PATCG

thoughts on strategy

PATCG could improve many things

Attribution

Reach and Frequency

Audience Selection

Retargeting

Any one of these is HARD

To be successful we need

Shared goals

Understanding and trust

Focus

Focus

If we choose to do everything,
we will accomplish nothing

… so start with just one goal

Proposal: Attribution

Motivation

Attribution is a major pain point

Benefit for advertising of all types

Less exposure to hotter issues

Lots of potential solutions*

Nothing else

... for now

Attribution

principles and requirements

Attribution Goals

Learning whether actions on one site

... showing an ad

Produce results on another site

... purchasing the advertised product

For the same user

Concession

Attribution necessarily involves the transfer of information about users between sites, over time

This is a violation of privacy expectations

Baseline Assumptions

Default on, with opt-out

Safeguards need to be very strong

Notice and consent is not adequate

Constraints

We cannot and will not eliminate bad actors

System has to protect privacy despite this

Opinion

Aggregated

Information about groups, not individuals

Distributed

No single entity can be trusted with the data of multiple users

Multi-Party Computation is most likely answer

Start small

Delivering something is important

Iterate to provide more capabilities

This will still take longer than we might like

Thank you