

Speaker 1 ([00:00](#)):

Alright, thanks, Jennifer. Really appreciate the intro here. Um, so we are at a point in time where crucial decisions need to be made to combat disruption and maintain business, but with so much that remains unknown or yet to be decided, how do we know what investments to prioritize, what we should be ignoring and what we still need to investigate further? So is it all just a big roll of the dice? Uh, well, hopefully today we're going to hash some of that out in today's discussion. My name is Devon DeBlasio. I'm senior director of product marketing here at Neustar. And today I'm pleased to be joined by Jess Simpson, SVP global identity data and tech consulting at Publicis Groupe, John Baranello, VP of digital transformation at Cardinal path, Dan McKinney, VP of data analytics and audience insights at Odyssey and Laurie Walker, Gosnell, senior director of product management, privacy tech, also here at new star.

Speaker 1 ([00:55](#)):

And so I want to kick off, uh, right out of the gate with the most overly discussed topic of ID deprecation, as well as privacy. There's been a lot of new tech, a lot of new ideas that have been thrown against the wall, or I've come to the table to combat this future disruption. Um, so for this group, where are you focusing your time researching your investments, uh, across these solutions? I want to kick it over first to Laurie. Um, just let us know, what are your, let's say top three solutions to IB deprecation that you're seeing both brands and publishers currently exploring the hopefully sustain addressability and measurement.

Speaker 2 ([01:33](#)):

Thanks, Devin. Um, yeah, I mean, I would say that the first thing that I, all of our brands and publishers have been focusing on and talking about, and all the reporting has been on is just an ID replacement for the cookie or the maid. Right. And, and you start has our own fabric ID. You know, these are, you know, based on authenticated events, um, thirsty UID and ecosystem. These are the, the one-to-one replacement is the way that, you know, brands and publishers are trying to continue to be able to do targeting at the one-to-one level. Um, but I think we're starting to hear and talk more and more about solutions outside of just an ID replacement, things like flock, uh, the cohort level targeting. Um, new start has our own proposal with the W3C called pelicans specifically for measurement at the cohort level. Um, and then I think we're, we're hearing more about, you know, people going back to solutions like panel-based measurement or survey based measurement and then clean rooms, right. Um, a way to still be able to do measurement and targeting, um, but in a more privacy secure way,

Speaker 1 ([02:42](#)):

It makes sense. So identity based panel-based potentially contextual based running the gambit. So Jess already you, so what are the leading solutions that Google says is investigating today? How are you going about this exploratory process? Uh, and you know, how are you delivering that to your

Speaker 3 ([03:00](#)):

Clients? Yes, we actually think about identity in terms of a pyramid schema or at the top is similar to what Larry said, the cookie replacement solutions and at the bottom is some of the more broad sort of roadblock, contextual, whatever Google comes up with with the flock solutions. But I think, um, to take a step back from that, we actually think that identity starts first with consent. So we think about it more from the terms of like, what's the foundation of identity and what's the framework or the platform slash technology that you need to support that. So from a solution perspective and the shelf life of that solution, we're actually starting to lean in a lot to the consent orchestration and optimization tools, um,

like the catches of the world, the cue consents and how those actually then funnel into a CDP, which we don't really think about the CDP in a traditional sense, you know, so we're not going out and telling our clients, everyone needs to go by the Salesforce is, and the Adobes of the world, which might be the right solution.

Speaker 3 ([04:12](#)):

Um, but we kind of think about it more in the sense of like, how does that framework actually support identity, which again starts upon data ingestion and that, that consent. Um, and then how does that funnel into the idea around first party data and heuristics hydration, you know, modernizing your architecture and infrastructure so that you can enable better second party relationships and relationships with the consumer. And then, um, we really started to lean into the concepts around cleanroom and AI. So what we're starting to see with publishers in the absence of cookies and pixels, because I don't actually think that a universal ID is going to be widely adopted. It's not going to take, take, uh, up in a Mia, I don't think, and if it doesn't work in me and it's not gonna work anywhere else, at least long-term. So it might work for like the first three to five years.

Speaker 3 ([05:04](#)):

And when I say identity, I mean like the front end stuff, identities always going to take place in the back. So you're starting to see the big publishers like NBCU and Hurst. And some of those try to actually execute the campaign from start to finish using a pixel list solution, but powering it all through a clean room environment. And, um, how they do that is basically executing the targeting through server to server and API. And then bringing that into a clean room. You still have an identity faction. So the IDLs the fabrics and the core ideas still absolutely have to work, but it all actually sits in the clean room. So to summarize, I think, you know, it's like that consent orchestration clear him and CDP for us.

Speaker 1 ([05:50](#)):

All right. We got those three. All right. And then, so, so John kicking over to you, do you agree with, what's been said thus far in terms of, I think we, uh, we, I think we netted around maybe five whole, a wholehearted solutions here that were, that were different. Um, what is your take?

Speaker 4 ([06:05](#)):

Well, I think Jess and Lori just laid out the whole playbook that, uh, uh, certainly I, you know, I think getting this just a little deeper, uh, you know, we, we look at what's happening with, uh, with the walled gardens and their play as it relates to the changes that they're making with, um, uh, with ID deprecation. And it really, you know, we shouldn't be calling them all gardens anymore. We should be referring them as like digital continents. You know, they're, they're really going to be setting up these, um, you know, their process from, from top to bottom where, you know, brands are going to have to really figure out intimately how to work with them, uh, in order to order to really understand how their marketing is working and understand how these programs are working as well. Now that is going to have to sit on top of, you know, going across the continents, uh, and then also into these other, other solutions that are going to be that are really, we should be building off of that are, as we mentioned here, um, you know, first party data, focus, consent focus, CDP like focused, but do it in such a way where we're not getting too far ahead of ourselves too quickly, and that we can kind of map out where, where the changes are going to be occurring.

