
June 28, 2024

Question of the Week:

“What are some common audience identifiers I can use in my ad campaign?”



What is an Identifier?

Identifiers (also referred to as *identity signals*) are what is known about the consumer at the household or person level

Identifiers enable marketers to achieve a **comprehensive and consistent** view of audiences throughout the customer journey



Exposure

Who was exposed to your ad



Device

Where audiences were exposed to your ad across platforms



Outcomes

What audiences did after being exposed to your ad

What are the common types of identifiers that marketers can use to target and measure their customers?

Marketers can use both personal and digital information to identify their customers

Personal Identifiers



- ▶ Name
- ▶ Postal Address
- ▶ Email Address
- ▶ Phone Number
- ▶ Date of Birth
- ▶ SSN
- ▶ Demographics
- ▶ Voter Registration
- ▶ Motor Vehicle Records

Digital Identifiers



- ▶ IP address
- ▶ Device ID
- ▶ 1st Party Cookies
- ▶ Mobile IDs (MAIDs)
- ▶ Customer / Loyalty IDs
- ▶ Social Identities / Handles
- ▶ App login

Note: Identifiers shown are just a sampling

What additional data can marketers leverage to enrich their customer profiles?

Common types of consumer data collected by businesses



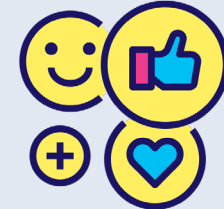
Engagement Data

- Website Visitation
- Social Media Engagement
- Email Responses
- Paid Ad Interactions
- Click-Through Rate (CTR)
- Bounce Rate



Behavioral Data

- Purchase History
- Web Form Downloads
- Site Duration
- Abandoned Shopping Carts
- Subscription Details
- Average Order Value



Attitudinal Data

- Consumer Satisfaction Ratings
- Purchase Criteria
- Product Desirability
- Product Preferences
- Survey Responses
- Customer Reviews

Source: Business News Daily How Businesses Are Collecting Data (And What They're Doing With It), October 2023. The above represents a sampling of consumer data points within each category.

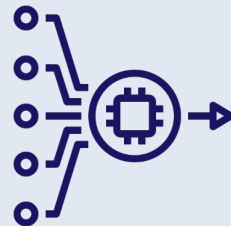
What are common ways to store and match identifiers and other consumer data?

Marketers may have audience information across **several different internal databases**. These critical components of an identity solution work together to enable marketers to associate identity signals across those databases and ad exposure into a **single consumer profile**.



Identity Graph

Database of common identifiers matched with privacy protected customer profiles



Identity Resolution

Process of matching common identifiers across devices and interactions to a single profile

Identity Graphs & Resolutions Help Marketers to...



Resolve Identity

Assemble multiple signals of an individual or HH into a single profile



Enrich Audience Data

Layer in additional information about a consumer to create a more dynamic profile



Activate

Serve relevant ads to your audience at the right time on the right platforms



Measure

Determine where you reached your audience and how many times you reached them across platforms

How should privacy be factored into utilizing common identifiers and identity solutions?

Actions You Can Take Now to Protect Your Customers and Your Brand



Comply with Consumer Protecting Laws & Regulations

Stay up to date with national and state level privacy laws to ensure you're in compliance. Doing so enables you to put the customer first by protecting their identity and personal information while also serving them relevant ads.

Stay up to date with privacy laws here: iapp.org/



Establish 1st Party Relationships with your Customers

To ensure privacy centric measurement, prioritize privacy centric data collection methods. Gathering consent from consumers while collecting information will enable you to identify them accurately in a privacy complaint way throughout the campaign lifecycle.



Take a Privacy by Design Approach

A privacy by design approach means that privacy is embedded at every step of your marketing process. Privacy is a priority for consumers, it is critical that you establish partnerships with those that do the same.

Coming Soon...our comprehensive three-part series will help you understand, decode and navigate data privacy and security

UNDERSTAND

The momentum of data privacy & security legislation



DECODE

data privacy and security



NAVIGATE

Marketing in privacy focused landscape



About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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