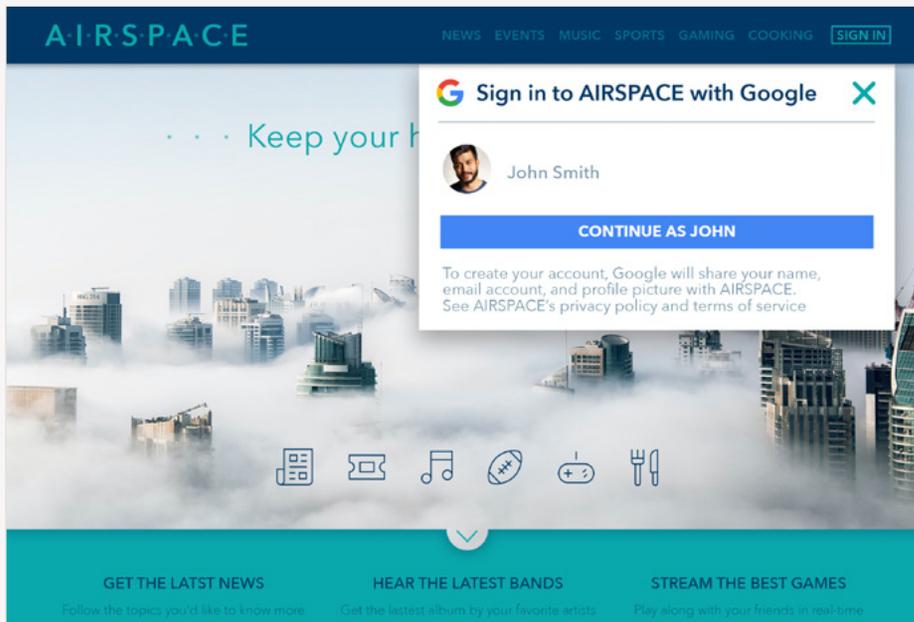
Social Log-ins

Social log-ins, where a visitor uses their social media credentials to log-in instead of setting up a new account specifically with a publisher, have been on the rise lately. Frequently, these are the most convenient for visitors since they do not have to set up a new account or remember a new password; they can simply use their existing public personas from Google, Facebook, Apple, etc. instead.

Adding social log-in options in tandem with your standard registration procedure is an easy way to streamline the registration process and increase authentication rates. That said, it's worth mentioning that social log-ins are not to be confused with social sharing widgets, which enable visitors to repost content to their social media feeds.
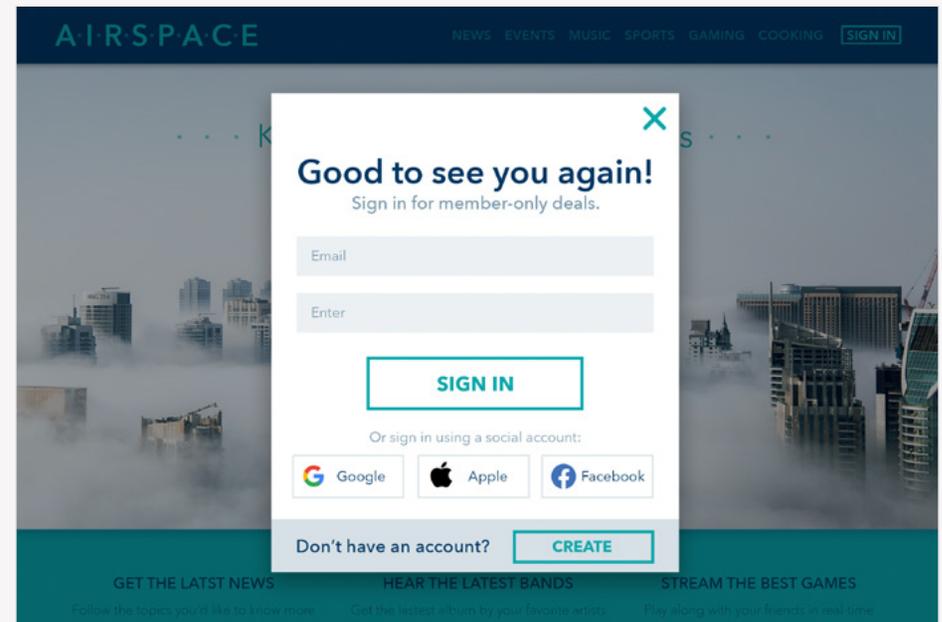
Placement matters! These social log-ins are prominently displayed as you scroll your eyes down the screen to the "Create account" button in the lower right.