Speaker 4 ([07:19](#)):

Um, how big, how big of a factor is Google solution going to, um, you know, going to cause us to, to, you know, re uh, redirect what we're, what we're thinking. So, um, I agree with, like, I think that's the general playbook. I think that certainly the details of how you approach it and how you vet it and how you, how you make it work specifically for, um, for the brand. You know, that in question, I think that's where the secret sauce is.

Speaker 1 ([07:45](#)):

That's fair. And again, I want to kick it over to Dan last but not least your publisher you're in the publisher role, obviously. Um, and so you have a very unique point of view that I'd love to learn more about from, from your side of the fence. Are you in agreement with everything that's been said, do you have a different kind of approach that you're taking or a different lens, right.

Speaker 5 ([08:02](#)):

Yeah, I guess the only different from the publisher side is that we also are thinking about this from a business intelligence standpoint of getting the data house in order getting an identity built across that, not just for all of the act sales piece that was just discussed, but also for our own internal intelligence, our own customers, you know, personalization of platforms and, and of, uh, the user experience. So, you know, that's another big area where first party data has really catapulted to the front of priorities. Uh, not only just getting it in order, but also how to grow it. Um, what are the activities that we need to implement now, now that we've identified all the sources of it. And for us from a publisher standpoint, a lot of that's been looking offline, um, and getting a lot of our, you know, as these sort of pendulum swings back with methodologies, you know, you hear about the words like panel and, and surveys and things like that.

Speaker 5 ([08:52](#)):

Like as the pendulum swings back, and you're a little bit, uh, we're looking again at like offline data sources, how do we capture more first party data offline to, you know, use that as both directional insight? I think it's, it's not one or the other answer. I think it's can what I see over here on a one-to-one pure digital environment, the results I see there does that help back up a story that I'm doing with offline tactics as well, getting some directional data in there. So that's some of the priority, you know, that we care about, but absolutely, you know, um, you know, we are first and foremost looking to grow and, and, and put the use that first party data. And a lot of that's also from a publisher standpoint, being in a position to work with all the folks on this call, right, the agencies and third-party companies and providers out there, you, you need to have that accessibility and portability of your data at a privacy secure fashion so that you can engage with an ever-changing marketplace. Um, so that's certainly a, uh, certainly a big priority for us as well.

Speaker 1 ([09:51](#)):

So question one down, everyone seems to be in a by a agreeance, which I kind of expected, right? We're all, we're all kind of heading in the same direction and we all don't really know where we're going, but there at least is a roadmap or a framework. And I really liked Dan, how you framed. It's the pendulum that is swinging slightly back in the other direction. We went full on one-to-one hyper-personalized targets, super creepiness, and now we have to pull it back a little bit and figure out how we can do the best of potentially both worlds. And that leads me to my next question. Privacy privacy really is the underlying, um, change that is causing all of this it's causing apple and Google and all the other

government entities to kind of take stock. And re-evaluate what they're doing. Uh, and it really is the driving factor for ID deprecation.

Speaker 1 ([10:32](#)):

Um, but it's also forming a new narrative that's going beyond the unauthenticated identifier or contextual categories. Um, you know, privacy tech, like we talked about earlier, like clean rooms has been gaining a lot of steam lately and getting a lot of attention, but I want to talk about some other privacy preserving technologies or investments, um, that you're just investigating now, because a lot of this stuff is a little too early and maybe the adoption's not really there yet. Um, so I'm just curious from a privacy perspective, whether with your clients or with your own organization, what are you looking at? What are you looking to invest in, in the next few years? And John, I want to kick it over to you first.

Speaker 4 ([11:11](#)):

Yeah. I'll, uh, uh, continue on the, the, uh, you know, the, the pursuit on really understanding, going back to the clean rooms, really understanding how they're going to be leveraged and, and how many of them you're going to need to utilize. Uh, so I, you know, there's, uh, uh, I see, I see this coming together where you have potentially a, you know, quote a strategic clean room one where you can be really integrating a lot of different data assets in a privacy safe manner, and utilizing that for unique insights that you haven't seen before, and really understand how, how, um, and addressable marketing and, you know, consumer behaviors are occurring for sure. But then as then, you know, all the other platforms that are going to have their own version of their clean room and they won't talk to the other clean rooms, uh, it's, it's almost a sensor we're going to be needing to set up that the privacy compliant approach for managing multiple clean rooms, um, uh, in a, in a year, year or two from now, um, when all the, all these, when all of this takes hold, you know, aside from that, I think, um, the D then having a real focus on how you're investing and planning out the data that's going into those clean rooms to ensure that you're, you're S you're being above board with everything.

Speaker 4 ([12:31](#)):

Um, it relates to what's, you know, it's permissible uses and things like that in order to when you bring multiple different kinds of data, data sets together. Um, and in building out that building up a process where it's really embedded into every, every touch point that you have with the consumer across your entire stack, that that data is being captured, and it's hardened with privacy protocol measures in place. So that, that whole flow is going to is, um, is, is working perfectly. So kind of see it from a, from a process perspective that really, you know, it's, it's a higher, you make all these different components work. And then also, also I think we're in for, you know, cleaning rooms are going to be a part of every stack in the future, and it's a matter of how we get in front of it and how we understand, um, now what's the best way to approach it and measure and manage those.

Speaker 1 ([13:22](#)):

That's an interesting take. Uh, I don't, I don't disagree, but I'm a moderator I'm to keep a neutral here. Uh, so Dan question for you, obviously clean rooms, number one, I think focus and, and taking the most attention is that do agree with that? And are there other areas of privacy tech or investments that you're looking at to, to,

Speaker 5 ([13:37](#)):

Yeah, I would actually say Devin, we care right now, mostly about the consumer experience. So we look at privacy first and foremost. The first thing comes to mind for me is, um, not only being a consentable law with CCPA and other things, um, but what is that actual experience that the consumer has with us in making that request to us and getting information? So we've invested in not just tech to help us, um, with behind the scenes of facilitating, but also, you know, human, some additional staff, um, uh, you know, to, to monitor this and, and put process in place. Um, so I think about privacy from that consumer experience also then from the data itself, um, the protections we've invested very heavily in the security and the privacy of that data. Um, uh, because we, we know it's of such value for our business, but also for the consumer.

