

# Privacy Safe APIs

A Cookieless World Solution

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sapient



CONSULTING

# The imperative for change

# The global digital ecosystem it is at an inflection point



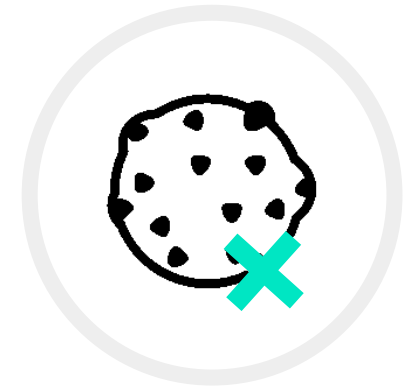
GDPR



CCPA



iOS 14/15

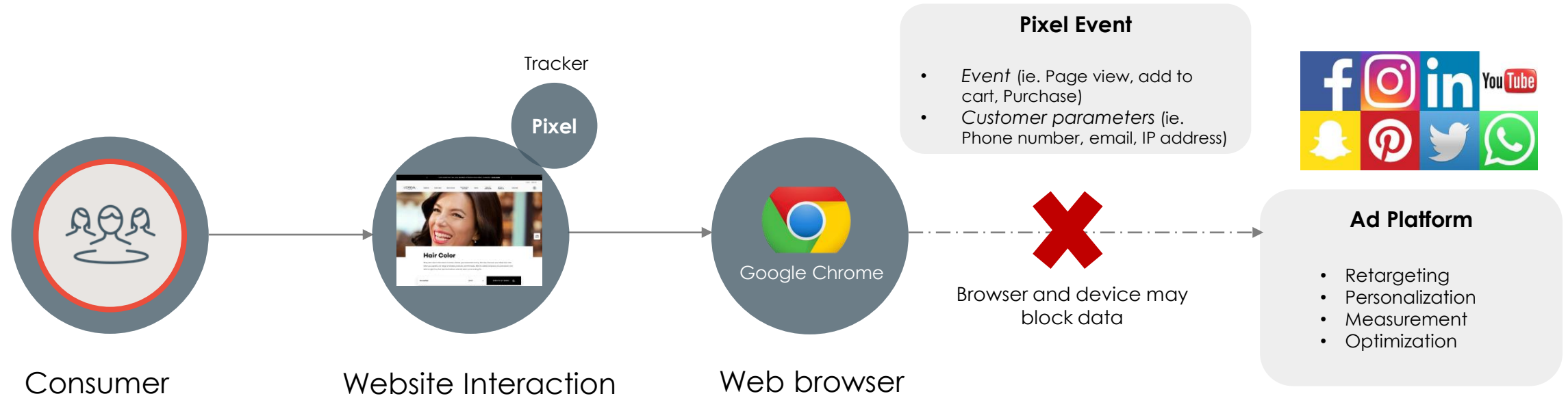


Cookie Deprecation

Consumers are demanding more Privacy & Control over their data

Increasing privacy regulation & the end of third-party cookies are forcing the advertising industry to evolve rapidly in favor of solutions that restore transparency & control over individual data.

As cookies are deprecated by major browsers, pixels will no longer be a reliable source for offsite targeting, measurement and optimization



The internet has relied on 3rd party cookies to enable tracking, targeting, retargeting, personalization, measurement and optimization for years.

Major marketing tactics will be severely hindered without a cookie-replacement solution.

# What's at risk?

This signal loss will break offsite marketing capabilities and impact negatively audience reach, conversions, reported ROAS and cost per acquisition across different Ad platforms