Google enables sites to prompt users immediately when they first visit the site.

Best practices for social log-ins:

Make them obvious:

Similar to acquiring new registrants for newsletters, it's important to let your visitors know the option is available. Whether it's by displaying the appropriate icon next to your login button or displaying them prominently during account registration or newsletter sign-up, make sure they're visible and easy to see.

Be judicious about which log-ins you implement:

This is part of knowing your audience—cluttering your registration page with too many options can be distracting. Typically we find Facebook, Google, and Apple to be the safest bets.

Implement them where your visitors engage:

Since social log-ins don't require registration and leverage external credentials, users don't actually have to leave the page to authenticate. As such, putting them near your comments section is a good way to streamline the authentication process and catch users who otherwise may not have gone through the full registration process.

Premium Subscriptions or Offerings

Strategies based on premium subscriptions or offerings have some of the highest barriers to entry in terms of acquiring subscribers, but represent one of the best ways to balance monetisation and addressability. The New York Times is one of the best-known examples of a publisher that successfully built up a substantial business based on subscriptions, while simultaneously monetising based on ads.

If you're a publisher with premium or specialised niche content and a highly-loyal user base, you may have an opportunity to explore additional monetisation avenues. Keep in mind that a premium subscription isn't just limited to a news feed. Think about opportunities relevant to your vertical, for example, gaming companies may see success in selling additional emoji reaction packs which would require an account to purchase.
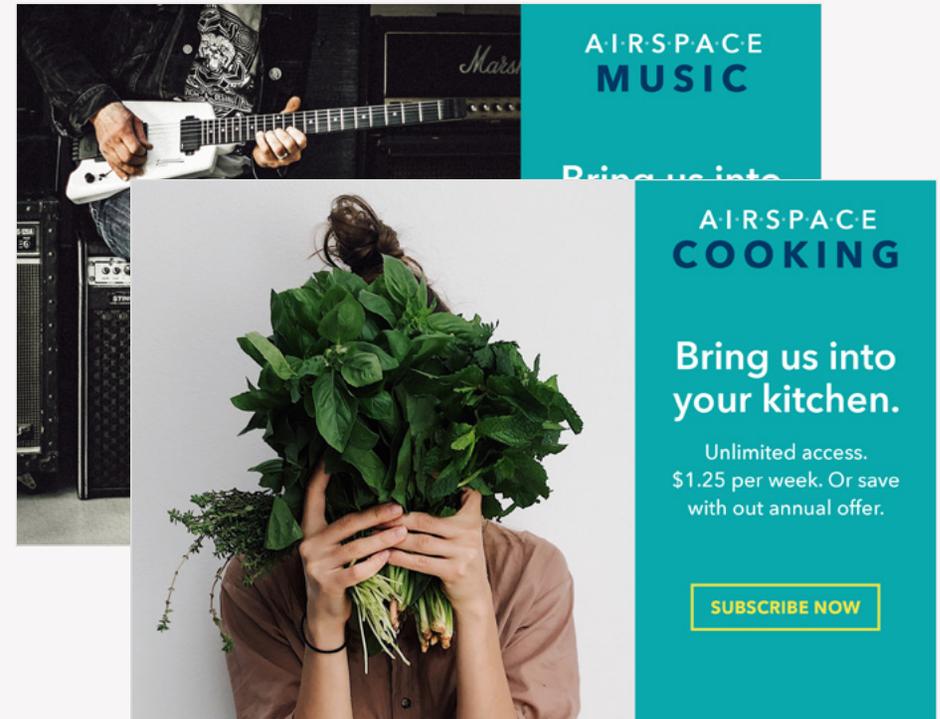
Publishers with broad content bases and large audiences can split subscriptions, e.g., news, music, or cooking.

