

CASE STUDY

Reaching a Cookieless Audience

Xandr, United Internet Media and Publicis Media test netID to extend user addressability in Germany

Publicis Media and United Internet Media used Xandr's end-to-end platform to successfully target and frequency cap against a whiteware-interested audience for Electrolux solely based on netIDs. The application of universal identifier netID allowed them to deliver on impressions across all browsers with 44% of impressions having no cookie-based ID present.

Amidst the deprecation of third-party cookies and restricted use of device identifiers, advertisers are embracing data-based marketing strategies that enable end-to-end addressability, increased scale and reach across channels, and better measurement capabilities — all in a privacy-preserving manner.

Electrolux, its media agency Zenith as part of Publicis Media, and publisher United Internet Media partnered to test netID as an alternative and to explore United Internet Media's award-winning Target Group Planning (TGP) through Xandr's end-to-end platform. netID was selected as the universal identifier due to the following advantages (for both, buyers and sellers):

- › Full compliance with the GDPR legal framework.
- › netID's login-based ID is more persistent across devices and over time enabling more precise frequency capping and audience targeting.

“As cookies are disappearing from the market, netID is one next evolutionary step — as we clearly observed in this case. Thanks to its reliable user attribution, we were able to apply targeting, frequency and recency optimization as well as measurement more efficiently than ever before.”

Jacek Marcinow

Director Programmatic Supply



The Campaign Achieved the Following Results

- › Full delivery and audience reach at scale with frequency capping.
- › Significant uplift in addressability — while 100% of impressions bought contained a netID, only 56% included a cookie ID resulting in an addressability uplift of 79% across all browsers. The highest addressability lift was achieved on Firefox.
- › Strong identifier persistency proven — with 1.176 cookies being attributed to a single netID within the desktop and mobile traffic we can verify an increased cross-device persistency of the netID over cookie IDs. Within a sample of netIDs contained in impressions on campaign day one 37.7% were seen and bought again between campaign days 6–30, with cookies only 23.2% were (seen and) bought again.

“With netID, campaigns can be targeted across marketers based on first-party data. With its effective contact class optimisation across multiple devices, netID delivers even better results than with third-party cookies. The industry is thus best equipped for the end of cookies.”

Rasmus Giese
CEO



“In times of increased data protection and sensitivity against cookies, it is very important for Electrolux to explore further potentials and possibilities that can help us control and evaluate our digital campaigns.”

Maximilian Reichel
Lead Brand, Digital Marketing
and Consumer Experience
Cluster Germany & Austria



The Results

 **44%**

of impressions bought
across all browsers
contained a netID
but no cookie ID.

 **100%**

budget delivery
based solely on netID.

 **99%**

of impressions bought
in Firefox contained a
netID but no cookie ID.