Speaker 5 ([14:27](#)):

I, you know, I think overall that's what, um, I believe from a publisher standpoint with, again, with that pendulum swinging with privacy is that it's going to make you have a better consumer experience with your customer, and that you need to get some level of trust with them, ultimately to really get the real rich data that you ultimately need. And so instead of sort of, you know, as we like to say, creepily behind the scenes to dropping cookies and collecting this information back, and you, instead, if there's a way for us to have a conversation with you where you willingly want to, um, uh, give that data for you to have a better experience overall, and you know, why it's being put to use, I think hopefully it draws more of the conversation to that end.

Speaker 1 ([15:08](#)):

So it's almost a win-win right, investing more in people and technology to increase consent and privacy, but you're also hopefully going to extract more information from your consumers in the best way possible to keep that above board,

Speaker 5 ([15:18](#)):

We're going to ultimately get the good data alternate, oftentimes instead of going at big data, if I can get this consent based really rich demographic preference based user level data, that's so much more valuable than just, you know, say an age gender from a larger pool,

Speaker 1 ([15:34](#)):

Killing it with the themes that I love. I love good data, not big data. That's another one as well. I'm going to put that into a press release coming soon to you. So Jess, we kind of hit on the two areas. I think you're really focused on the concept of opposite, the tacker on clean room, but also the consent piece, which obviously I know you're hyper-focused on outside of those two areas, or you can dig into those if you'd like, are there other areas of privacy tech that you're focusing on, feel free to get as nerdy as you'd like, or not, depending on what your

Speaker 3 ([16:00](#)):

Well, in, in the line of goods, data, not big data. Um, so there's a lot of companies that are coming up that API into the CNPS, uh, they call themselves personal data volts, but they're in line with like the sovereign identity and decentralized identity tools. So like you can send is one of them that comes to mind and, um, big token, some of those guys are another one. And what they'll do is they'll actually help you build your profile first party data over time, because they might only have like 9 million opted in profiles, but they'll be able to take your first party data. And then like through, um, declared data tactics or zero party data tactics, whatever you want to call it, they'll be able to go and say like your CPG, Hey,

what's on your Instacart shopping list. Um, and then through that, they acquire behavioral attributes, but they might also acquire a PII.

Speaker 3 ([16:58](#)):

Like if you have a name, an email, they might get a phone number and a mailing address. And so for us, yes, net new first party acquisition is critical, but so is building that profile over time so that you know, more things so that you can then pre-qualify audiences in high-impact creative through other mechanisms for future state planning. Um, so those types of things that we will call like personal data vaults are big. We also bucket those into data unions. And so, you know, those are things like the Braves and other, uh, you know, browser plugins or apps, again like the Kelly's and the big tokens of the world who through monetary compensation, whether it's PayPal and at T whatever you consumer have a digital wallet or a personal data of all you give information in exchange, you get paid, you see an ad, you get paid, you get monetary compensation for that.

Speaker 3 ([17:57](#)):

And it's completely authentic consumer first. And so it's a whole different type of advertising experience. And you have an amalgamation of all these apps and extensions and browsers and search engines and on their own, they're not scalable, but put together. And they're kind of called data unions, I guess that's what they're calling it. Now. The DPA calls them that and together they're scalable. And so, um, those are quite interesting to me because I kinda think they're going to start replacing third-party data marketplaces and they're different than second party data, because as you start opting in as a brand to use them, you're getting things back then enhance your first party data, but that are also net new first party data assets, which become, you know, a KPI, a backend KPI for businesses. But I do think in line with like the cleaner math that's, I mean, that's technology that we have and have been investing in, like the ADH is, you know, with Google today, but it's like, what are those look like?

Speaker 3 ([19:01](#)):

And there's so many different flavors of cleanrooms. Um, and, and how are those going to work? And what's the evolution of that. And then what's the evolution of the privacy program management tools, like the one trusts and that the data control platforms like big ID and how do those actually then function within the larger ecosystem of CDPs. And so we do, we are leaning in a lot to those types of tools, um, as well as, uh, conversational marketing. And so I think you and I have talked about this a lot. Like there's a lot of interesting untapped data that sits within conversational AI and chat bots that under constitutional law is declared, you know, declare data that brands can be using as first party data, either for informs campaigns or for actually authenticated first party data. And so how can that be actually a looped in, um, you know, to inform experiences or for outright, you know, limited identity solutions that you can bring to market. So those are kind of some of the things that we're tapping into, but we haven't quite figured it out yet.

Speaker 1 ([20:14](#)):

All right. So a lot of new areas of exploration there, but again, not necessarily spending the heavy dollars on those yet. So, so Lori, I want to kick it over to you, obviously you're, you're focused on privacy technology and bringing that to bear for publishers and advertisers. So what is, what has been your opinion? I mean, agreeance with everyone on the panel, I would assume, but is there anything else that we haven't touched upon that you want to, uh,



Speaker 2 ([20:34](#)):

Yeah, no, I mean, I would agree, right? There's, there's a lot of clean rooms out in the market and they all have like slightly different flavors and you're sort of seeing a couple of things repeated across, you know, a lot of them are, you're seeing, um, noise being added, or you're saying, I think aggregation, minimums, but I'm also hearing brands start to talk about data Federation a little bit more often, right. Instead of creating copies of their data and many copies being passed about the ecosystem, allowing their data to really stay where it is. Um, and then when you're, when you are joining with another party for something like data enrichment, you know, the tech that people are using to do that, whether it's tokenization or graphic methods, some of that stuff I think is getting really interesting and seems to be evolving pretty quick.