## Targeting & retargeting

Can't reach people who've expressed interest in your brands

Lower Audience Reach



## Personalization & Experience

Can't deliver precise ads that feel relevant or useful for customers

Higher Cost per acquisition



## Measurement

Can't accurately measure and report on campaign results

Lower reported ROAS



## Optimization

Difficulty to optimize ads towards conversions for better business outcomes

Lower conversions



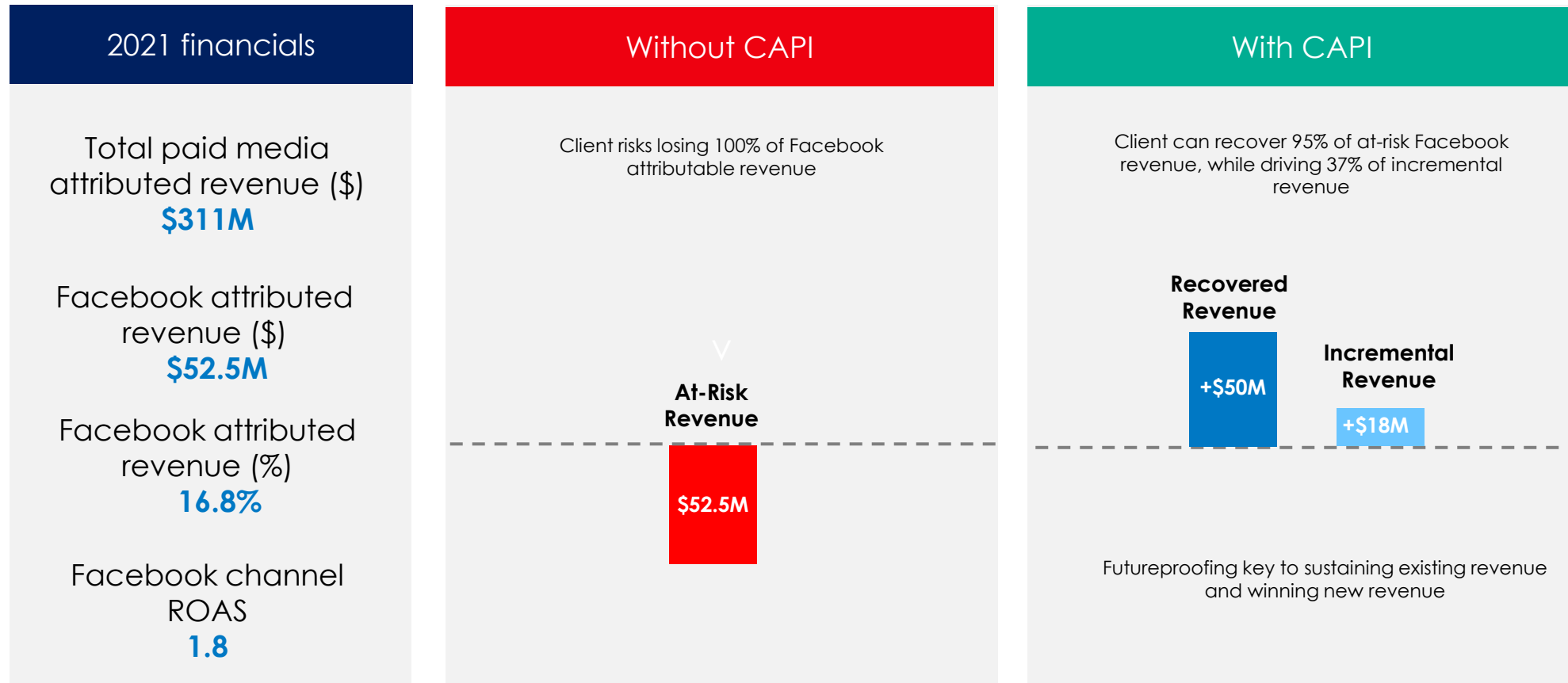
Customer "A" visited my website, added the product X to the cart and abandoned it. I can't **interact** and **retarget** him/her outside my O&O properties with the **right ad/offer**

Customer "B" was exposed to my ad on Facebook and purchased product Y on my website. I can't track the exposure to **attribute the purchase** to Facebook

Since I can't attribute conversions accurately, I will not be able to **optimize** my ads delivery correctly

# Financial impact of signal loss on Facebook platform for existing client

A recent client analysis showed that failing to implement Conversions API to share 1P event data with Facebook could result in the loss of \$52.5M Facebook attributable revenue



- The client doesn't use identity resolution and clean room capabilities

# How conversions API helps winning incremental revenue?

1

## Increase in tracked events

Data from the Conversions API is less affected by browser loading errors, connectivity issues and ad blockers. We have seen an increase in tracked events from **6% to 11%** and up to **+37%** attributed sales reported



Higher reported ROAS

2

## Increase in event match rate

The Conversions API allows to include additional customer information parameters that help improve event match quality. We have seen an increase in match rates from **10%** up to **45%**



Higher Reach

3

## Omni-channel measurement

The Conversions API allows to better understand how digital advertising affects both online and offline results and **optimize towards total sales**



Higher conversions

# Case study



## Beauty Retailer

After Meta tracking implementation, we see increase in tracked events from 6% to 11%

