

## Unlock More with ID Fusion

**2020**

**Third-Party Cookies**  
Already blocked in Safari and Firefox, Chrome announces intent to block within two years

**Adform First-Party Solution Live!**

**2021**

**Chrome Deprecation Delayed to Late 2023**

**70% of Top 1,000 domains passing first-party IDs**

**ID Fusion launches significant update**

**2022**

**Chrome Deprecation Delayed to Mid 2024**

**80% of Top 1,000 domains passing first-party IDs**

**PwC analysis of ID Fusion's real world performance is published**

**ID Fusion wins multiple industry awards**

**ID Fusion exits Beta**

**ID Fusion launched for Goal Based Campaigns**

**2023**

The privacy-first internet has arrived - where legislation and technology combine to safeguard the rights and interests of users, while empowering advertisers. This represents a real opportunity to make it easier for marketers to connect with valuable new audiences in the open web.

This is why Adform developed ID Fusion – to help you address your audiences with the world's first programmatic solution that is capable of optimizing not only third-party but also first-party IDs across all browsers and devices, while respecting and fostering a privacy-first internet.

**Future-proof, agile and innovative, ID Fusion helps you unlock more of what matters to your business:**

- ✓ **More Open:** Reach new audiences across billions of data points, browsers, and devices
- ✓ **More Control:** Take ownership of your IDs – activate, optimize, and report effortlessly
- ✓ **More Impact:** Deliver effective outcomes against your marketing goals

Now is the time to embrace a new and more effective identity strategy - one that is enabled by Adform FLOW and ID Fusion and with full support for first-party identity. Allow us to simplify the complex and fragmented identity landscape for your teams.

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### Our Client Cases Document Real World Results

**40-87%**  
Better Conversions

Unlock incremental reach with first-party IDs

**3x-6x**  
Better Conversions

Drive sales through increased conversion

**25-55%**  
Less Waste


Optimize frequency and reduce media

### Don't Wait - Get Started Immediately



**Re-Activate Lost Audiences**

There's an immediate opportunity to re-activate Safari and Firefox audiences. You can already do this today, and it requires very little additional work.



**Future Proof Your Advertising**

With more than 30 different identity solutions in each market, focusing on tools that elevate and simplify your strategy is essential. ID Fusion and Adform FLOW make navigating these IDs and converting them into actionable resources a straight-forward and convenient process. We're helping you automate the heavy lifting, while striking the perfect balance for unlocking more control and impact for every campaign.