Speaker 1 ([21:24](#)):

Oh, they said it's and again, it's still a no standardization still, no kind of anyone overarchingly looking at cleaner. And I know Forrester's coming out with some reports soon, but everything's still very early. So again, it's good that we're investing in not spending money. Um, but I want to switch gears a little bit. I won't start spending cold, hard cash, right. Actually creating lines in your budget to actually spend dollars. And so John, I want to start with you. So, you know, at cartel path you were primarily focused on the Google stack, right. But you spent some time at a few major brands building out an analytical solution. So I'm just curious, like if you had to pick, let's say top three investment recommendations that you would spend money on or suggest a client or brand should spend money on to bulk up their analytics and measurement shops, what would those be?

Speaker 4 ([22:06](#)):

Yeah, that's a great, that's a great question. Uh, so first, first and foremost, I would say is under the umbrella first party data strategies, uh, look at those as, almost as if you're building your own first party data graph, uh, and, and have, and have the, the ability not only just to collect, but then, uh, to enhance grow and, and, uh, disseminate throughout, throughout the, you know, all parts of the stack, both online and offline. I think that that was for me, one of the big ahas that I had, um, pre pre previous roles and the ability to really put the investment behind building that out specifically, and that you can include third party enrichment and conclude other third party aspects in that as well. But from, from the company perspective, uh, line item is thinking, don't think about this database, think about this as a graph.

Speaker 4 ([22:58](#)):

Um, the second, the second piece, and kind of go back a little bit to, uh, uh, just mentioned previously that the PR in the privacy space, it's a great point. There's, there's a lot of, you know, we could, we could break this up in terms of consent management, um, and aspects as it relates to the experience, um, and how we're collecting data, but then there's also then this, these emerging marketplaces of data that are unique and different that, that need to fit within the, you know, the, the, the construct of where we're heading forward. And so I think literally spending money on a testing budget to, to try the trial, to literally try these out, um, the, the, like these huge new kinds of data sources, these new processes to really vet and determine, um, how that could be useful. Um, I think that, I think that goes a really long way. I think often the, I think often it's hard to put budget aside for exploration of, of that source of, of that sort. Um, but if there's a clear line of communication of what you're going to do and how you're going to use it, and it can link back to what your plan and growth strategies for your data and your analytics. I think, I think that, um, that is something that, that that's, that's really important.

Speaker 1 ([24:09](#)):

Definitely. Excellent mate, that in terms of spending money, just to even do the investigation, I think you have to, you would have to spend money to figure out what's going to work. So I would totally agree with you on that one. Uh, so Lori, from your perspective, what are, again, keeping on this theme of, of this like three, limiting it to three, just because, you know, short on time, here are the recommendations that you would have a marketer invest in to strengthen their analytics and measurements, um, within their own organization. Um, does it differ from what John said, I'm curious of your own personal view, um, from, from Neustar's perspective.

Speaker 2 ([24:41](#)):

I mean, I think, you know, one thing we've heard a couple of times now, right, is, is, um, the way that we're doing measurement now, you know, separate and ADH, separate and Facebook separate and NBC use clean room, right. Um, there's a lot of silos of how brands are going to be able to do their measurements. I think investing in, you know, a measurement solution that can go across some of those silos, maybe bring in, um, mark information as well, you know, and MTA and amend model. And then, you know, I totally agree, John it's, you need to have a testing budget and be testing some of these third-party clean room technologies. Um, so you can figure out your strategy

Speaker 1 ([25:26](#)):

And then Dan kicking her view. I mean, John did mention, obviously getting the first party data strategy. We're going to touch upon that in the next question. Um, but obviously as a publisher, that's hugely important for you now, you kind of in the driver's seat a little bit, um, and you already talked about how you're utilizing that to integrate, uh, with the rest of your organization to kind of focus on those internal intelligence tools. Um, what else would you think you actually spending money on either this year or next year to kind of, yeah,

Speaker 5 ([25:51](#)):

I just want to echo the R and D actually has become a big part of our budget now. Um, for us, I'll give you some very specific examples. Uh, we're in, uh, the audio space. So we are in podcasting, we're in streaming audio, we're in concerts and events, experiential. And so we looked at the concerts and events business, and you can have the RFID bracelets that now give you a wealth of data, uh, from shopping happen habits. If you use it for purchase to vendors that you may visit. Um, so we're looking at, you know, into areas around where else can we continue to grow our data and experiment with what works? Um, I, you know, another great example is even the phone numbers from the, we have a broadcast linear space to our, um, to our inventory. And so we look at things such as call-ins and contests to the sports stations or win tickets and, and be able to use things like a phone number as a, another identifier first party identifier into a total graph.

Speaker 5 ([26:43](#)):

It can explain some subset of an audience, so we could do an experiment with R and D I think that's a big area for the budget. Um, and the other w what you talked about here, which is enrichment. Um, I did say we have a great wealth of audio specific data, but we need the new stores of the world to really enrich it and put it to use in the sense of, you know, does this also have the extra, um, characteristics that we're looking for, the box that the buyer is looking for, um, and that we can match again, certainly our data, it can help differentiate it, but it's ultimately, you know, being able to enrich it with third party data and then activate it, um, is where the, you know, the bulk of the budget goes.



Speaker 1 ([27:19](#)):

Totally great. Yeah. I think obviously everyone's focused on emails, phone numbers is something huge that when you also need to be thinking about as well. Um, so, so Jess, I know this area of investment is your bread and butter, so to speak for, for what your, your team is focused on. So how has the panel fairing so far in your eyes in terms of their recommendations? Um, what other things do you think you should be leaning into our clients should be leaning into your client specifically, uh, around analytics and measurement and all that great stuff.

Speaker 3 ([27:46](#)):

It's, it's not the same for any single client. So we have a huge library of assessments that we actually do as part of a pre discovery and discovery process that we either do independently or partner with CPN on. And, um, it can be anywhere from like a four, 12 week engagement. And so it's very use case driven, and a lot of the time measurement does bubble to the surface as, um, part of our gap assessment. And it will either together to, um, a data problem, a technology problem, or a talent problem. And, um, so I would agree that setting aside tests, testing budgets is really important. That's probably easier said than done because you're taking that budget out of working media dollars, which is a problem for clients and a problem for agencies. So that's probably easy to say when you're not working at a brand or working at an agency.