Subscriptions can also be used to only gate premium content while keeping the rest publicly available.

Best practices for premium subscriptions or offerings include:

Identify the opportunities:

The highest tiers of publishers can effectively gate various types of content at different price points to drive additional subscribers and revenue. For example, The New York Times has multiple subscriptions available, for news, for cooking, and for the crossword.

Full organisational buy-in:

Shifting to a subscription-based business model is a foundational shift in strategy that needs alignment across content creators, monetisation teams, and product and tech teams. It's not possible to do this successfully without the weight of the organisation behind you.

Test and iterate:

Even with organisational support, it's important to stay nimble and try a variety of tactics as opposed to committing all-in on one.
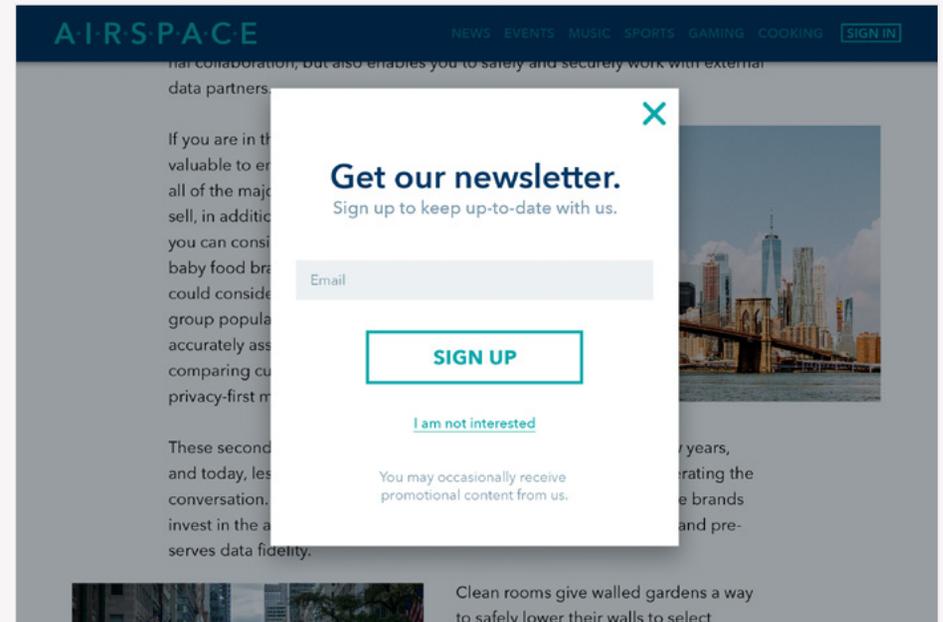
Work with your community:

Ultimately, a subscription model requires your visitors to be on board to succeed. Stay in close communication with them to see what they'd be willing to pay for and, most importantly, how much.

Content Wall

Content walls are pop-ups that block access to content until a piece of PII—such as an email address—is provided or a premium subscription is purchased. They are one of the most common tactics employed to support the strategies on the previous pages. They are heavily favoured by news organisations, which typically have the benefit of an existing readership that may have paid for paper copies in the past.

There are many ways to approach content wall implementation. We've listed some of the most common versions on the next two pages for reference as you begin to plan.

The right approach depends on your organisation's size and resources available. Starting with an interstitial is an easy way to get started as you dig into what your visitors are willing to pay for premium content.

