

Addressability Benefits of a Data Collective



OVERVIEW

Sovrn Signal and ID5 demonstrate that publishers can unlock a near two times greater lift in eCPMs on a third of their US audiences.

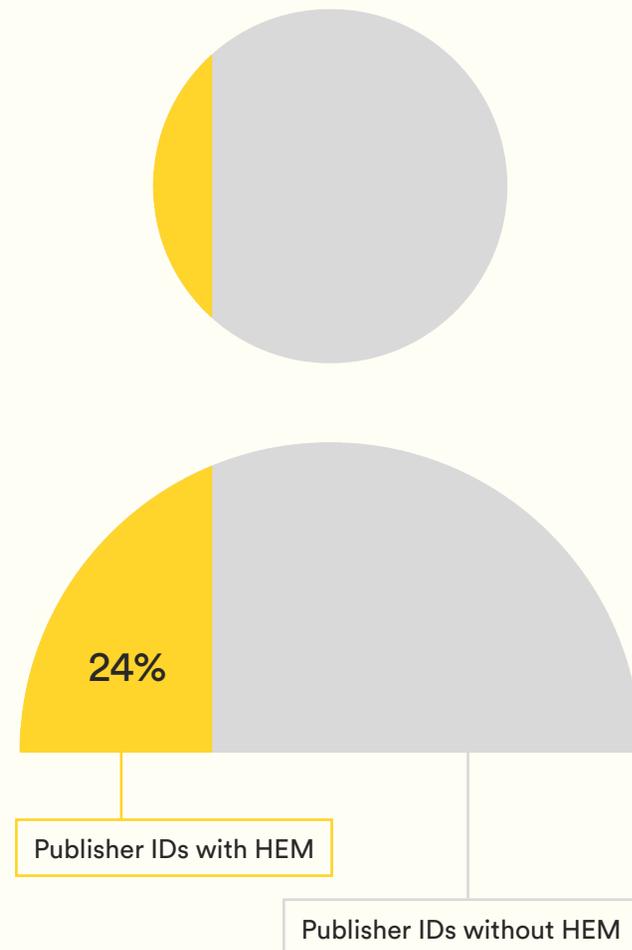
The Challenge

Today, more than 40% of the web is cookieless and not addressable. Regardless of Google's plans for deprecating third-party cookies — whether in 2024 or beyond — regulatory and privacy pressures are removing the ability for publishers and advertisers to accurately target their most valuable consumers.

This presents an opportunity for publishers to better communicate the value and identity of their audiences to buyers, and to better control how audiences are valued. Yet, most open web publishers today don't have the capacity to leverage their own data assets.

CASE STUDY

SOVRN HEMs PROVIDE ADDRESSABILITY AT SCALE



Methodology & Testing

Sovrn Signal matched participating publishers first-party IDs to consented and permissioned hashed emails (HEM) in the Data Collective. Publishers then passed the HEM to ID5, which attached it to the ID5 ID and passed it to all SSPs which support the identifier. Publishers then broke out their traffic into three distinct groups:

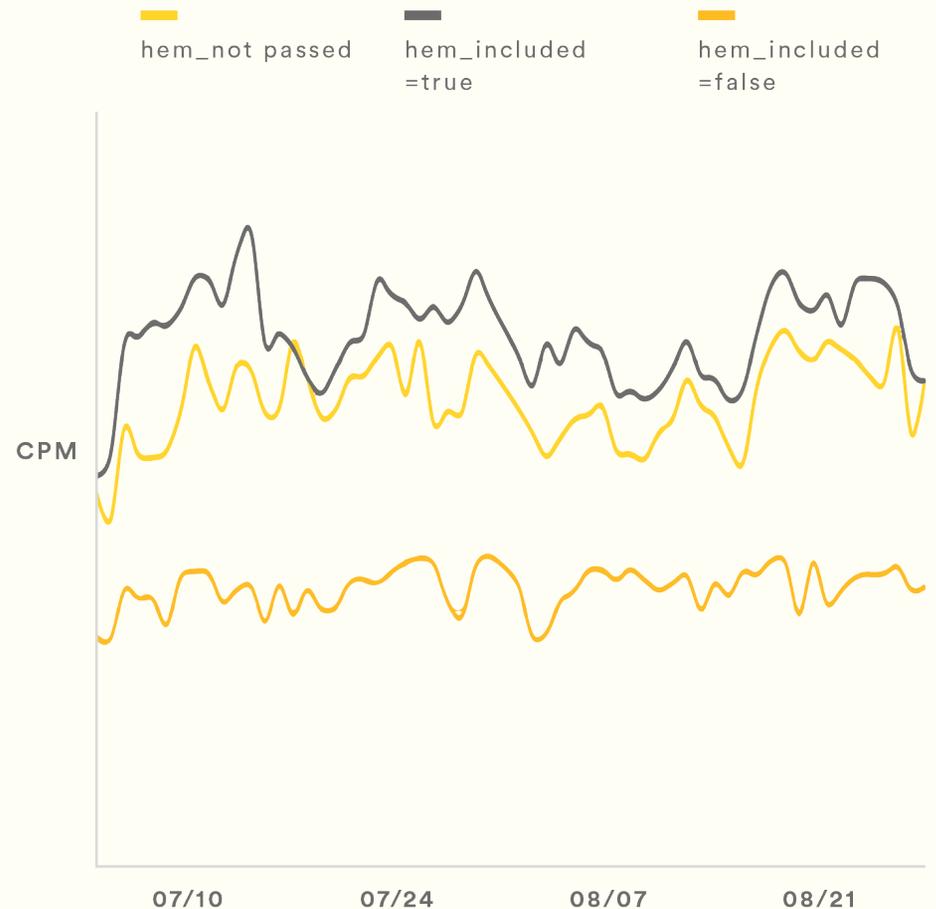
- 01 Group A - Control
- 02 Group B - HEM linked and passed
- 03 Group C - HEM linked and withheld from auction