Speaker 3 ([28:38](#)):

Um, but, uh, it's easier to ask a client to set aside, you know, a small portion of impressions to test against for a small portion of, you know, name it, um, to try to get the brand comfortable with just the workflow, because in fairness, there's a lot of smoke and mirrors with the technologies and solutions out there right now they're very nascent and, or they're very in development. And so what's being sold to me is very future state. Um, and so I think testing is important, but some of it is to just like onboard the data, get the paperwork signed, get them comfortable with the process, or get the people in the tool and get them training. So I would actually say upskilling the talent and getting them comfortable with the new way of thinking. And the new way of working is almost as important with the test itself, because a lot of the KPIs are going to be somewhat meaningless until the technology catches up with the industry or vice versa. Um, and then, you know, from there, I think it needs to be 100% assessment and use case driven, and that, that looks very different for a CPG than an airline than a retailer or a telco. So that's kind of how we, we check.

Speaker 1 ([29:56](#)):

So bespoke investments based on your vertical and needs. I also liked the concept of, you know, I think everyone agreed that R and D investment is extremely important if we're investing anything, it should be dollars in, in what we're trying to focus on. But also just to your point, that's the easiest way to probably identify something that is vaporware for real, where you start testing it and get smart people to bang on the keyboard or whatever the tool or unicorn is. Um, that's probably the best way you can, you can really discern whether you want to actually invest more in that and sign like an actual long-term contract versus just, you know,

Speaker 3 ([30:28](#)):

Well, in fairness to partners too, it's the best way for your partners to be able to, um, advance and mature their roadmap because without the actual market testing it, you know, they're doing the best they can to. So

Speaker 1 ([30:40](#)):

I will say someone in marketing, you need, you need a use case. You need a case study and the best way to do that is to get someone to actually use it right, and invest dollars into it. Um, so we, we did talk about this briefly, and so I want to touch upon it just slightly, um, is the concept of first party data. That's the most important thing we're all focused on right now, all these things going away, it really has been the most important thing that we've all focused on for years now. I mean, I think the trope of first party data is now, you know, the new black is, is I think a misnomer. I think first party data has always been the lifeblood of any organization, but specifically in the context of how to clean up your house, right. How to get your house in order. Um, what are the specific technologies or investments that you are looking to invest in, um, separate from maybe the measurement analytics stuff, but purely just data organization, data management, and data enrichment. And Jess, I know that, you know, getting your house in order as a phrase that you use and like a lot, uh, so I want to start off with you in terms of what that looks like from a first party data strategy investments.

Speaker 3 ([31:38](#)):

Yeah. Actually he can just spell it out for me, but that's okay. Um,

Speaker 3 ([31:44](#)):

Actually I think Steve stole that from me of ASCA. Um, so I, you know, I w I really had to pare this down and you have to start with the basics. You really have to keep it simple. And so, um, what we have figured is you have to start with your own data first and your own customers. First in E we say at time and time, and again, like the technology that's going to be the most pivotal is the technology that enables you to bring in to centralize and operationalize your own sort of proprietary experience and data, and, um, you know, own ecosystem, like what you can control first, so that you can provide significantly better opportunities to have, you know, external relationships with the ecosystem, whether that's publishers, affiliates, other lines of businesses within your organization, but most importantly, the consumer. And so call that a CP, you know, call that a cleaner, um, call that an identity solution, whatever that is to you.

Speaker 3 ([32:50](#)):

Um, that is what you need to start with. And that typically starts with making sure you have a central location to modernize your data infrastructure and get all of your data clean, not in a silo and apply that level of heuristics that in fairness, most technologies say they do, but they don't because it's just simply business rules. And so that's a critical component. And then it's also being able to understand, like, does the technology that you're using, is it just an onboarder that can identify known or can it also have the ability to understand super anonymous visitors that have visited authenticated, but maybe not authenticated upon next visit? Um, you know, how is it handling anonymous visitors, future state by using not hard or soft signals, but other sort of like predictive, uh, you know, AI technologies. And then how can you use that to move a legacy organization off of a funnel mindset and onto a consumer centric mindset so that you really focus on experiences holistically and in bed data collection at like a holistic, um, sort of touch point strategy versus looking at like, Hey, can I have this consent here?

Speaker 3 ([34:18](#)):

Can I have this consent here? Can I have this consent here? It has to be holistic. So that ties into creative and media and technology and data. And that's why I say like, it's really, the consent is the first part of, if you're thinking about it from a funnel perspective, consent comes before awareness engagement,

anything it's that consent and it has to be holistic. So that's kind of how, how we're thinking about it. And we haven't quite nailed it yet, but I think we're, we're getting close and I think it's an amalgamation of a couple different things.

Speaker 1 ([34:56](#)):

Makes sense. Uh, and so I want to dig into, to Dan on your end, obviously, we've, we've talked about publishers, obviously wanting to have more first party data and needing for more, for as far as data to connect to those advertiser dollars that, that you obviously need to stay afloat. You talked about RFS, you talked about the conspiracy, the experience that you're trying to increase. Um, is there anything else you're doing? Are you putting up more paywalls? Are you doing anything else to, to collect the data, but more importantly to justice point, what are you doing to maintain the integrity and quality of the data?

Speaker 5 ([35:26](#)):

Yeah, I mean, certainly from a tech side, we we've made a ton of investments in, you know, the data warehouse and the ability to, you know, um, operationalize our ETL, not to use a lot of acronyms, but the operationalize, the ability for us to automate and ingest data on a much quicker basis. So there's a lot of investments there because that getting access to the data is what's unlock new opportunities for us to build off of. Um, the other, we talked about a lot, which is privacy and the consent management, uh, gets a lot of investment. But the last thing I would say that wasn't talked about is, is we've spent a lot of time coming up with the value of first party data. So when I asked for R and D budgets, and you talk about the difficulty there for us, we actually had a business case prepared to say, we believe if we can generate this amount of more phone numbers or this amount of more email addresses, it'll drive this much more value over time. Um, and so really coming up with the value of first party data, and I, and I don't think we have it down perfect yet, but I think we have some good directional insight that allow us to present it to, you know, the executives and say, here's where we're going. And here's why, and the bigger things that they're bought into it, um, they, they see those results from it. So that's where I think from a publisher standpoint, we spent a lot of our investment

Speaker 1 ([36:40](#)):

Smart. I like that. Uh, and Lori, I want to get our view, obviously, a new star sits right in the middle between the buy side and the sell side, and we have pretty good visibility across the success. And obviously also the failures of data from both ends of the supply chain. Right? So what do you in your mind brands and publishers need to focus their dollars and resources on as we move into 2010.