Publishers with broad content bases and large audiences can split subscriptions, e.g., news, music, or cooking.

Hard walls that gate all content see the most success when used by established publishers who already have an existing audience base.

A smart way to highlight your premium subscription can be to showcase it at the top of your page.
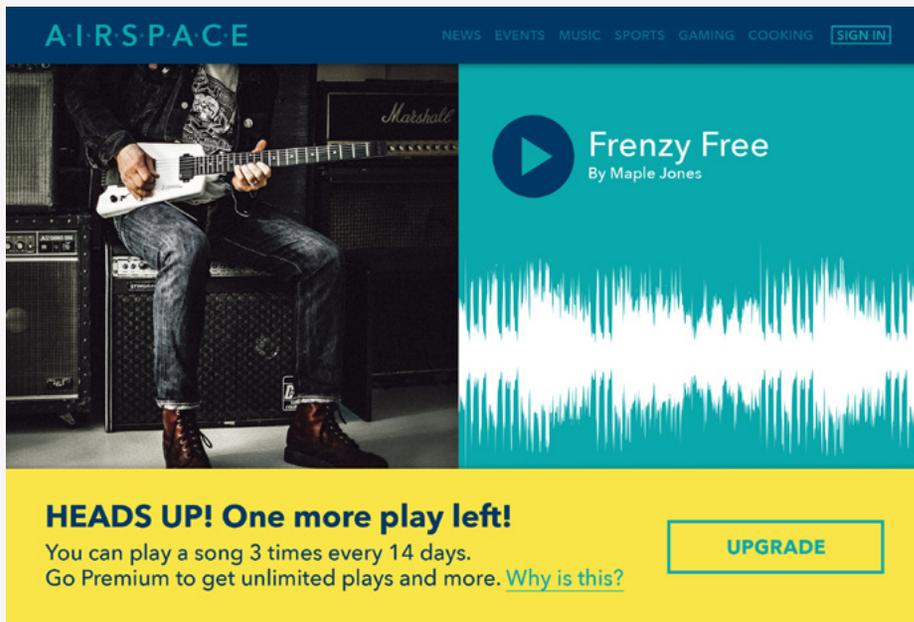
Walls aren't limited to just articles, streaming services can also use them, e.g., X free listens per month.

Common content wall implementation styles:

Interstitial:

Not a true wall in the sense that it's just a pop-up that asks for an email address, but is able to be closed and does not truly gate content.

Hard content wall:

Blocks access to any content until either authentication is provided or a premium subscription is purchased.

"Freemium" content wall:

Allows free access to the bulk of content, but reserves a "subscribe only" section of higher value content, typically in-depth research or content targeted toward a more niche audience.
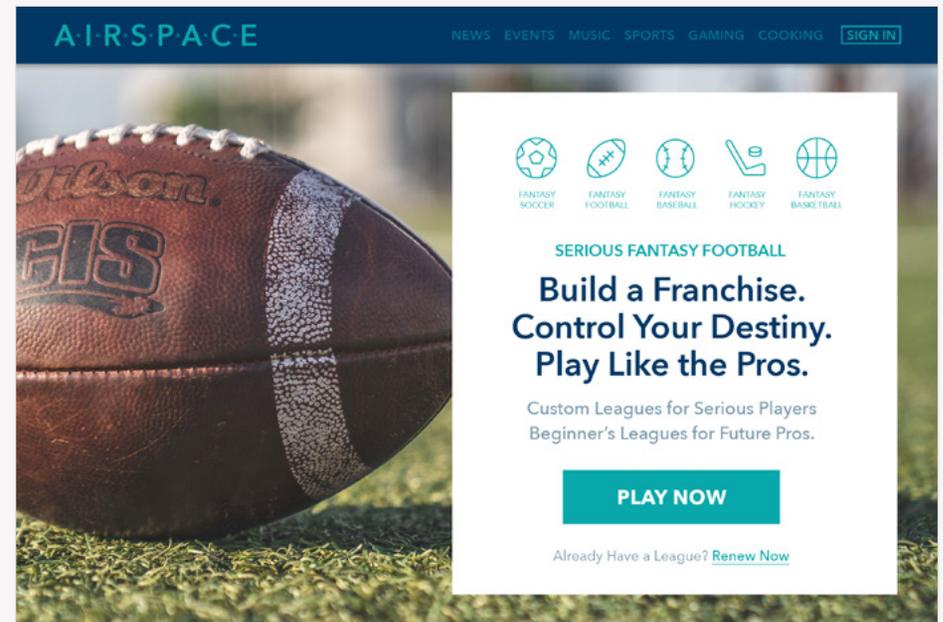
Metered content wall:

