

Partnership for Responsible Addressable Media (PRAM)

www.ResponsibleAddressableMedia.com



Agenda

- Brief PRAM Overview
 - What
 - Why
 - Who
 - How
 - When
- Questions

Objective

- Develop privacy-protective standards and infrastructure for addressable communications between consumers and businesses that support advertiser and publisher business use cases.

Why are we doing this?

The terrain has changed.

- Apple and Google are removing and/or broadly constraining third-party access to device identifiers as a default
- Google announced that no 3rd party identifiers will operate on Google buy side platforms or YouTube
- These changes disrupt core business operations, including custom audience creation, ad delivery, frequency capping, campaign management, cross-channel deployment, analytics, optimization, attribution, and more
- This necessitates an industry response to create new solutions that enable growth and continued transformation
- Policy makers at the state, federal, and international level are pushing restrictive legislation

Leveraging the Collective Industry

Launched in August 2021 as a cross functional collaboration

Partnership for Responsible Addressable Media

With Consumers & Privacy top of mind, we are an inclusive consortium, focused on developing principles, standards and guidelines to safely and effectively address today's changing global media landscape

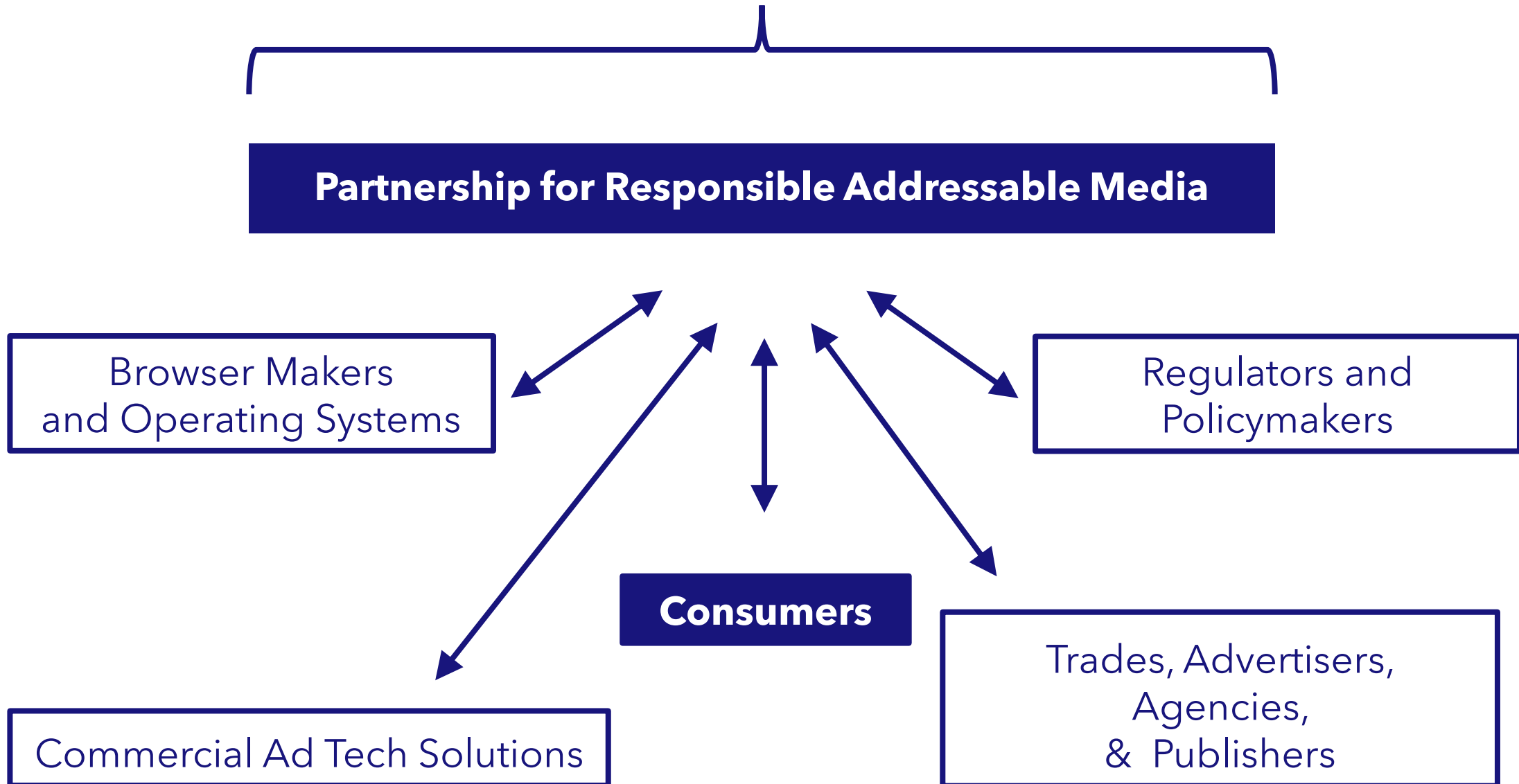
Marketers &
Agencies

MarTech/AdTech

Publishers and
Platforms

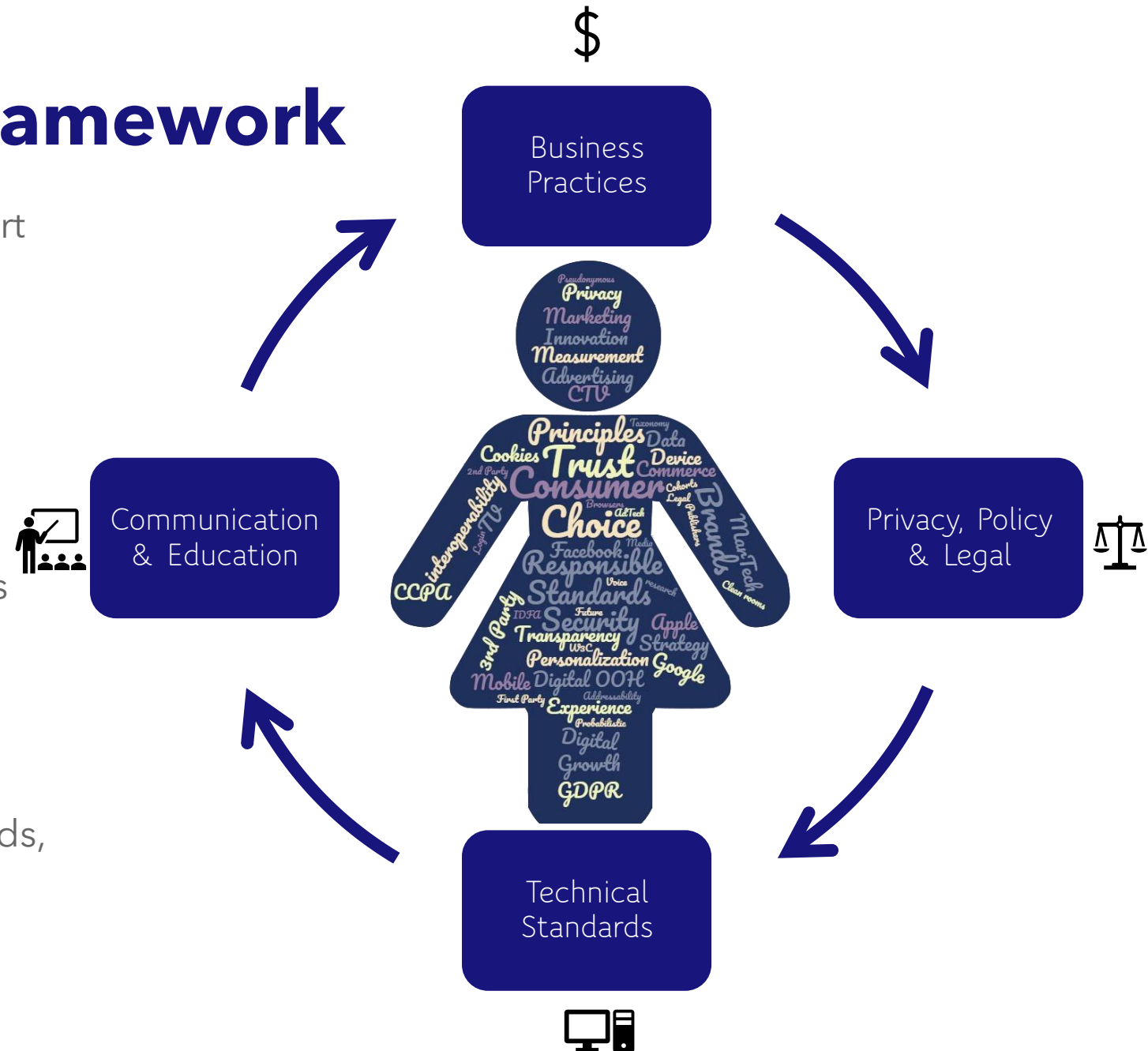
Trade
Associations,
Policy & Legal

Global Unified Framework for Effective and Privacy-Safe Addressability



Working Groups Framework

1. Business Practices - Will assemble an expert panel to create a compendium of priority business use cases
2. Privacy, Policy & Legal - Will develop principles and necessary policy and legal infrastructure for proposed identifier solutions
3. Technical Standards - Will define standards for addressability solutions that meet use case requirements and ensure adherence to privacy principles
4. Communication & Education - Will build a community and provide materials for brands, publishers, agencies and their partners to optimize the use of data as these changes take place with standards, principles, processes & solutions



The image features a dark blue background with a blurred office scene showing a person's hands typing on a laptop keyboard. A white vertical bar is on the left side. The text 'Business Practices Working Group' is centered in white, bold font. A horizontal white line is positioned below the text.