Speaker 2 ([37:00](#)):

I, I love listening to, to Jess, you talk about the consent management framework, but also how you can enrich your first party data and learn more about those consumers that you have on your file. Um, and Neustar obviously very focused on an enriching first party data cleansing it, but then also the identity linkage of making sure that you can link your offline consumer files to your online known and unknown universe. So I think also focusing on that identity, making sure you're talking to your consumers in, um, a cohesive way across channels, uh, I think is also, um, something that we focus on.

Speaker 1 ([37:42](#)):

And then, so John, for a, what is Cardinal path investing into or suggesting their clients invest in to help them manage and strengthen their data strategies, or even your own data strategies at Cardinal path?

Speaker 4 ([37:55](#)):

Yeah. You know, I think, um, I think first party data, as we look ahead, it's, it's going to be the signal through the noise. Um, it's going to be the best, the best asset we all have to really understand, are we moving the needle or removed? Are we, are we doing anything to improve experience? We're doing anything to increase sales across our customer groups, uh, in consumer types. And, you know, if you take a, a thin layer of what we just discussed here and kind of think of a very common application of, Hey, let's create a great a segmentation or propensity or some aspect of a really knowledgeable asset of, or aspect of, of our consumer types, leveraging all the enrichment model, enrichment data sources and models and things it play there and go to market with our understanding of, of, of what, what we expect this consumer to do and behave and bring it, bring it to the marketplace, bring it to the digital marketplace specifically, uh, and, and be able to utilize, utilize the, the measurement and the insights of what's happening at the, at the first party data level perspective, irrespective of the ad tech platforms and the digital continents are telling us what what's actually happening.

Speaker 4 ([39:08](#)):

I think that is going to be, that's really going to be a, a simplified solid way for all of us to really understand what is happening. Are these strategies working, uh, is there, is there a, um, what else should we be doing? Because without it, without billing off the first party data foundation, uh, and, and we kind of, if we S if we start to leverage a little bit more of these new newer technologies are coming on board, we don't know exactly how they're going to work. Uh, I, I think, I think we're just going to get caught into this noise cycle again, of like what, what what's working, what's not working. So I think, I think in a very tactical way, uh, first party data could be, it is going to be like the method to which we understand how the marketplace is going to be shifting around us with all the, with all the new tech and, and processes.

Speaker 2 ([39:57](#)):

Sorry, just to repeat. So like basically using your first party data universe as like your own personal panel, um, to measure media against, that's sort of how you're talking about.

Speaker 4 ([40:10](#)):

So if so, yeah, and I, and I know there's a lot of reasons to bring in third party panels and extend this, and I'm not, I'm not saying that those are not going to be a proper methods, but, you know, if, uh, you know, our, our best, our best ability to understand if we're, if we're improving customer experience and growing our customers is with our own data. And so that, so, you know, utilizing that as the, as the, is the key foundation and maybe potentially the final answer of, of, of, of how a program or product or our R and D project is working, I think that's going to be, I think that's going to be huge. It's going to continue to be huge. And it's nothing new. I mean, it's, it's what we, it's the fundamentals that we've been built upon. You know, we built upon for years. It's just, I think it needs to now come, you know, we need to add that to the, um, edits to the jargon, um, of the, uh, of this topic, because I think it's going to be really important for all of us.

Speaker 1 ([41:06](#)):

I love that. Yeah. I mean, starting with, you know, your foundation as, as really the starting point, I think we have lived in an echo chamber for so long in terms of being so dependent on other people's data. Other people's taxonomies, other sources that, you know, we kind of got away from, or Bret market has got away from their own true, you know, identity data, the stuff that they own and control. So having

that be the basis of, of a panel you use as a seed to generate some sort of segmentation that, that makes a lot of, a lot of sense, right? Also to your point, Jess, every client needing a different strategy because they are in a different world or they're data, rich data poor somewhere in between. It's also the ability to create competitive differentiation amongst competitors within the, in verticals or across verticals, because who, you know, what's more unique to you than your customer base and your data, right?

Speaker 1 ([41:52](#)):

And so I really, I like this, this idea, um, but we talk about investments right up until now, investments in analytics and investments, in people, investments in data and strategies and different ways and platforms who is actually responsible for pulling the trigger on these investments. Is it a centralized resource, like a chief data officer or data czar who has remit over the intersection of data management and like the application of data, or are we seeing it's still fragmented across the board? John, I want us to kick it back to you real quick. What is your point of view?

Speaker 4 ([42:26](#)):

Well, I think I, obviously every organization's different and it's, I think there's that, there's that aspect. So I'll, I'll dress this a little differently. Uh, I think I see the best decisions get made when there are, there's a triad between marketing technology and legal, um, that are aligned on, uh, on an investment. Um, and I think that I, I, I think when, when the, when those, when those, when, when those elements are, when those individuals are aligned, it's a clear decision. Um, it's a faster decision. Uh, and I think, I think it, it, it gets implemented faster. So I, you know, the more that we can help bring those groups together and get like a really under clear understanding of, of what this investment is going to be and why it's important. And each, each of those groups can check that box. I think it's a, I think it's a much faster process.

