

# The Shift to a Post Cookie World



## REACH PEOPLE, NOT DEVICES

In the past, each tech player in a programmatic transaction generated their own identifier for each user across each device, leading to a fragmented data set that made it difficult to present consumers with relevant, personalised advertising experiences online. With people-based marketing, however, our industry has the opportunity to serve relevant ads to users — boosting efficacy and providing all parties with more measurable results.



## CREATING PARITY

Traditionally, people-based marketing has only existed within the Walled Gardens, not across the Open Web. By working in tandem to construct people-based frameworks and use individual, unique identifiers, however, independent publishers, buyers, and their tech providers are able to deliver effective, highly personalised campaigns in premium environments.

By using common identifiers, marketers can more effectively measure and personalise their campaigns by activating directly against their CRM, or customer relationship management, files (instead of activating based on a hodge-podge of cookies). Similarly, publishers are able to utilise first-party data (e.g. subscribers' preferences, comments, etc.) to inform advertisers' campaigns, boosting engagement and revenue flow for all involved.

For years now, Index Exchange has been investing heavily in people-based solutions, crafting the foundation for a truly cookie-less, addressable media landscape. On the heels of browsers' decisions to eliminate third-party cookies, we've remained laser-focused on becoming people-based and leading the industry toward a consumer-first stance on choice, transparency, privacy, and control.

Visit [kb.indexexchange.com](https://kb.indexexchange.com) to learn more about Identity or contact your IX representative to get started.