Group C was critical to understanding the causal versus correlative impact of passing the HEMs in auction as opposed to the linkage merely existing downstream of the auction.

Results

The value of Sovrn Signal was clearly demonstrated when using the ID5 ID, which showed nearly a doubling of CPM when a Sovrn HEM was provided.

CPM UPLIFT WITH HEM LINKED AND PASSED



72%

CPM uplift with HEM linkage

98%

CPM uplift with HEM passed

A Smarter Data Feed

Sovrn Signal linked permissioned, first-party data from the Sovrn Data Collective on each applicable user visit to an ID5 ID, which was then passed to buyers for evaluation. Publishers could also use the same Signal infrastructure to securely broadcast a bid request, in real-time to any SSP, enriched with:

- + Viewability, attention, and CTR prediction scores
- + Available deterministic attributes, including HEM, MAID, 3PC, and offline data
- + An applicable floor price
- + Interest, intent, and demographic user segments
- + Eligible deal segments

The ID5 Difference

ID5 future-proofs publishers' addressability strategy and ensures that their audience data is protected. Publishers working with ID5 leverage the ID5 ID to address authenticated and unauthenticated users across all digital advertising environments, increasing advertising revenue today by better monetizing cookieless traffic and tomorrow, when all browsers will become cookieless. ID5's privacy-by-design technology is compliant with all data protection regulations globally and prevents data leakage by permissioning user IDs to authorized partners only.

Take Back Control

By using Signal to tap the power of the Sovrn Data Collective, publishers using a first-party identifier can enrich and segment their first-party data, benchmark ad performance against other publishers in the collective, link hashed emails, and append Sovrn's full event stream.

Sovrn Data Collective

416M+

Daily readers

413B+

Daily pageviews

80K+

Websites

Kyle Ivins, Co-Founder/CRO at Monumetric says:

"Sovrn's Signal product provided us with a **rich feed of 2nd party data** tied to our 1st party ID, which has made nearly **25% of our publisher's visitors addressable** with a hashed email. This has improved our ability to scale our partnership with ID5 and other identity partners.

Signal gives us **improved visibility data and more transparency** with our buyers which has proven to give our publishers significant **performance gains (over 2x CPM)** for almost a quarter of our traffic. Partners like Sovrn who can deliver legitimate identity solutions are critical to a publisher's ability to future-proof their revenue for a post-cookie ecosystem.



About Sovrn

Sovrn provides products and services to thousands of online publishers to help them understand, operate and grow their business. With thousands of customers deploying advertising, affiliate marketing, and data products across more than 80,000 websites, Sovrn reaches over 500 million daily active consumers generating 30 billion page views every day.

To learn more about Sovrn Signal and the Data Collective, visit sovrn.com or reach out to sales@sovrn.com.



About ID5

ID5 provides the advertising ecosystem with a transparent, scalable and privacy-compliant identity infrastructure that improves user recognition and match rates, and provides a stable, consented and encrypted user ID to replace third-party cookies and mobile ad IDs (MAIDs). This enables publishers to better monetize their audiences, advertisers to run effective and measurable campaigns, and platforms to maximize the value of data and inventory for their customers.

For more information about ID5 and its solutions, please visit: www.id5.io