Raise your hand if you're fed up with the statement:

"The death of the cookie?!"

Raise your hand if you have a plan in place - or are currently preparing for:

The cookie phase out?

Raise your hand if you don't know quite:

Where to start!?

Time for a reset.

Change is happening.

Global tightening of regulations

Increased focus on data privacy and first party data

Third-party cookies are on their way out

Germany: One step-ahead?

For almost a decade, the German region has long understood the challenges with third-party data and has actively worked to move away from them in the bid to garner better relationships with the end consumer in a more privacy-friendly way.

Alliances

Early on, netID was created - the most established login alliances to have emerged in Europe - as part of a publisher fightback against the US tech giants.

Confidence

However, only 41% of Germans feel confident about sharing their data, and less than 20% of people aged 18-25 are prepared to share their data in exchange for a reward.

Trust

With data protection being such a high priority, obtaining trust from consumers is pivotal to developing customer relationships and expanding your customer database.

Source: The Cookieless World - how to gain first party data in international markets, The Drum 2021 HERE

The cookie *is* going.

Insights provided by The Drum's German Digital Marketing Specialists, reveal the cookieless future could pose a challenge for the German market, with uncertainties growing on how to ensure their businesses comply with the forthcoming policies.

" Given the importance in ensuring information regarding privacy policies is communicated effectively in this market, advertisers operating in Germany will have to ensure they close this dangerous knowledge gap. "

The Drum - Spokesperson

Source: The Cookieless World - how to gain first party data in international markets, The Drum 2021 HERE

The brand-new future.

Taking a combined approach.

Centred around first-party data and powered by context.

1	**First-party data strategy**

2	**Customer Data Platforms**

3	**Contextual 2.0**

01.

Designing and delivering that first-Party data strategy.

Five steps to data-driven transformation.

1 Scale your 1st party data programs in order to generate positive ROI

2 Leverage additional data points to learn more about consumers and extend reach and relevance of your campaigns

3 Implement a variety of AdTech and MarTech that generate value through smart use of data

4 Reduce your reliance on tech giants and walled gardens, putting you back in the driving seat and in control of your assets

5 Explore proprietary technology solutions that help you to reach new audiences without the use of cookies

Global CPG Brand.

The Challenge.

A Global CPG brand and brewery had a very clear goal in mind for their Brazilian region in starting their transformation journey: **to become the most connected brewery in Brazil.**

Due to its business nature and its sub-brands, they had limited or no first-party data on their consumers, and needed to explore various avenues to improve their direct relationship with their loyal customers.

With some ambitious goals in mind, the Brazilian CPG arm needed to identify areas to work on, in order to turn the goal into a reality.

1   **Accelerating the path to success.**

2   **Global business, local goals.**

3   **Limited people, limited scope.**

4   **Unlock the potential of data.**

The Solution.

Undertaking such a large-scale project meant there needed to be a strong strategy and roadmap put into place so the brand and Silverbullet could track and measure success throughout.

The project was split into these core areas:

Empower
Build
Activate

Empower

Data Strategy
Understanding of clients' data and industry.

Partnerships
Identification of the right direction for partnerships and collaborations.

Roadmap
Timelines, resources and economic impacts.

Build

Data Onboarding
Implementation of required technology and data onboarding.
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Platform Management
End to end platform management and advisory.
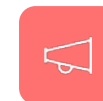
Platform Integration
Custom integration with client tech stack.

Activate

Segmentation
Strategy and hands-on-platform segment creation.

Activation
Activation of data and segments.

Measurement
Insights generation and data visualization.

The Method.

First-party data collection for CPG.

Due to it's business model, the brand needed to think of creative ways to get closer to the end consumer. In support with Silverbullet, the CPG brand identified five key areas:

3. Exclusive partnerships: Utilising long-standing relationships with partners who have exclusivity to sell their products. Through these partnerships, the brand is able to gain intelligence into their customers.

1. Loyalty Schemes: A loyalty-based initiative aimed to draw in consumers through several value exchange exercises, such as collecting points, registering receipts for a discount, etc.

4. Sponsored Sporting & Music Events: Aligning with several sporting events (especially football in the Brazil area!) as well as music artists and concerts.

