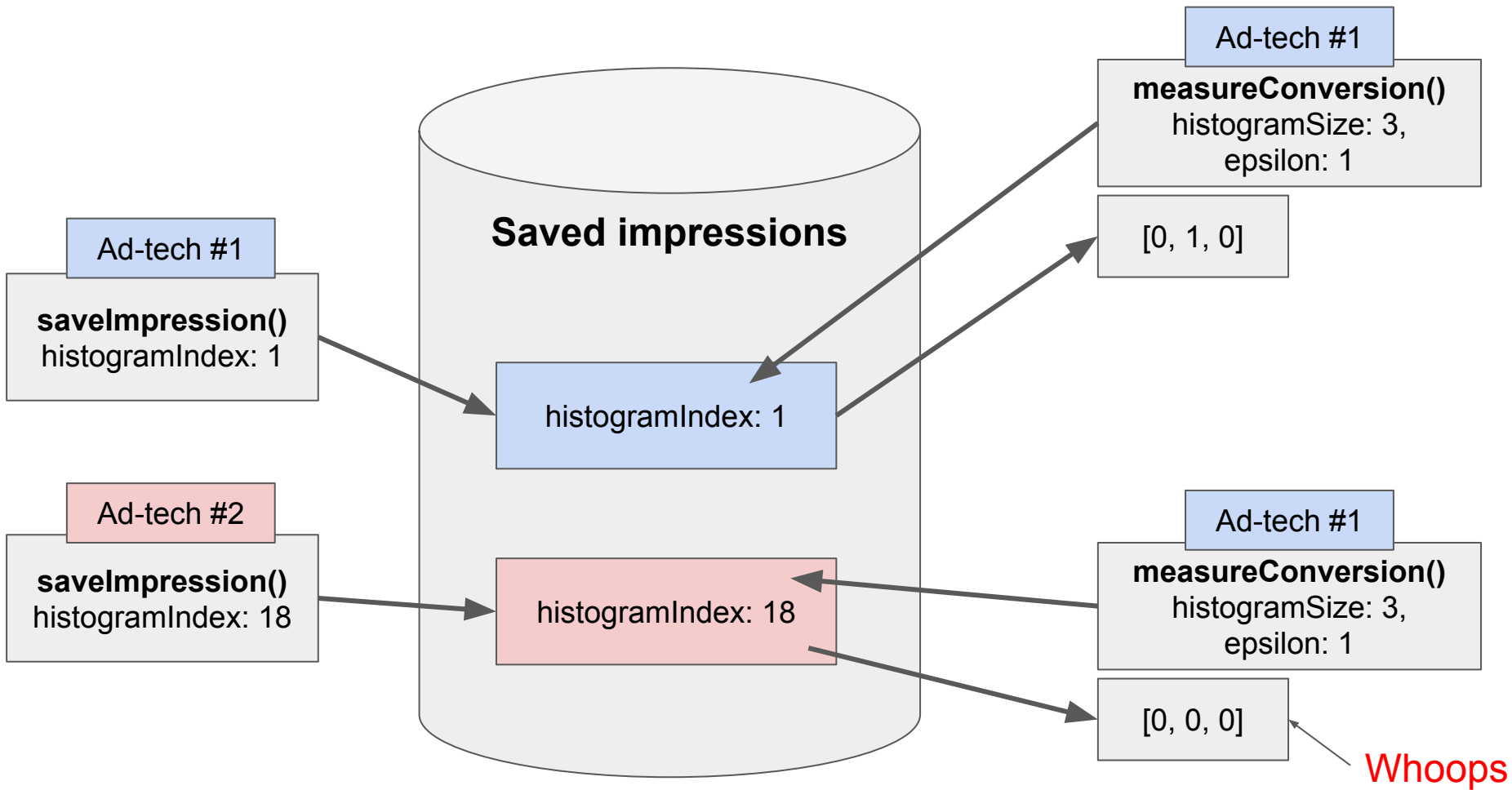


Advertiser Delegation

Some ideas about how to proceed

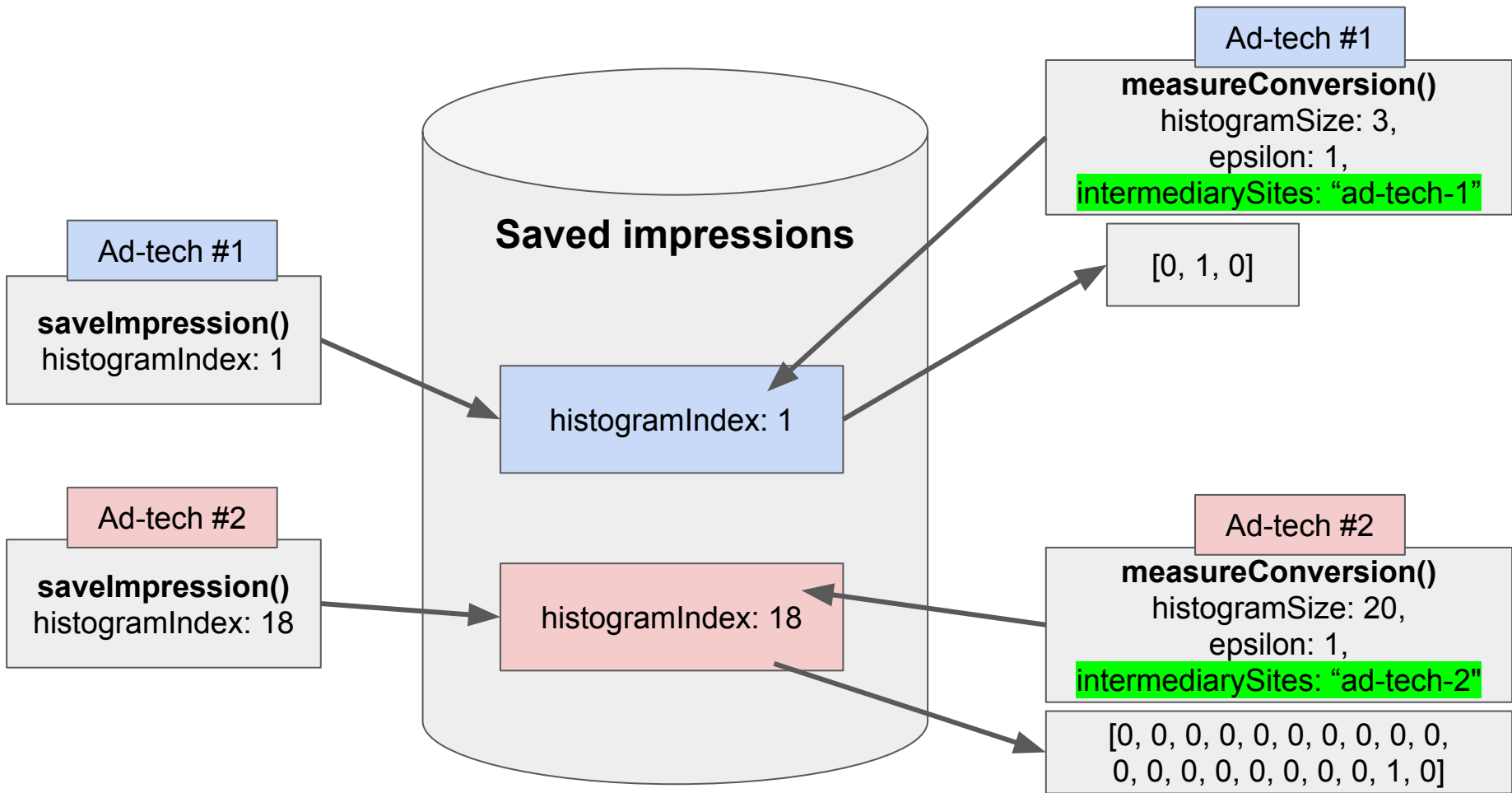
Problem: coordination issue



Downsides:

- **Inefficient use of privacy budget.** Every ad-tech that calls `measureConversion()` is spending the advertiser's privacy budget. Total budget consumed is the sum of all the epsilon values used.
- **Coordination challenges with X-Pub attribution.** While X-Pub attribution is possible, it requires all the ad-tech vendors to coordinate on how to assign values to "histogramIndex".