Speaker 5 ([43:19](#)):

Yeah. I couldn't agree more with, with John there, you know, um, having not only a great relationship with legal, very close to what it is you're doing, but ways to, um, have some type of automation with what they do. So we have data agreements that are, they've already worked up as a template that we can facilitate much faster transition. So even working on it with them, um, has, has definitely made a big difference. Uh, but ultimately the decisions are very much fragmented, so different. I think we have, you know, from Mars, if I looked at the tree, it would be the same thing. The chief marketing officer, you know, the chief security officer, um, and then the chief information officer, I think it's a combination of a bit of the MarTech with pure tech engineering resourcing, um, and, and it's, and you hear the word orchestration a lot for a reason, because it does take a lot of those various components to make the puzzle work. Um, and so I think the funding right now still happens very much fragmented

Speaker 4 ([44:17](#)):

And Devin, uh, clarify something and by legal, I actually meant this privacy, the privacy. Yeah.

Speaker 1 ([44:22](#)):

I was going to, I was going to ask you that, whether you lump those two together, I mean, some people do some people don't. I would agree. I think that that's kind of the same entity, right? It's, it's a, it's a, it's a very close line between, between the two. Um, w

Speaker 2 ([44:36](#)):

Yeah, I agree. I know when I'm talking to our customers or prospects in market about privacy technology, I'm typically talking to the marketer, right? Someone in the CMO organization, you know, they care about the use cases. They care what, what they want to do with the data, the answers to the questions that they want to pose. Uh, but then, you know, they're always either bringing in someone from the tech side or, you know, they know the questions that their IT team or that their privacy team is going to ask to make sure that the solutions to their use cases are going to pass muster with those teams too. So I am still seeing the CMO or driving the use cases, but not without buy-in from the other parts of the organization.

Speaker 1 ([45:21](#)):

And Jess, is, is it paying for it, marketing using it, using it, or

Speaker 3 ([45:25](#)):

It's kind of interesting. I feel like it's the reverse. I feel like the CIO CTO CSO is technology. It's typically the ones driving it. And the CMO org is typically the ones having to like be caught up. And now we're finally kind of telling at least in our organization, and I can speak to like the Amazons and the CPN. It's like, one of the things we've said to them is make it media. Like why does a CMO organization care about an Epsilon product or a CPM product? Like you have to, you've historically sold to product organizations and CEOs and CTOs. You have to make it through a media lens, like give your pitch through a media lens because you're transitioning. Like one of our big sells is you're no longer in a DMP world. You're moving from a DMP to a CDP world. So make the CDP story geared towards a marketing organization. Your privacy technology is, you know, you have to make it geared towards a media organization. Now we're upscaling all of our opco talent to be here was the media technology that you were using. And here's the media and advertising technology. That's now to use an Oracle term that what do they call it? The mad tech technology. So the blend of marketing and advertising technology offered

Speaker 1 ([46:49](#)):

An Oracle

Speaker 3 ([46:50](#)):

Idea. They just used, they used a lot on every call that I'm on, but they caught mad tech. I mean, it's pretty clever. Um, so

Speaker 1 ([46:59](#)):

I use it all the time and I said,

Speaker 3 ([47:00](#)):

Okay, well maybe this start from you, who knows you are, you're a clever guy, um, for that. Yeah. So it's like this convergence of media advertising and marketing all coming together. And we're kind of bringing the media planners on and saying, now it's consumer first, now it's privacy preserving technology. So it used to be completely funded by the backend to who, you know, was managing the owned experience, but owned and paid are converging and you got to get on board. So I, I almost experienced it reverse from that.



Speaker 1 ([47:37](#)):

The last thing you want to talk about, the final I of this panel is, is ignore. Right. And, you know, there's so much in terms of disruption, consolidation, and efficiency that we need to focus on as marketers, as business owners, but there's also a ton of hype out there. Right. And so what, from this panel, I want to kind of go down the line. What are your top, let's say three, either systems solutions or distractions that you're either trying to divest from accolade, stop spending dollars on, or just ignore completely. And Dan, I want to start with you cause obviously the supply chain, um, and, and your side of the fence, um, there's a lot of craziness going on in the past 18 months, just like everyone else. But, um, in terms of ID deprecation or all the shifts that you have had to in your organization on different areas of focus, um, what, or who is as Odyssey steering away from us?

Speaker 5 ([48:28](#)):

Tough question, Devin. Um, I don't want to put any of my vendors on the, and, and to be honest with you, Devin, I mean, we are in such a state of rapid growth. I can't think of anything I'd want to make my budget smaller for any reason. Uh, I continue to ask for more. Um, but it's definitely, but, you know, in terms of things that we're trying to stay away from, you know, I think we're trying to stay away from, um, you know, maybe one thing to think about is, is not having, um, us all in, on one particular solution in the sense that we've been pretty nimble to say, for instance, like on the analytics and visualization layer, the visualization layers, there are a lot out there and there's a lot that do specific reasons. Um, but having our data and our data house in order in a spot where separate from that we can swap in and out and, and apply different techniques there.

Speaker 5 ([49:24](#)):

Um, I, you know, I think other things that we're trying to stay away from is, um, just point solutions. I think everything at some point has to, I, you know, I think one quote I go back to is that we're not looking for the perfect technology for each piece of the stack out there. We're looking for what fits perfect for us. Um, and, and so, um, that may be different for us versus another, because again, we're, we're an audio provider. We have certain meanings around audio advertising, uh, with our offline channels as well. Um, so we're just trying to stay away from things that are just single point solutions. I'm looking at things that have multiple, um, you know, multiple capabilities, you know, look what we do with Neustar, from everything from enrichment to activation, um, to addressability, um, you know, it does a number of activities for us, our, our data warehouse or a similar data warehouse handles a lot of privacy, um, uh, the ability to, uh, obfuscate and share data in a secure manner. Uh, so really looking at solutions that are multifaceted are really important, getting the most bang for our buck, I

Speaker 1 ([50:25](#)):

Guess. All right. So divesting from the individual chopper, dicer, Juliana, and you just want a single in art that kind of,

Speaker 5 ([50:33](#)):

Uh, set up that we know you're not going to get one for everything, but in like some there's some combination we don't have that combination yet, but there's some cocktail of, of those, uh, solutions out there. I just don't think that you need as many as maybe previously thought.

