

Privacy-Preserving Attribution Proposed Roadmap (continued)

PATWG (one can dream), TPAC 2024

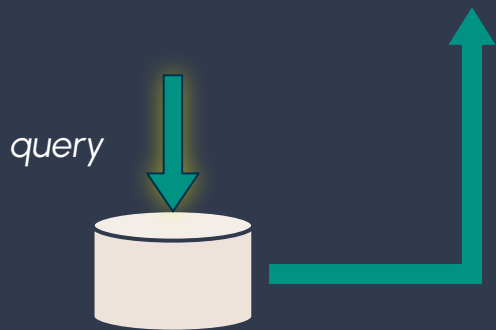
A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

Delegation

Advertisers will want to delegate to partners that will help them perform measurement

- Store encrypted reports
- Submit them in batches to an aggregation service
- Help them interpret results with a good user interface

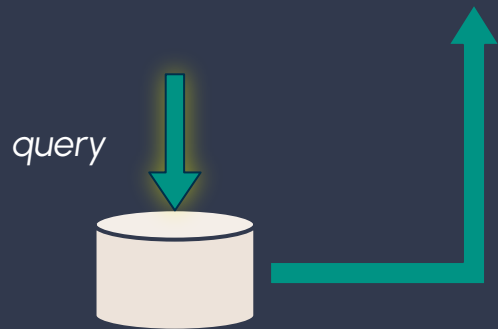
Delegation (cont)



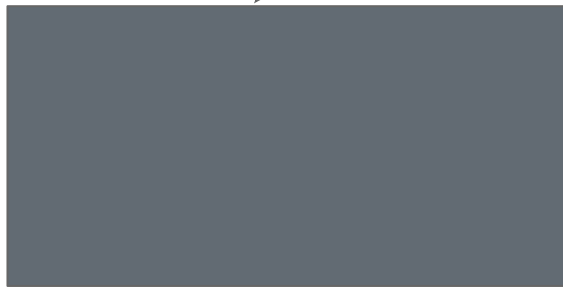
Within iframe on advertiser site

```
const report =  
attribution.measureConversion({  
  aggregator: "Honest Abe's",  
  epsilon: 1,  
  logic: "last-touch",  
  histogramSize: 20,  
  value: 3,  
  lookbackDays: 30,  
  filterData: 7,  
  impressionSites: [  
    "example.com",  
    ...otherSources  
  ],  
});
```

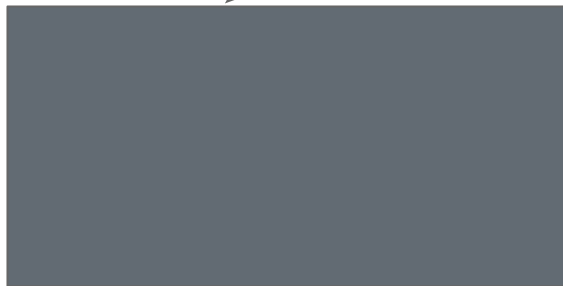
Delegation (cont)



Measurement partner #1
- Budget: 2



Measurement partner #2
- Budget: 2



X-Pub attribution

Advertisers will want to understand the revenue vs ad-spend for each channel

- Frequently buying on multiple channels

Conversion-side breakdown keys

```
const report =  
attribution.measureConversion({  
  aggregator: "Honest Abe's",  
  epsilon: 1,  
  logic: "last-touch",  
  histogramSize: 20,  
  value: 3,  
  lookbackDays: 30,  
  filterData: 7,  
  impressionSites: [  
    "example.com",  
    ...otherSources  
  ],  
  intermediarySites: [  
  ],  
  breakdown-key: ...,  
});
```

Anti-replay protection


We can take the design from ARA:

- Segment into different "queries" or "pipelines"
- For each "segment" keep track of the latest timestamp you've received
- Aggregation service storage needs are small

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```
const report =  
attribution.measureConversion({  
  aggregator: "Honest Abe's",  
  epsilon: 1,  
  logic: "last-touch",  
  histogramSize: 20,  
  value: 3,  
  lookbackDays: 30,  
  filterData: 7,  
  filterID: ...,  
  impressionSites: [  
    "example.com",  
    ...otherSources  
  ],  
  intermediarySites: [  
  ],  
});
```

A way to
segment



DP noise

When "measureConversion" called, epsilon was bound to the report