

## HOW PUBLISHERS ARE APPROACHING ID RESOLUTION IN 2022

The deprecation of third-party cookies and Apple's new user privacy updates are pushing web and mobile app publishers to experiment with new approaches to audience addressability in 2022.

Already, as they test new identity resolution solutions with the goal of increasing efficiency and achieving scale, publishers are beginning to see which methods are delivering the most promise — and value. Tapping insights from our latest reports, this new PubMatic infographic explores how publishers are working to solve cookieless addressability challenges, highlighting the success stories they are seeing from their testing journey so far.

### PUBMATIC AT A GLANCE

**259**  
BILLION AD  
IMPRESSIONS  
PER DAY

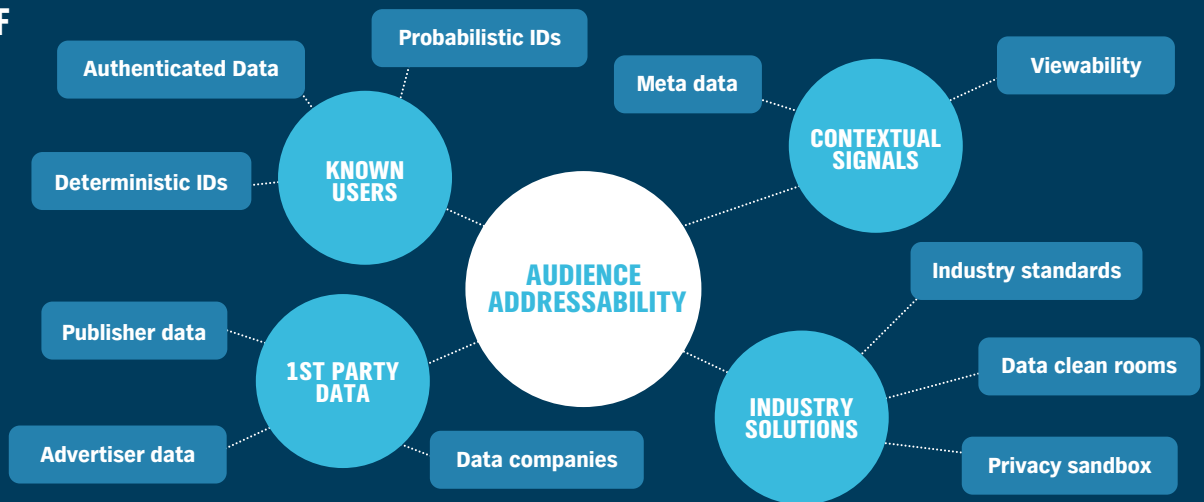
**1350**  
DIRECT  
PUBLISHERS

**670**  
EMPLOYEES

**PUBM**  
NASDAQ LISTED

Source: PubMatic, as of September 30, 2021

### COMPLEX WEB OF ADDRESSABILITY SOLUTIONS



### THE TOP OPPORTUNITIES FOR ID RESOLUTION

**01**

Consumers want relevant content via channels that respect their privacy preferences

**02**

Publishers want to maximise consumer experience and engagement while also maximising their ad revenue

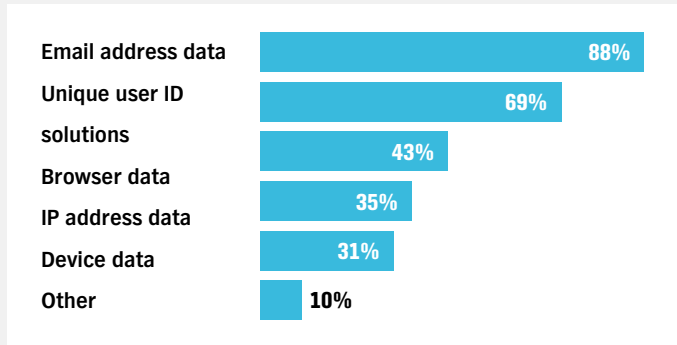
**03**

Marketers want to deliver relevant ads that increase their return on ad spend

## THE TOP TACTICS PUBLISHERS ARE CHOOSING FOR ADDRESSABILITY SOLUTIONS

Publishers are pursuing alternative solutions

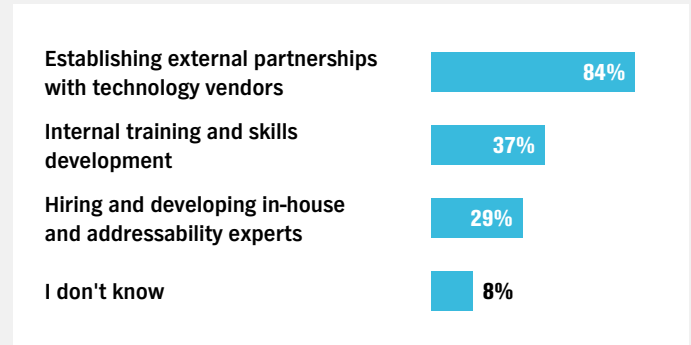
Q. What tactics are you pursuing to help solve addressability challenges? Select all that apply.