Speaker 1 ([50:46](#)):

John, what about you? Anything you were telling your clients to actively ignore anything that you are ignoring on your own?

Speaker 4 ([50:53](#)):

Well, I guess I'll take the easy route here, um, and say that any prepping clients to not ignore right now, but be prepared to ignore any tech or process or methodology that's built off of third-party cookies. Um, and I think, uh, the, like we have, we have enough time to kind of figure out where to, um, where to redirect not only the technologies that we utilize that leverage those they're leveraging digital specifically, but then any methodologies or data elements or activations or whatever the case may be that, that sit within the organization. Uh, so right now is the time to kind of figure out how, um, uh, what to do next and what that next will look like. Um, but certainly anything that's net new investment in that, in that space where the tech is highly reliant upon that, you know, it's, you know, um, we're, we're having a conversation, but no, you should, you shouldn't be doing this. Let's let's think let's think differently about what we need to accomplish her.

Speaker 1 ([51:55](#)):

And so just, do you have any best practices that you can share for evaluating partners? Are you deprioritizing investments that you, you are using to across your client base?

Speaker 3 ([52:05](#)):

I mean, yeah. I think the standards are lacking right now. Like I sit in a lot of councils that are supposed to be creating standards and there doesn't feel like there's a lot of standardization. Um, so we have, you know, just to be a little bit facetious, like one of the things that I always say is if this solution says it solves world hunger, they're lying to you. So don't buy that. And if it feels like something you bought 18 months ago in a pretty dress, don't buy it. Um, and so I think point solutions are okay at times, because there are going to be certain situations where you are going to have an outlier that you need, you don't want to go full, full on and a fawn stack. Like you don't want to put all your eggs in one basket, but you don't want to have a bunch of different point solutions.

Speaker 3 ([52:55](#)):

And fragmentations which again, why I think you have to do things through an academic approach. Like you really do have to do things through those little lines of an assessment. What are your non-negotiables? Where are you weak and where are you strong? And then what's your gap analysis. Like, and I think a lot of the things that, you know, we see is that the organization in and of itself is siloed. And so they have a lot technical depth already that they're not getting mileage out of. And so what we would like to do is come in and help them get more mileage out of that because they've already signed the renewals instead of adding to that depth. But again, a lot of it comes back to a talent issue and that's when you, when you talk about digital transformation, it's resourcing and it's a cultural issue that you face.

Speaker 3 ([53:54](#)):

And so it's oftentimes not a technology issue. And, um, I think that that's kind of how we approach it is like, let's, let's look at what are your top three issues and can we really solve those things in like six months? And so we take an approach of like, uh, today, tomorrow into when and your today should be something that we can knock out in 90 days and your tomorrow should be something that we can easily achieve in nine to 12 months. And if we can't do that, like, and if it's a full on integration project, that's

going to take two or three years. That's not something that we're going to focus on right now. And that's probably something we're going to kick over to Sapien. And so I just think that like, again, we, our job is to help that, like, what's, what's true and what's false and there's a lot of falsehoods in the ecosystem. And I just think that our clients appreciate that. And then it's to take what's true. And to map that to what's really needed and non-negotiable within their organization to help them get sign-off on that. And then to figure out, do they have the people to actually sustain it?

Speaker 1 ([55:06](#)):

Laurie, what is Neustar doing today to help their clients either audit or assess the risk across their current partnerships and integration?

Speaker 2 ([55:14](#)):

Yeah. I mean, you start spending spends a lot of time talking to our customers about their stack, right. You know, where are, where are their media investments today and in those places, which of them are prepared for the populous feature, right? Which ones are doing integrations, um, that go beyond just the cookie, um, you know, where, where can we do identity sinks or where can an ID be established? Um, so, you know, it sort of goes back to what John said, right? You want to make sure that all of your partners are thinking ahead and planning ahead for the cookie list future, and also for the privacy regulations that are coming down. Right. So, you know, we work with our customers to make sure that we're having those conversations about which of their partners are ready for that future.

Speaker 1 ([56:03](#)):

I don't want to give everyone a final chance to just like, uh, words of wisdom for the, for everyone in terms of what do you, what have we not covered today in terms of investigating, investing, or ignoring that you want the viewers of this, uh, to know about. And so I'm going to go backwards. Lori, do you have any, any final two seconds

Speaker 2 ([56:22](#)):

You need have a really strong data governance and data security policy in house, and you should know it right as you go into these conversations and evaluate partners. Um, that should be the framework that you're evaluating from

Speaker 1 ([56:37](#)):

John.

Speaker 4 ([56:39](#)):

Yeah. I think I would say that, you know, a lot of this isn't fully new for everybody, for us here. I mean, it's marketing executions, constantly changing. Um, I think the ideas around how you assess how you evaluate, how you lock in and go, I think are always going to be always going to be a safe lens.

Speaker 5 ([56:57](#)):

I would say, uh, one thing we didn't really talk about too much, but it makes sure you invest in the human element of this. I do think the tech has come a long way and a lot of the solutions we talk about, you could go any number of ways and still be, um, fairly successful. Um, but it really is investing in the

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talent aspect that makes all this work. And, you know, once you get the data in order, you have to go do something with it. Um, and so yeah, the talent is a big area to continue to invest in.

Speaker 1 ([57:23](#)):

And

Speaker 3 ([57:24](#)):

I would echo Dan, and then I will leave you with the fact that the constitution is under 5,000 words and most privacy policies are 10,000 words and read on your mobile phone. So think about that.

Speaker 1 ([57:42](#)):

I love it. That's a true words of wisdom for everyone here. Again, I want to thank everyone here, Laurie, John Dan, Jess, thanks for your time. Thanks for exploring all of these different facets of it out of, you know, constantly changing the ecosystem. Um, hope to see all of you again soon. Uh, again, thanks for participating in the brave new world events and, uh, yeah, just have a good rest of your day and stay safe. Uh, now back to you, Jennifer,