Business Practices Working Group

Business Practices Working Group

Consumer and Privacy Focused, Use Case Led, and Globally Representative

Objective: Assemble an expert panel to share, discuss, debate and create a compendium of Addressable Media priority business use cases to inform the principles and solutions created by the Privacy, Policy & Legal and Technology Standards Working Groups.

Approach: 4 Teams met for 3 hours 4 times over 8 weeks resulting in 800+ hours of cross functional expertise focused on the objective

- 10/2 - Drafted 18 priority use cases with a pre-determined template focused on 7 key topic areas
- 10/16 - Continued efforts resulting in 30 additional use cases and began refining the work
- 10/30 – Integrated 14 use cases from prior similar Tech Lab efforts and began deduping and editing resulting in 54 use cases
- 11/13 – Created 2 new teams, owners and categorizations were assigned, and we exposed more of the group to more of the work
 - Dec – Integrated (25) Publisher use cases from prior Tech Lab efforts
 - Jan – Organized, collapsed, and re-wrote much of the then 300+ pages resulting in the 58 use cases and 130 pages we now have
- 2/5 – Shared the compendium with a broader audience to Extend & Enhance with edits to ensure it is representative of the industry and prioritized the 60 use cases
- February – Implemented hundreds of changes based on feedback submitted

Next Steps:

- Update compendium quarterly or as necessary
- Phase 2 focused on mapping principles, solutions, and testing scenarios to use cases

Business Practices Working Group

Brands

- Bank of America
- The Coca-Cola Company
- General Motors
- Toyota
- Smile Direct Club
- AB InBev/Anheuser-Busch
- Procter & Gamble
- Ford Motor Company
- Philips (Amsterdam)
- Mastercard
- CVS Health
- GlaxoSmithKline
- IBM
- Johnson & Johnson
- Marriott

- Wells Fargo
- McDonald's
- Mars Inc.
- Verizon
- AT&T
- Molson Coors
- Philips (North America)
- Pepsico
- The Hershey Company
- Unilever
- Booking.com

Agencies

- Dentsu Aegis Network
- Havas Media
- Publicis Media
- GroupM
- mediacom

Publishers

- Facebook
- News Corp
- Snap Inc.
- Google
- Dish Media
- Meredith Corporation
- Univision
- Hearst
- xandr
- CBS Interactive
- CafeMedia
- WarnerMedia

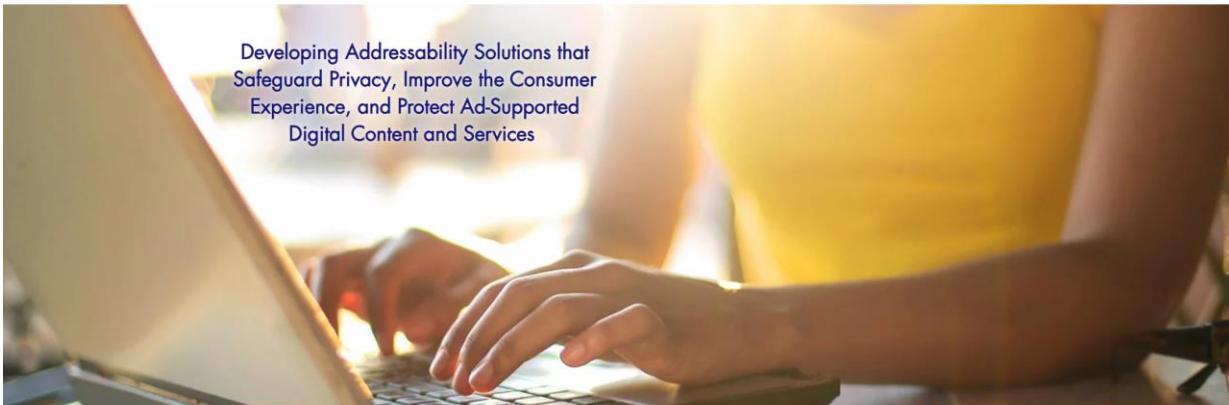
Data & Tech Partners

- Neustar
- Zeta Global
- Dstillery
- TransUnion
- MediaMath
- Criteo
- Amobee
- The Trade Desk