Offers access to all content for free up to a certain limit, e.g., "Read X articles for free per month."

Dynamic content wall:

Metered approach to content walls based on behavioural data. These typically involve assigning propensities to readers and adapting to their preferences. For example, people who visited the previously ungated sports section 10 times last month tend to register if a wall is shown on their fourth or fifth visit.

Gated and Premium Services

Gated and premium services are one of the key ways a publisher can implement a value exchange with their visitors. Implementation approaches can be very basic, for example, something as simple as authenticating before being allowed to comment, or tailored to a specific vertical such as allowing subscribers to follow their favourite sports teams.

Many sites that offer fantasy leagues require registration before use.

Community engagement, such as comments or forums, are a great focal point for encouraging authentication.

Premium emoji packs made available to subscribers can help viewers support their favorite video game streamers and create additional revenue for the publisher.
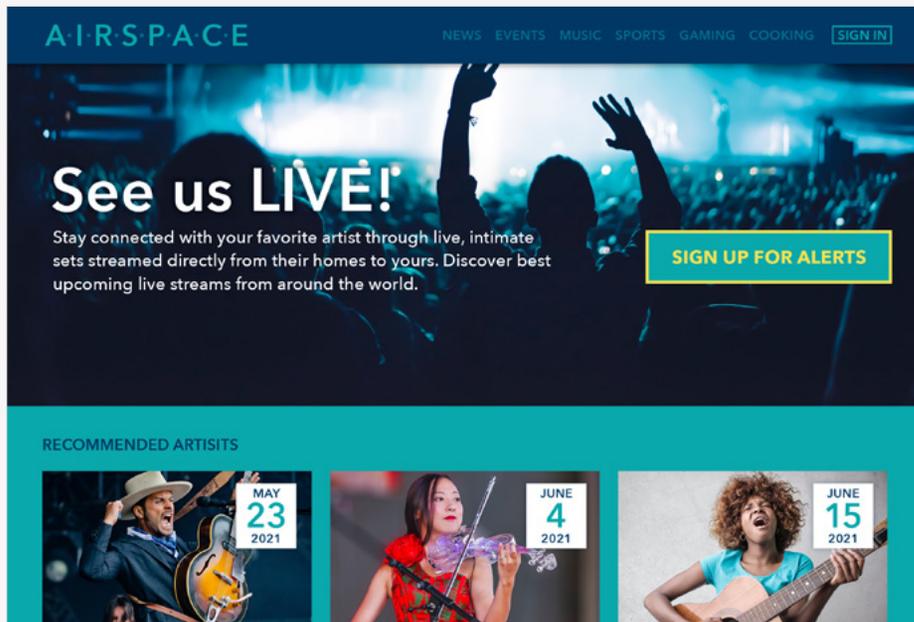
Encourage authentication by providing value to your audience. One way is to alert your audience to new events they may be interested in, e.g., their favourite band is touring in their city.

