

PwC Tests Adform First-Party Performance with ID Fusion

With third-party cookies now due to be discontinued in 2024, advertisers and publishers are struggling to reach their audiences online in a consistent, transparent, and privacy-compliant way. This has created a jungle of fragmented ID solutions. To bring order to this increasingly chaotic advertising landscape, Adform has built ID Fusion, a multi-award-winning agnostic solution which is delivering results.

THE REPORT

- ✓ Two cases analyzed including four distinct tests
- ✓ 50+ pages of detailed analysis and results
- ✓ A test structured, designed, and validated by PwC's teams

OMD Norway and Renault

Today more than ever, external validation matters. For this reason, Adform commissioned PwC to carry out a rigorous analysis of a live OMD Norway and Renault campaign running between April-May 2022 on the ID Fusion platform.

<p>+161% Higher CTR</p>	<p>-29% Lower frequency reducing media inefficiencies</p>	<p>+65% More efficient CPC</p>	<p>+669% Unique impressions</p>	<p>+7% Viewability</p>	<p>+1,271% Impressions</p>
<h3>INCREASED PERFORMANCE</h3> <p>ID Fusion delivers superior first-party efficiency and increased performance that scales</p>			<h3>CAMPAIGNS AT SCALE</h3> <p>ID Fusion significantly increases incremental addressable audiences on Safari and Firefox</p>		

Sazka, CPEX, ADEXpress Case Study

We also retained PwC to validate a campaign run between February-April 2022, to benchmark the performance of first-party IDs versus third-party cookies. The result is an externally validated insight into the true potential of Adform's solution and first-party IDs as a replacement for third-party cookies particularly when applied to Safari and Firefox.



<p>60X Increase in identified impressions in Safari and Firefox</p>	<p>41.3% Increase in Click-through-Rate</p>	<p>28.33% Decrease in Cost-per-Click (CPC)</p>
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"The case study results are an **accurate and clear** reflection of the performance of the test. The test was **suitably designed and executed** to evidence effectiveness of frequency capping and **incremental reach** through non-cookie environments." - PwC Report, P. 7

The Highlights

- ✓ Superior performance and results
- ✓ Confirmation that first-party IDs deliver at scale
- ✓ Powerful illustration of the benefits for difficult to reach Safari and Firefox traffic
- ✓ Improved viewability

Award Winning Technology