Trade Orgs

- WFA
- ANA
- Media Rating Council
- IAB Tech Lab

Developing Addressability Solutions that Safeguard Privacy, Improve the Consumer Experience, and Protect Ad-Supported Digital Content and Services



OUR MISSION

Next-generation addressability that focuses on consumer needs

OUR PARTICIPANTS

More than 400 leading companies and trade orgs from around the world

OUR PROCESS

Four working groups drive toward solutions: Business Practices, Technical

OUR RESULTS

Working Groups will begin to issue draft use cases, guidance, and solutions in

Business Use Cases Working Draft

This draft document is a result of the Business Practices Working Group's work to discuss, debate, assemble, and share a compendium of priority addressable media business use cases to inform the principles and solutions created by the Privacy, Policy & Legal and Technology Standards Working Groups.

You can find the Business Use Cases Draft document [here](#).

The document will continue to be updated, expanded, and revised based on the feedback of the digital advertising community and other stakeholders, and its content should not be treated as final or representative of the views of all companies or organizations involved in the Partnership.

To comment on and/or contribute additional use cases please complete [this form](#), on which you can specify the section of the document and your proposed edits or additions.

Partnership for Responsible Addressable Media Priority Business Use Cases

PRAM welcomes your comments on the content within this LIVE working document as well as new priority use case submissions that have not yet have been included to continue making it representative of our broader industries' business requirements.

COMPANY *

Short answer text

NAME *



Prioritization of PRAM Business Use Cases

How would you rank the immediate importance of the following advertiser business use cases?

* 1. PLANNING

	Least Important	Less Important	Important	Very Important	Most Important
Digital Media Buying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prospecting / Look-alike Modeling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retargeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suppression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B2B Audience Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Partnership for Responsible Addressable Media

Priority Business Use Cases - Working Draft

Governing Group:



<https://www.responsibleaddressablemedia.com/businessusecases>

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Compendium Facts to Consider

- 136 pages with 60 priority use cases in 9 categories (condensed from 300+ pages)
 - Advertiser - 33 in 4 categories
 - Publisher - 27 in 5 categories
- Table of contents is key to navigating the doc
- Intended to focus on WHAT not HOW
- Prioritization survey is helping us focus
- (3) practitioner “Owners” of each use case are key to diving deeper
- Stakeholder and regional perspectives are revealing
- Result of ~70 authors, so while heavily edited, still includes some varying writing styles
- LIVE document that is being enhanced as it is shared with a broader audience



Privacy, Policy & Legal Working Group

Policy Framework for Addressable Media Identifiers (AMIs)

Sets forth principles for the provision and use of AMIs

- I. AVAILABILITY OF THE STANDARD ADDRESSABLE MEDIA IDENTIFIERS
- II. OPERABILITY FOR ADDRESSABLE MEDIA IDENTIFIERS
- III. PERMITTED USES OF ADDRESSABLE MEDIA IDENTIFIERS
- IV. TRANSPARENCY FOR PERMITTED USES
- V. CONTROL FOR PERMITTED USES
- VI. OVERSIGHT & ACCOUNTABILITY

Policy Framework: Permitted Uses

Under the Policy Framework, Addressable Media Identifiers may be used only for Permitted Uses. The WG is currently identifying Permitted Uses, which may include the following, subject to certain limitations:

1. COMPLIANCE WITH LAW
2. PUBLIC SAFETY
3. SECURITY
4. PRODUCT UPDATES OR RECALLS
5. FULFILLMENT
6. REPORTING
7. DELIVERY
8. MARKETING RESEARCH
9. FIRST PARTY



