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Digital

# Loss of Signal: Preparing for the Future of the Media Landscape

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**CMO**  
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# Session Leaders



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# Six Trends Transforming Marketing for the Future



TREND 1  
**CUSTOMER DATA  
OWNERSHIP.**

TREND 3  
**DATA  
PRIVACY.**

TREND 5  
**TECH ECOSYSTEM  
EVOLUTION.**

TREND 2  
**CAPABILITY IN-  
HOUSING.**

TREND 4  
**NEXT-GENERATION  
MEASUREMENT.**

TREND 6  
**OMNI-CHANNEL  
AUDIENCE MODELING.**

URL: <http://www.deloittdigital.com/us/performance-marketing>

# Loss of Signal



## What is Loss of Signal?

Signal is **customer data shared from a brand to Walled Gardens or Ad Network**, primarily through the use of 3<sup>rd</sup> party cookies or app identifiers for use in ad targeting, audience and segment definition.

The deprecation of 3P cookies in Chrome (12-18 months) and IDFA in apps (imminent) will substantially reduce targeting data. Safari and Firefox have already defaulted off 3<sup>rd</sup> party cookies.



## Who is impacted the most?

### Marketers:

- High dependence on targeted programmatic advertising
- High levels of retargeting
- Social platform targeting beyond core demographics

### Media companies:

- Value of programmatic inventory will dilute
- Social and search platforms targeted inventory will reduce

*Getting the same result will cost more*



## Emerging Industry Options and Solutions

### Headlines:

- No silver bullet
- Going into a period of experimentation
- Shifting importance of first party data to better inform targeting

### Emerging Solutions:

- Google Flock and Fledge
- Apple SKAdNetwork
- Ad/Data Networks
- China CAID (2000 Brands)