2. Aligning with Local Bars and Restaurants: Working closely with local bars and restaurants who stocked their products in order to extract valuable insights into their consumers, their habits and how they interact with their goods.

5. The Brand's App: Users can use the app to reserve tables at local bars and restaurants, receive loyalty incentives such as free drinks upon arrival, etc.

Global CPG Brand.

In partnership with Silverbullet, the global CPG brand surpassed its goal in the first year of deploying its data strategy, overachieving on their data acquisition goals and collecting **millions of consumer records.**

❝ Silverbullet continues to support our global CPG brand in growing quality first-party data, with an increased focus on activating first-party data for insights and more connected consumer journeys. The success of our partnership is down to their unparalleled expertise and incredible teamwork. ❞
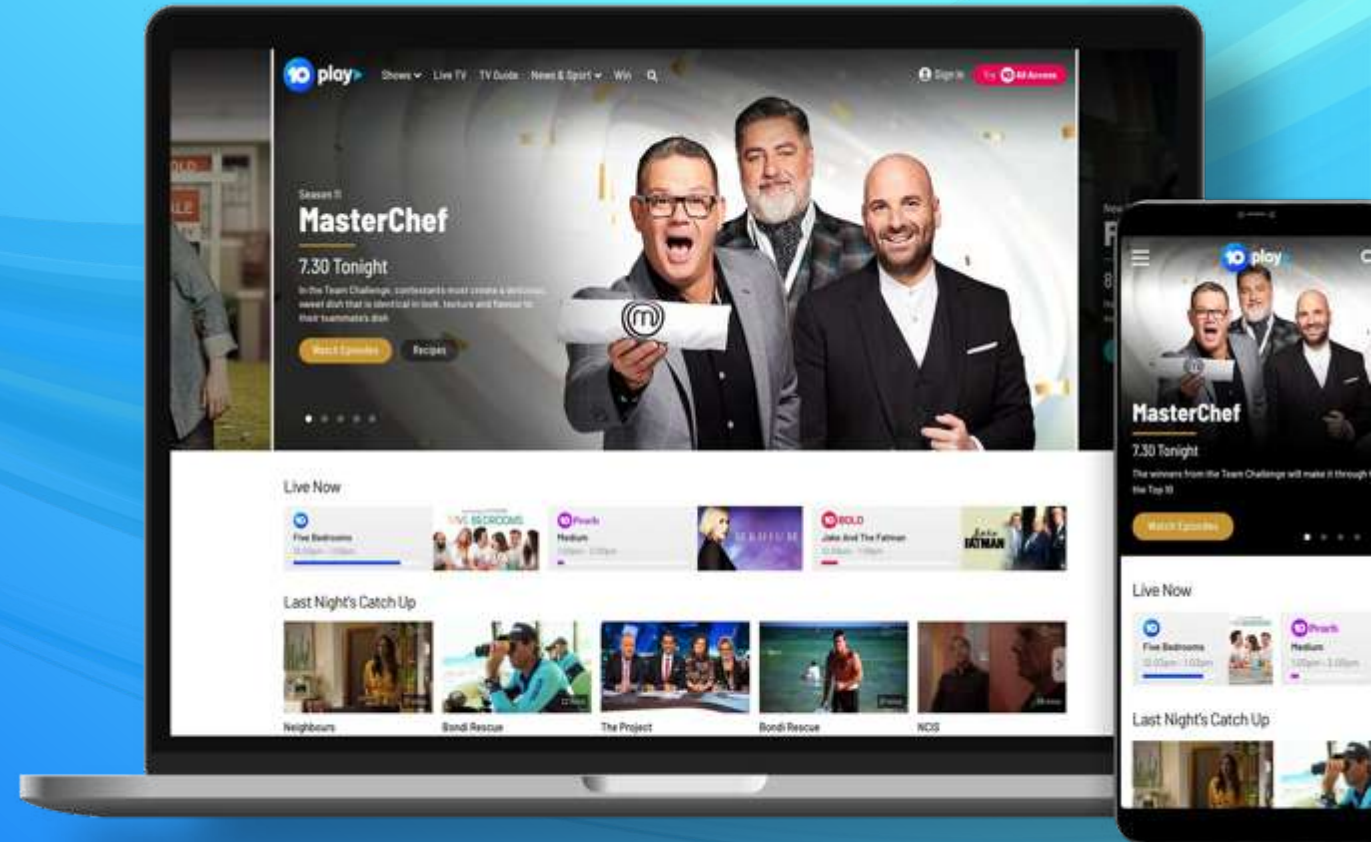
02.