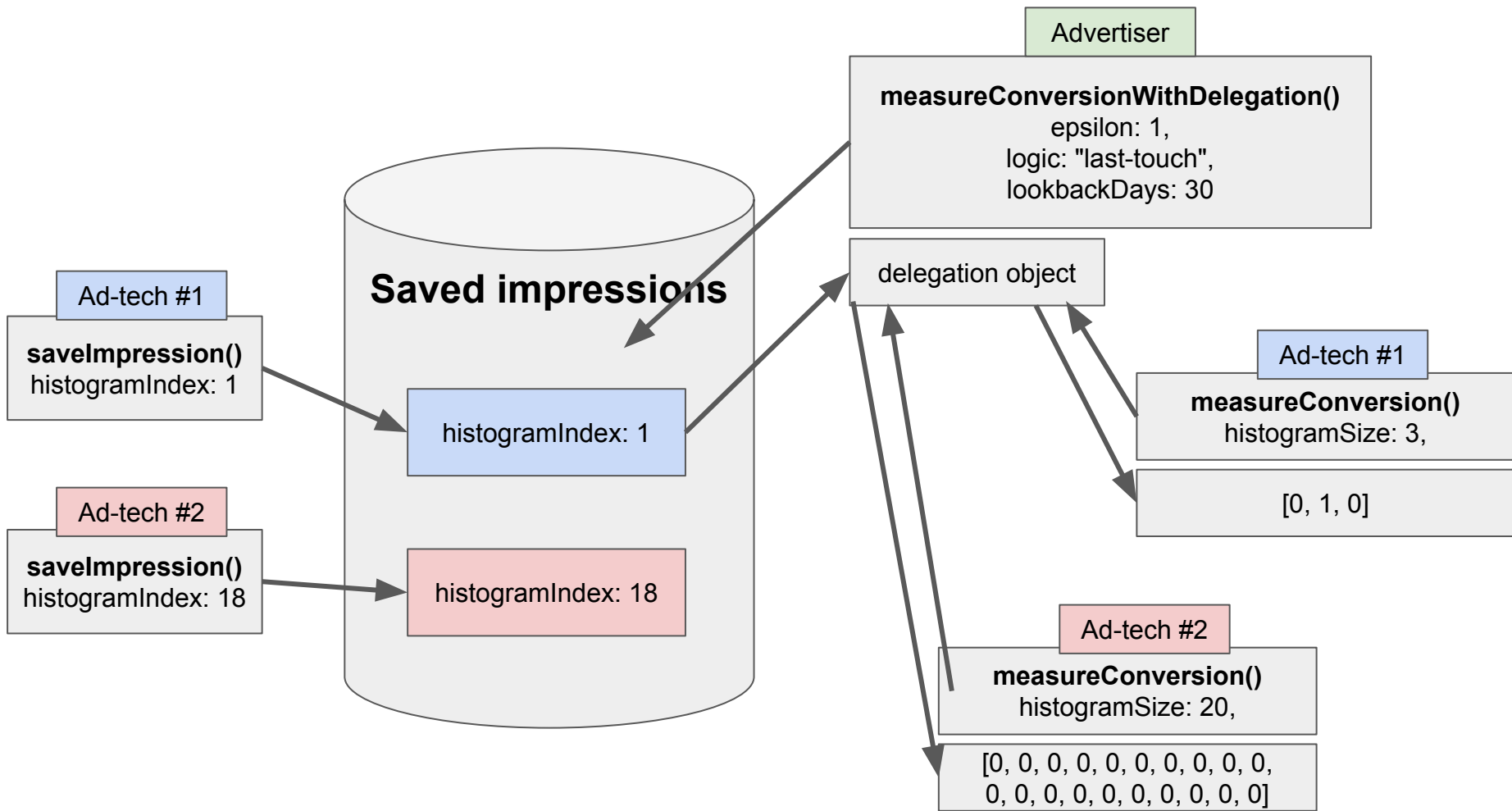
One (sub-optimal) solution: filter by Ad-Tech

