

April 2023

# *What's the Deal with Identity?*



Insights.  
Inspiration.  
Impact.

Making Sense of Measurement

What you need to know about innovations and advancements in measurement



## *What's the Deal with...?*

Innovations in video measurement are occurring in abundance with lightning speed. Marketers now have more choices than ever to utilize advanced measurement to plan, buy and measure the success of their video campaigns.

With measurement being such an exciting space brimming with advancements, we've compiled some of the most common themes and questions we've heard from marketers.

Our new series "*What's the Deal with...*" has been built to simplify and provide clarity in five key areas of measurement so that you can make the most informed measurement decisions.

This **5-part series** will answer common questions asked about these aspects of measurement

Viewership  
Data  
Collection

*Click to Download*

Identity

Engagement

*Coming in June*

Outcomes

*Coming in July*

What's Next

*Coming in August*



# What is Identity?

**Identity is the ability to recognize an individual viewer's (or HH's) characteristics, viewing behaviors, purchase behaviors and other defining lifestyle characteristics.**

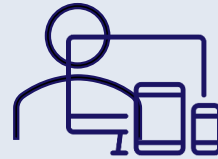
That information can be leveraged to create a more robust customer profile, build broad or narrow audience segments, and to find matches between data sets that come from different touchpoints. All of which can be used to create advertising and measurement opportunities.

Identity is a core component to any modern measurement solution. It is the glue that connects viewership data to audiences, engagement and outcomes. Enabling marketers to know who their audience is, and measure where and how many times they are exposed to their ads across media and devices.

# Why is Identity Important?



Ties ad exposure data to individuals or HHs



Can provide a singular view of your audience across platforms



Key element in generating insights & intelligence about audiences



**Increases marketer's ability to effectively** and efficiently manage their campaigns from activation to measurement



Supports marketers in their efforts to deliver a seamless customer experience



## Common Identity Questions

- 1** What are the common types of identifiers?
- 2** What are identity graphs and identity resolutions?
- 3** How should privacy be factored into identity solutions?
- 4** What are data clean rooms and what role do they play in measurement?
- 5** What should I ask my advertising partners when it comes to identity?

# 1 What are the common types of identifiers?

## Identifiers / Identity Signals

What is known about the consumer at the HH or person level

Identifiers can range from, but are not limited to:

### Personal Identifiers

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

### Digital Identifiers

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

Identifiers enable marketers to achieve a **comprehensive, consistent, and privacy compliant** 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

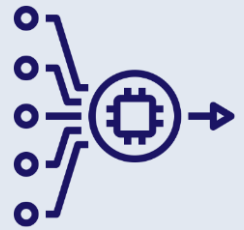
# 2 What are identity graphs and identity resolutions?

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

# 3

## How should privacy be factored into 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/](http://iapp.org/)



#### Establish 1<sup>st</sup> 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.

# 4

## What are data clean rooms and what role do they play in measurement?

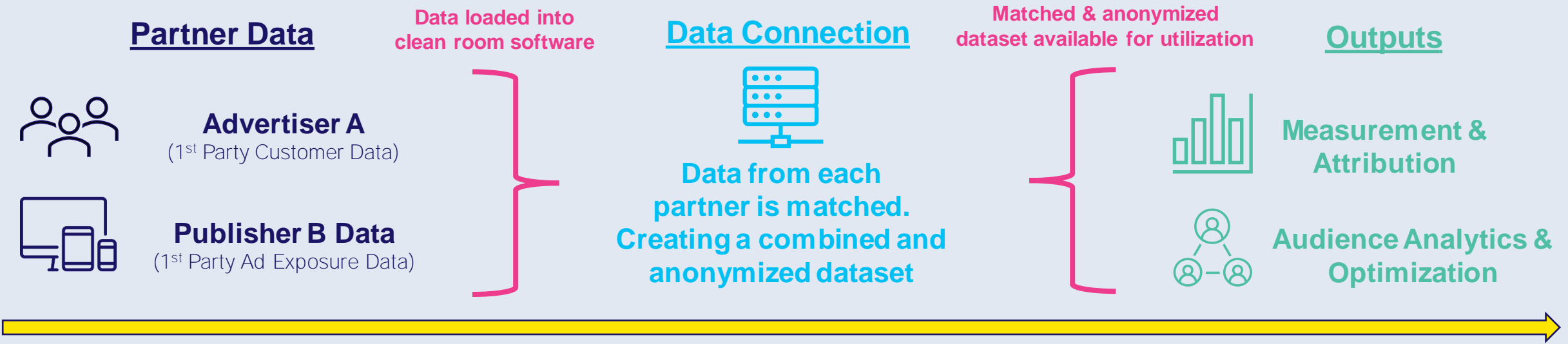
### Data Clean Room

A secure software environment that enables data collaboration between two or more parties. Allowing sensitive customer data to be shared, and/or matched for joint analysis in a secure and privacy compliant manner

### Benefits of Data Clean Rooms

- ▶ **Secure & privacy compliant** way to share & match data for analysis
- ▶ Enables marketers to **keep control of their own data and protect PII**
- ▶ Aids **advanced audience-based targeting capabilities**
- ▶ Enables **greater attribution capabilities**

### Example Data Clean Room Use Case



# 5

## What should I ask my advertising partners when it comes to identity?

### Three Valuable Questions to Ask

# 1

#### How do you validate the quality of the matches of your data set?

Quality in a match\* rate is equally if not more important than the quantity of matches. Quality of matches determines the accuracy of targeting and measurement of your customers.

#### You may also want to ask...

How do you calculate a match?  
What are your standards of accuracy?

# 2

#### How often do you refresh your identity solution?

People can move, change phone numbers and get new email addresses. A fresh dataset ensures you have the most up to date identifiers of your customers.

#### You may also want to ask...

What is your notification policy of data refreshes?

# 3

#### What security measures do you have set in place?

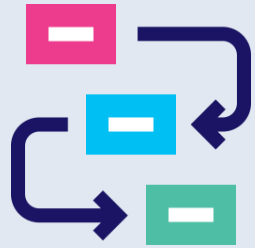
Protecting consumers should be of the utmost importance. Many identity solutions have integrations across multiple data providers. The secure management of those partnerships can indicate how well they will protect your data as well.

#### You may also want to ask...

What partners do you have integrations in place with?

\*Match – occurs when an individual has been identified across data sets. This can be done using one or multiple identifiers.

# Best Practices for Marketers



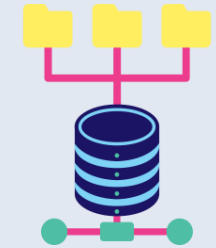
**Integrate identity into your marketing strategy throughout planning, activation and measurement**



**Emphasize a quality over quantity approach to ensure accuracy**



**Take a privacy first approach to measurement and partner with those that do the same in order to protect your audience**



**Leverage emerging technology to keep data secure while maximizing utilization**

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## More from the *What's the Deal With....series*



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## How can a Convergent TV advertising strategy drive business results for brands? 10 real-world case studies highlighting brand successes



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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

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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