Understanding the importance of technology.

Network

Silverbullet Story

" The results we've been able to see has been the acceleration of our data capabilities that's allowed us to monetise our audiences from 20-85%

Josh Slighting
Head of Data & Digital Audience, Channel 10

Silverbullet

03.
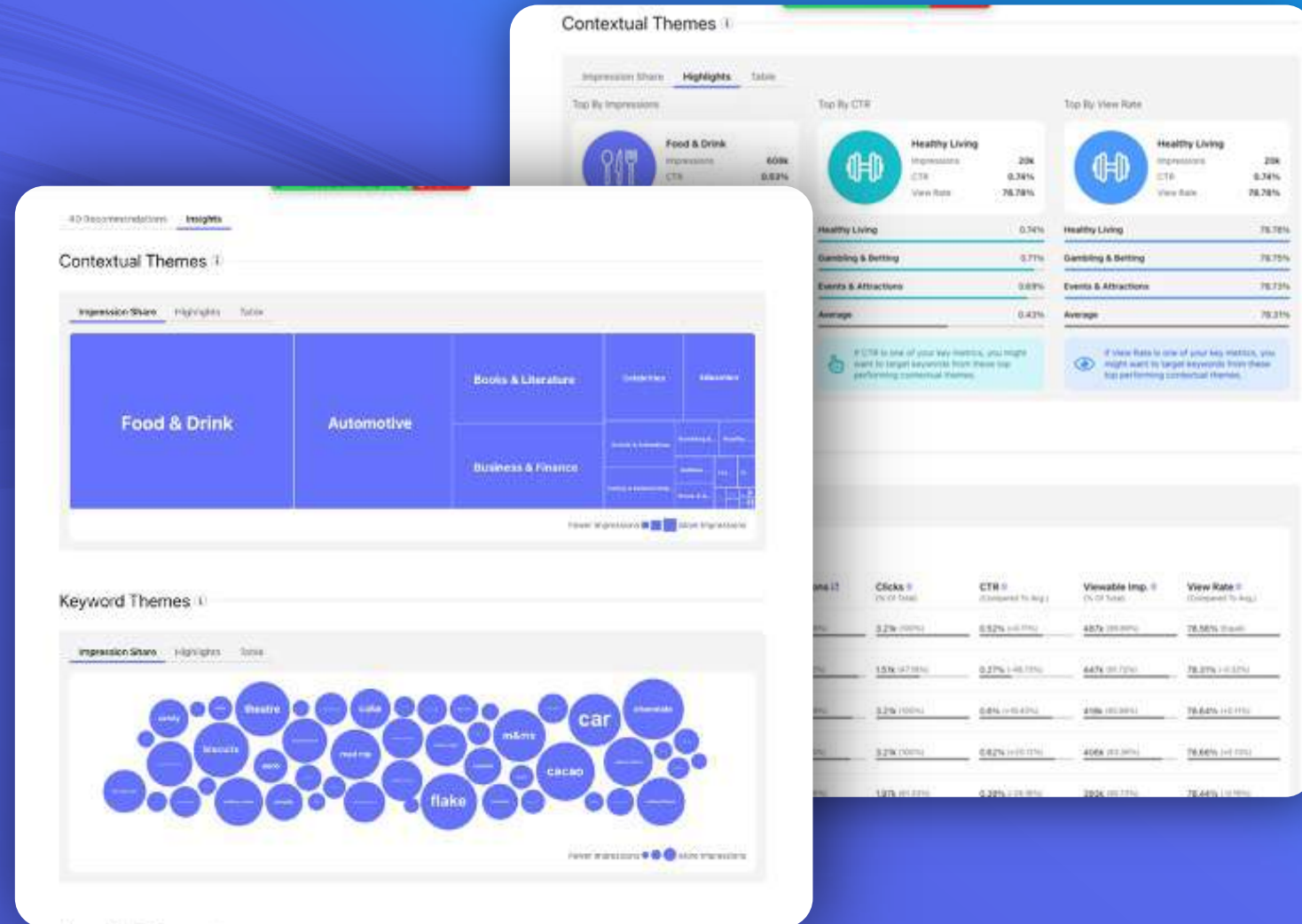
Step into the post-cookie world **with confidence.**

Blending first-party data with contextual 2.0.