Technology Standards Working Group

Addressability Scenarios

Portfolio of Solutions in Draft for Public Comment

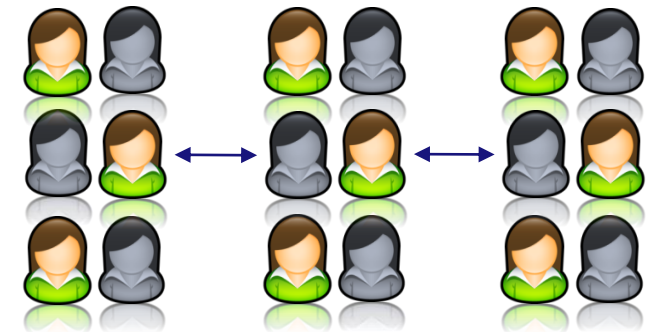
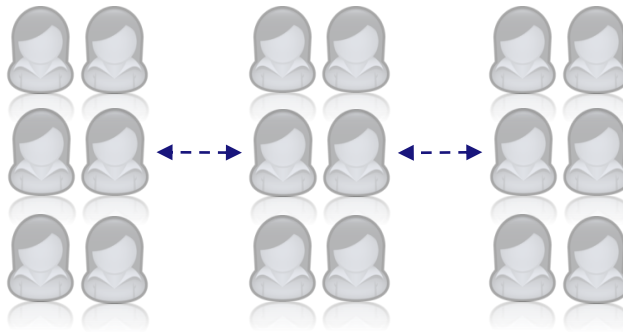
← No Linked Unique User ID →

Linked User ID Available

Unlinked 1st-party Audiences
Advertiser/Publisher data not connected

Browser/OS-linked Audiences
No 3rd-party tracking

Linked 1:1 Audiences
Advertiser/Publisher data connected



- Seller defined contexts / audiences
- Global Privacy Platform
- Accountability Platform

- Testing helpers

- Best Practices for User Enabled Identity Tokens
- Global Privacy Platform
- Accountability Platform

iabtechlab.com/rearc

Industry Calls to Action

1. Plan for a *portfolio approach* to addressability scenarios.
2. Provide *feedback* on releases: <https://iabtechlab.com/pram>
Addressability: (1) *Seller-Defined Audience & Context Signaling*
(2) *User-Enabled Identity Tokens*
Privacy & data protection: (3) *Global Privacy Platform*
Accountability: (4) *Accountability Platform*
3. Support *open standards & predictable user privacy*, in part by joining **Addressability, Accountability, Global Privacy technical working groups**.
4. Invest in *consumer engagement*: education, transparency, controls, earning opt-ins.
5. Support *accountability* in 2022 by insisting your partners contribute Accountability Platform data.



Communication & Education Working Group

Communications & Education Working Group

Community CoE Model For Advertisers, Publishers, and their Partners

Objective:

Provide consultative materials for brands and their partners to understand our changing landscape and enable them to efficiently and effectively optimize the use of data before, during and after these changes take place with standards, principles, processes and solutions.

Tactics to educate, activate and scale

Trusted PRAM Consultative Content

Quarterly Community Updates

PRAM Resource Hub @ www.ResponsibleAddressableMedia.com

Webinars & Conferences

Custom Partner Specific Workshops

Participants:

Cross Functional Working Group Participants from Advertisers, Publishers, Agencies, and Data, Tech & Measurement Partners

Trade Group Communication Teams

Curriculum and Adult Learning Platform Partner(s)

Developing Addressability Solutions that Safeguard Privacy, Improve the Consumer Experience, and Protect Ad-Supported Digital Content and Services

RESOURCES

Prebid Identifier Solutions

<https://docs.prebid.org/dev-docs/modules/userId.html#overview>

Apple User Privacy and Data Use

<https://developer.apple.com/app-store/privacy/>

The Privacy Sandbox

<https://privacysandbox.com/>

Google Chrome Privacy Sandbox

<https://www.chromium.org/Home/chromium-security/privacy-sandbox/>

Apple Privacy Controls: FAQ

<https://www.responsibleaddressablemedia.com/apple-privacy-controls-faq/>

Google Ads & Commerce Blog

OUR MISSION

Next-generation addressability that focuses on consumer needs and provides critical functionality for digital advertising and media.

OUR PARTICIPANTS

More than 400 companies and organizations around the world, including brands, agencies, publishers, and ad tech providers.

Apple Privacy Controls: FAQ

Apple is preparing to roll out new privacy controls in the early spring. The FAQs below are designed to assist you in understanding these changes and to proactively prepare for them.

1. When will Apple require the use of an opt-in to access the Identifier for Advertisers (IDFA), and will this be an immediate roll out or a phased approach?

Apple always starts by releasing a beta version, and the beta version of the next update to iOS 14 has already been released. That beta is the first version with the change for IDFA. App developers do not have access to IDFA for this small minority of users until they opt-in. The full release will take place in the Spring. People do have to take action to upgrade, so there is a ramp-up period, and the time it's taken for previous upgrades is a good proxy for how long this one will take.

High Level Recent Results

- Apple and Google
 - Regular engagements
 - FAQ's
- PRAM - activity and news
 - Community Events in Dec and April with 200-300 attendees
 - January - "opens for business" accepting code contributions
 - February - Business Use Case Compendium Release
 - March - (4) Technology Standards Released for public comment
 - April - Policy principles and framework coming soon

Questions + Discussion