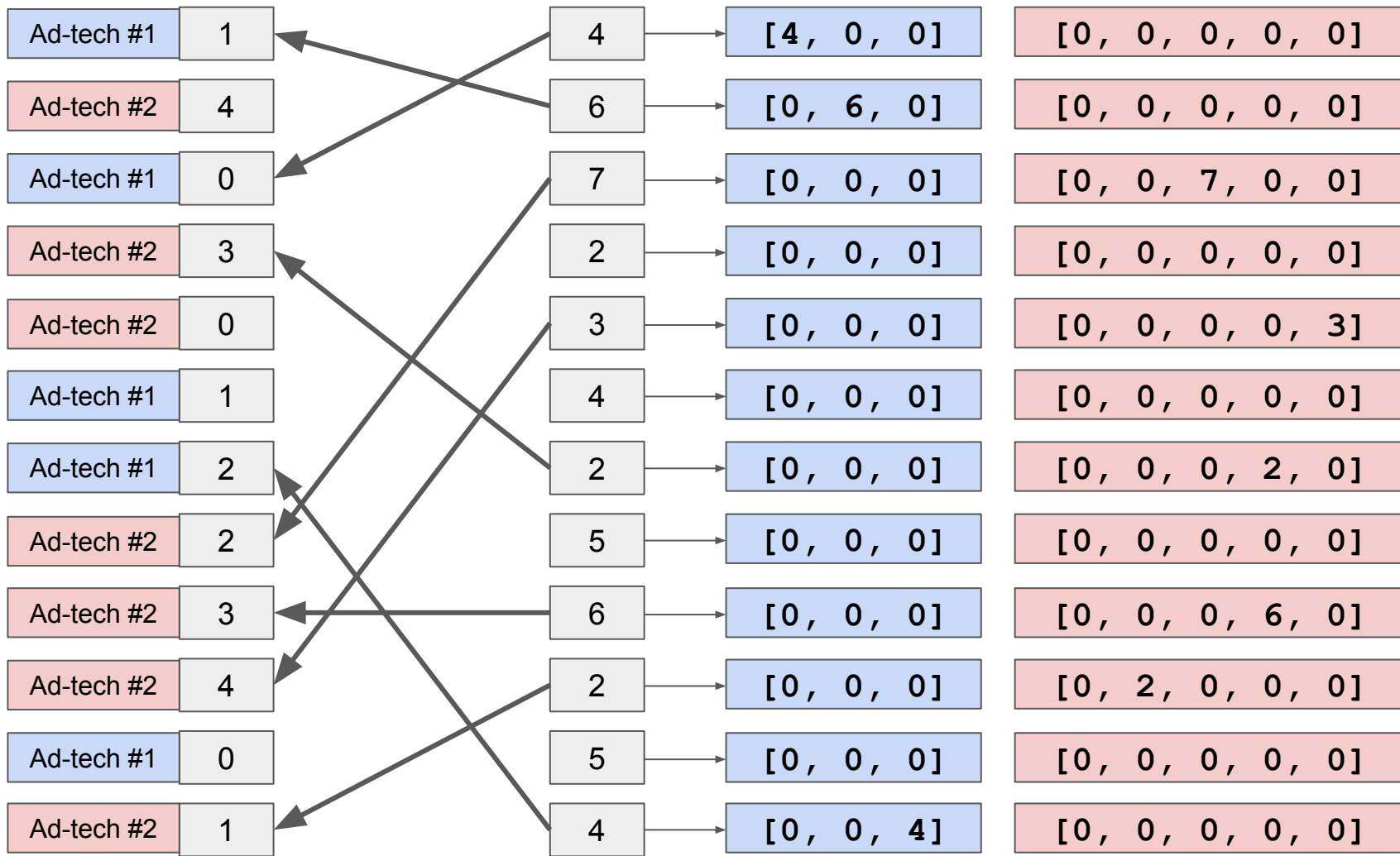


Downsides:

- **Inefficient use of privacy budget.** Every ad-tech that calls `measureConversion()` is spending the advertiser's privacy budget. Total budget consumed is the sum of all the epsilon values used.
- **Double counting.** Multiple ad-tech vendors can all claim credit for the same conversion.

A better solution





Advantages:

- **Very efficient use of privacy budget.** Only a single deduction from the advertiser's privacy budget, regardless of how many ad-tech's are measuring conversions.
- **No double counting.** The sum of the conversion values across all ad-tech vendors adds up to total attributed value.
- **Ads Reporting will continue to work.** Each ad-tech vendor can continue to provide an ads-reporting interface.
- **X-Pub attribution becomes easy.** The advertiser can just concatenate the ads reporting from all the ad-tech vendors they work with.

Options available that do not rely on JavaScript

- Can be done without JavaScript through redirects. See issue #47 and #48.