Contextual Genome.

Silverbullet +

4D Demo.

Auto

An auto manufacturer partners with 4D to drive dynamic content production.

Goal

A car manufacturer wanted to educate target consumers on the features of their latest electric vehicle model. The brand wanted to bring awareness through educational content and not through flashy marketing.

Methodology

The brand was using native DV360 contextual targeting and IT was yielding mixed results. The brand needed a better solution and decide to run an A/B test against 4D.

The tests were run in parallel placements using the same CPM, targeting and parameters. Placement A was DV360 contextual targeting applied at no cost and placement B was the 4D contextual outcomes engine which reduced the media cost by 0.20.

A/B testing

Results

4D outperformed Google DV360 contextual targeting across all metrics:

↑ **133%** CTR Increase

↓ **51%** CPC Decrease

↑ **51%** Page view rate increase

Brewing

A global brewing company drives brand awareness through **4D Context Outcomes Engine.**

Goal

A global brewing company partnered with 4D as a part of their cookieless testing initiative to target environments relevant to people who are preparing for dry January and looking at content geared towards more health and environmentally conscious individuals.

Methodology

The brand leveraged 4D Context Outcomes Engine to build custom contexts, aimed at raising brand awareness.

In partnership with the 4D Client Success team, the brand built a contextual strategy, using display methodologies, but executed a video creative.

4D also applied a cookieless tag to all line items, to understand the types of content their audience engaged in, and used this insight to optimise the contextual strategy.

Tag

Video

Results

With the help of 4D, the brand was able to apply a tag to their media activity to identify the type of content their audience were engaging in, and use these insights to apply optimizations. Furthermore, by applying a 4D tag to their display campaign, the brand drew insights at a topics and keyword level, and gained insight moreover, highlighted insight on activating new dimension partners.

752K
Impressions

881
Clicks

76%
Viewability

0.12%
CTR

AXA

Insurance company AXA (UK) drives brand awareness through curated contexts with **4D Context Outcomes Engine.**

Goal

AXA UK partnered with 4D as a part of their cookieless testing initiative to get ahead of google to drive brand awareness for their insurance across videos in the UK.

Methodology

AXA UK leveraged 4D Context Outcomes Engine as a to target video content around their insurance to raise brand awareness. In partnership with the 4D Client Success team, the brand split the contexts into 4 segments, targeting 4 major streams of insurance across:

- Auto/Home
- Business finance
- Health sport and travel
- General Insurance

With 4D Video, the brand was able to even further competitor conquest by targeting logos reflected of the context topics in the insurance sector.

[Video]

Results

By partnering with 4D, AXA UK was able to tap into 4D proprietary computer vision software and machine learning to understand the content of video, moving beyond looking at simply just metadata and speech-to-text translation to target consumers at the right moment.

AXA UK activated 4D across 4 separate strategies and was able to exceed their 70% video completion rate (VCR) target to 95% across skippable videos. Furthermore, the brand identified that the shorter 6 second formats drove stronger VCR and were able to increase spending towards 6 second assets to even further drive performance. In addition they saw a boost in performance by conquesting travel, business and medical insurance competitor logos across each contextual segment increasing scale and audience reach.

↑ **25%** Increase in Video Completion Rate (VCR)

Let's hit pause for a moment.

The new marketing age.