Here are some ideas on how to get started with regard to generic and vertical-specific approaches:

Generic services:

— Personalised news feeds

— Access to comments or community forums

Vertical-specific services:

Sports:

— Ability to follow specific teams

— Access to fantasy leagues

Retail:

— First-look access for new product drops/launches

— Notifications for tracking new products

Gaming:

— Ability to follow specific e-sports teams

— Access to premium emojis or sticker packs

— Achievement tracking for community interaction, e.g., first post

Entertainment:

— Premium experiences, e.g., AR/VR

— Sweepstakes entries for tickets to an upcoming show on fourth or fifth visit.

Testing and Iterating

Rare is the company that gets it right the first time. Testing and iterating is at the heart of any new business strategy, and authentication is no different. As previously mentioned, it makes sense to test some or all authentication strategies listed over time.

Your audiences are unique and their reactions to your tests will help you learn what makes sense for you and for them to make the most of the value exchange.

Tests for boosting authentication:

A|B testing dynamic content walls:
This is helpful for determining tolerance for content walls and finding the right balance of monetising users who will only visit until they run out of articles, and how many times a user must see the content wall before converting.

Testing by geography:
Maybe users in cities are more willing to share data than users in suburbs or rural areas? It makes sense to further segment your A|B testing by geography to uncover different attitudinal pockets within your own user base.

Use house ads to push premium services and content:
Not every ad on your property needs to be on behalf of someone else. Try advertising your new services or premium subscriptions on your own property. You already know they're interested in what you have to offer, otherwise they wouldn't be there.

Include an offer or sweepstakes:
Offer a few months free to users or give them a chance to win a free prize or gift card of some sort. This lowers the risk for your visitors when it comes to taking a plunge on a premium offering and gives them an incentive to sign up.

Conclusion

A New Trusted Ecosystem

Trusted ecosystems are hinged on security and upholding data privacy. LiveRamp facilitates a trusted ecosystem through the development of privacy-first solutions and a deep commitment to data ethics.

ATS enables trusted parties to connect their data and enable key marketing capabilities without relying on cookies in a privacy-conscious way:

— At no point in ATS workflows is a user's raw personally identifiable information (PII) transmitted to LiveRamp or any other third party

— PII is immediately deleted and it is not added to our graph—user PII stays safely with the publisher it was originally provided to

LiveRamp has also invested extensive resources in ensuring security alongside privacy. Our multilayered approach is what sets us apart from other, more nascent in-market solutions:

— Raw PII is hashed before being sent to LiveRamp

— LiveRamp encrypts the envelope before sending it to the publisher and deleting the hashed email

— Data is uniquely encoded for every participant in the ecosystem, ensuring no two partners see the same encrypted envelope

Finally, through ATS, LiveRamp goes one step further to protect consumer privacy. In addition to cookie-based opt-outs, adoption of ATS requires a link to LiveRamp's people-based opt-out in a publisher or brand's privacy policy. This is to ensure consumer choices are more persistent and can be respected even where cookies are not available.

Via the development of a trusted ecosystem, LiveRamp is pioneering an infrastructure built on consumer trust and we encourage the market to join us on our mission to make it safe and easy for companies to use their data to connect with individuals.

Ready to get started?

Contact us via **ats@liveramp.com** or through your LiveRamp representative.

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About LiveRamp

LiveRamp is the data collaboration platform of choice for the world's most innovative companies. A groundbreaking leader in consumer privacy, data ethics, and foundational identity, LiveRamp is setting the new standard for building a connected customer view with unmatched clarity and context while protecting precious brand and consumer trust. LiveRamp offers complete flexibility to collaborate wherever data lives to support the widest range of data collaboration use cases—within organisations, between brands, and across its premier global network of top-quality partners.

Hundreds of global innovators, from iconic consumer brands and tech giants to retailers and financial services leaders turn to LiveRamp to build enduring brand and business value by deepening customer engagement and loyalty, activating new partnerships, and maximising the value of their first-party data while staying on the forefront of rapidly evolving compliance and privacy requirements.

LiveRamp is based in San Francisco, California with offices in London and worldwide.

For more information, visit **www.LiveRamp.uk**