## THE NEED FOR PARTNERSHIPS WITH ID VENDORS

Partnerships are leading publisher approaches

Q. What other steps have you taken to help solve addressability challenges? Select all that apply.



Source: "The Publisher's Guide to Audience Addressability: Preparing for the post-cookies future," Digiday & PubMatic, June 2021

## OVERVIEW OF CURRENT ID SOLUTION LANDSCAPE

DETERMINISTIC IDENTIFIERS	PROBABILISTIC IDENTIFIERS	FIRST-PARTY DATA MANAGEMENT TOOLS	CLEAN ROOMS	IDENTITY SOLUTIONS MANAGEMENT
<p>These identifiers are based on a known piece of information like an email or phone number, tied to a consumer's consent. This can include shared logins across participating websites, meaning the same users can be tracked across a host of different websites if they're logged in. This is the most accurate identifier.</p>	<p>These identifiers are based on several signals from across the web that a company can combine using machine learning to produce a best-guess of who a consumer is. These are a bit less accurate than deterministic identifiers but potentially have greater scale.</p>	<p>These solutions help publishers or advertisers to organise and categorise their own first-party data for use in Advertising. As first party data becomes one of the leading approaches for the future, management of that data will become increasingly important.</p>	<p>These solutions provide a privacy-first, data safe environment in which publishers and advertisers can either match first party data or create lookalike audiences based on first party data.</p>	<p>These platforms help simplify the complex identity market — enabling publishers to manage, test and optimize their identity strategies. The goal is to cut down on publisher resource investment and simplify the path to monetization.</p>

# INTRODUCING IDENTITY HUB: SIMPLIFIED ID MANAGEMENT FOR PUBLISHERS

PubMatic's Identity Hub is a leading identity management tool for publishers that leverages specialised technology infrastructure in order to simplify the complex alternative identifier market. Through an easy to use, self-serve UI, publishers can implement and manage multiple alternative identifiers & utilise detailed reporting to easily understand what drives monetisation success.

## PUBMATIC PROOF POINTS: CASE STUDIES

### RP ONLINE

#### BACKGROUND

In the absence of a third-party cookie solution, RP Digital sought an alternative identity solution to solve for audience addressability.

#### RESULTS

Identity Hub enabled RP Digital to increase gross eCPM's by 6x and boost fill rates by 8x in the cookie-less browsers (Safari+Firefox) selected by RP Digital.

**6X**

GROSS ECPM LIFT  
WITH IDENTITY HUB  
PRESENT

**8X**

FILL RATE LIFT  
WITH IDENTITY HUB  
PRESENT



#### BACKGROUND

9GAG had a challenge maintaining ad revenue through audience addressability without reliance on third-party cookies.

#### RESULTS

Identity Hub enabled 9GAG to improve publisher programmatic monetisation and demand partner campaign performance with a 10X avg ad spend lift, 6x avg bid rate lift & a 4x avg fill rate lift.

**10X**

AVERAGE  
AD SPEND LIFT

**6X**

AVERAGE  
BID RATE LIFT

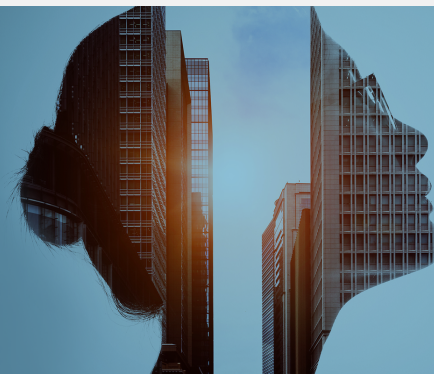
**4X**

AVERAGE  
FILL RATE LIFT

## AUDIENCE ADDRESSABILITY

Act now. Don't wait until 2023.

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### ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) delivers superior revenue to publishers by being an SSP of choice for agencies and advertisers. PubMatic's cloud infrastructure platform for digital advertising empowers app developers and publishers to increase monetization while enabling media buyers to drive return on investment by reaching and engaging their target audiences in brand-safe, premium environments across ad formats

and devices. Since 2006, PubMatic has been expanding its owned and operated global infrastructure and continues to cultivate programmatic innovation. With a globally distributed workforce and no corporate headquarters, PubMatic operates 15 offices and eight data centers across North America, Europe, and Asia Pacific.

**For more information, please contact us at [info@pubmatic.com](mailto:info@pubmatic.com)**