1. Designing and delivering a first-party data strategy

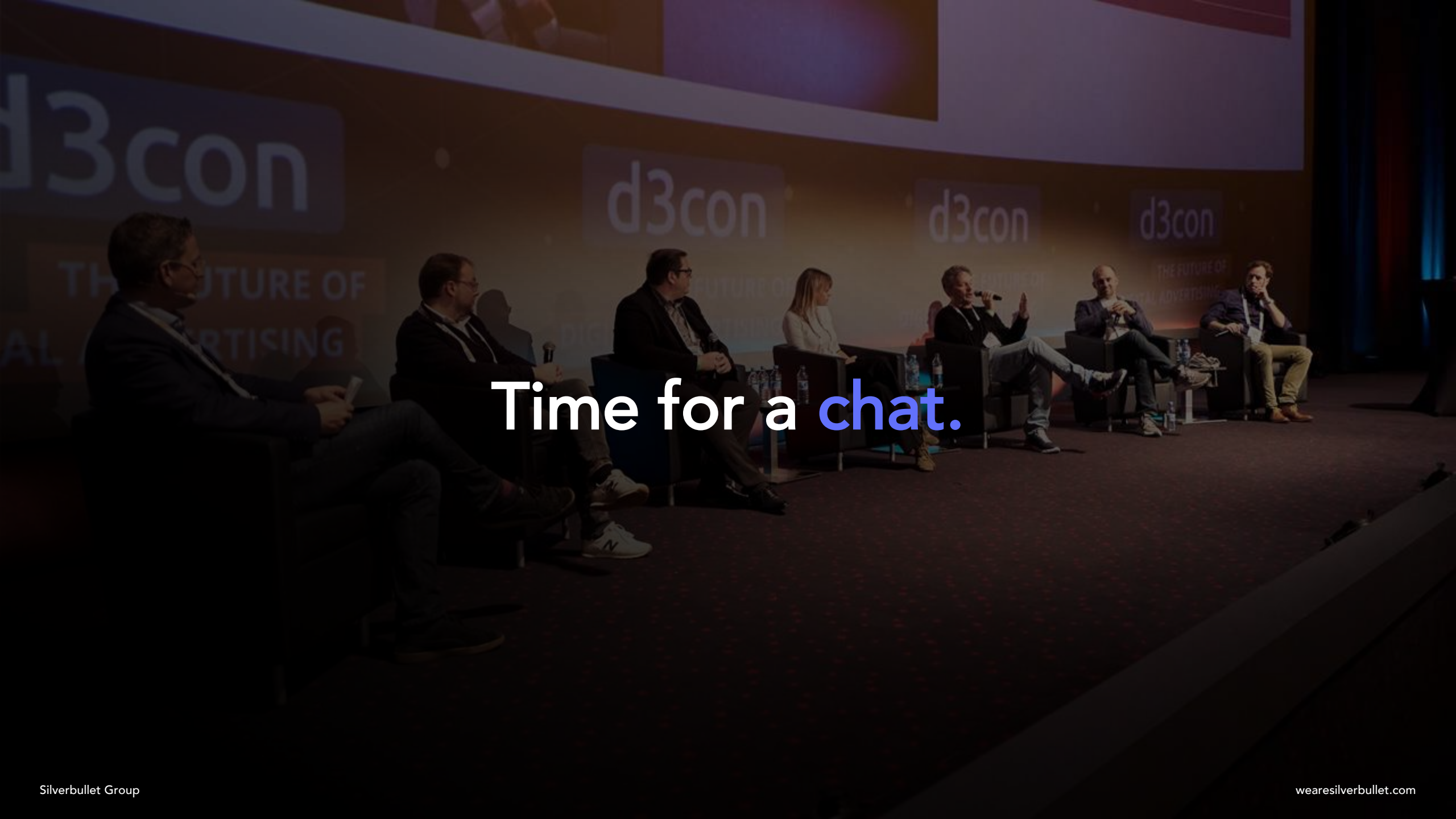**2.** Through a centralized, customer data platform

3. Generates powerful insights to drive marketing automation and personalization

4. Add into the mix advanced contextual insights, data and targeting capabilities

5. Drives measurable business outcomes at scale, and the ability to acquire new customers in a 100% cookieless and privacy safe way

Time for a chat.

The Future-proofed fireside chat.

Aline Zenses

MD, Silverbullet

Umberto Torrielli

Co-founder & CSO , Silverbullet

Philip Schadewald

Director of Programmatic
Advertising, Pilot Group

Silverbullet

Thank You.

Enjoy the rest of the conference!

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