**+8%**  
view content

**+11%**  
addtocart

**+6%**  
initiate checkout

**+37%**

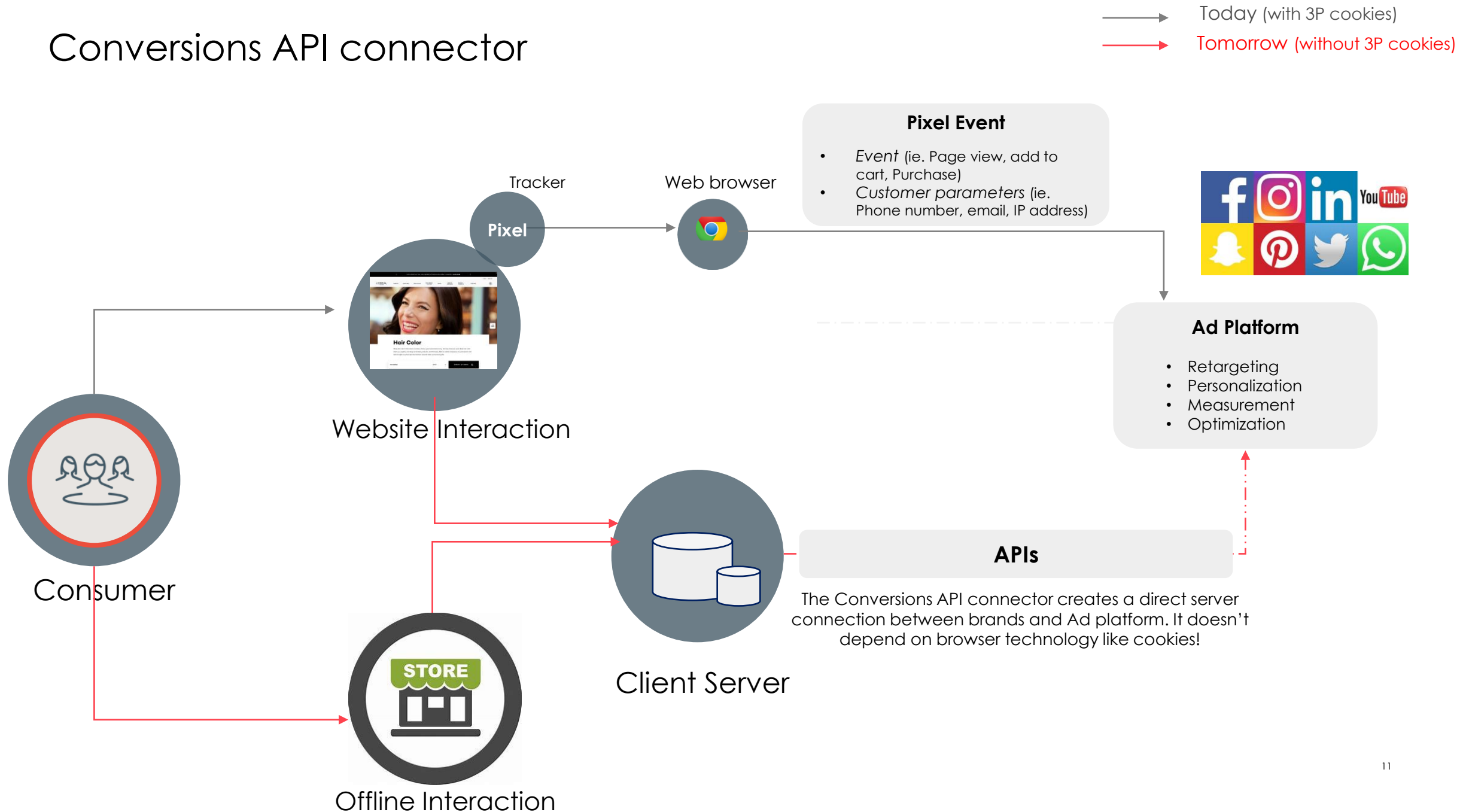
higher attributed conversions (purchases)

**+6%**  
purchase



The proposed solution

# Conversions API connector



# Data hosting options

We're using only high secured cloud solutions with all necessary certifications or our internal servers without external access. Also, we can work inside the client's data network

## Publicis Network

- Working with data inside the Publicis network, without external access (if it isn't necessary) and under control of Global Security Office
- Cloud services security is provided by vendor policy and the lack of accessibility of the platform from the internet
- Prevent having access to personal or other sensitive data without strict necessity

## Brands Network

- All data is kept inside the Brands network, Brands have full security control
- Publicis engineers are working with internal virtual machines and accounts
- Best opportunity for customization and extra-features development



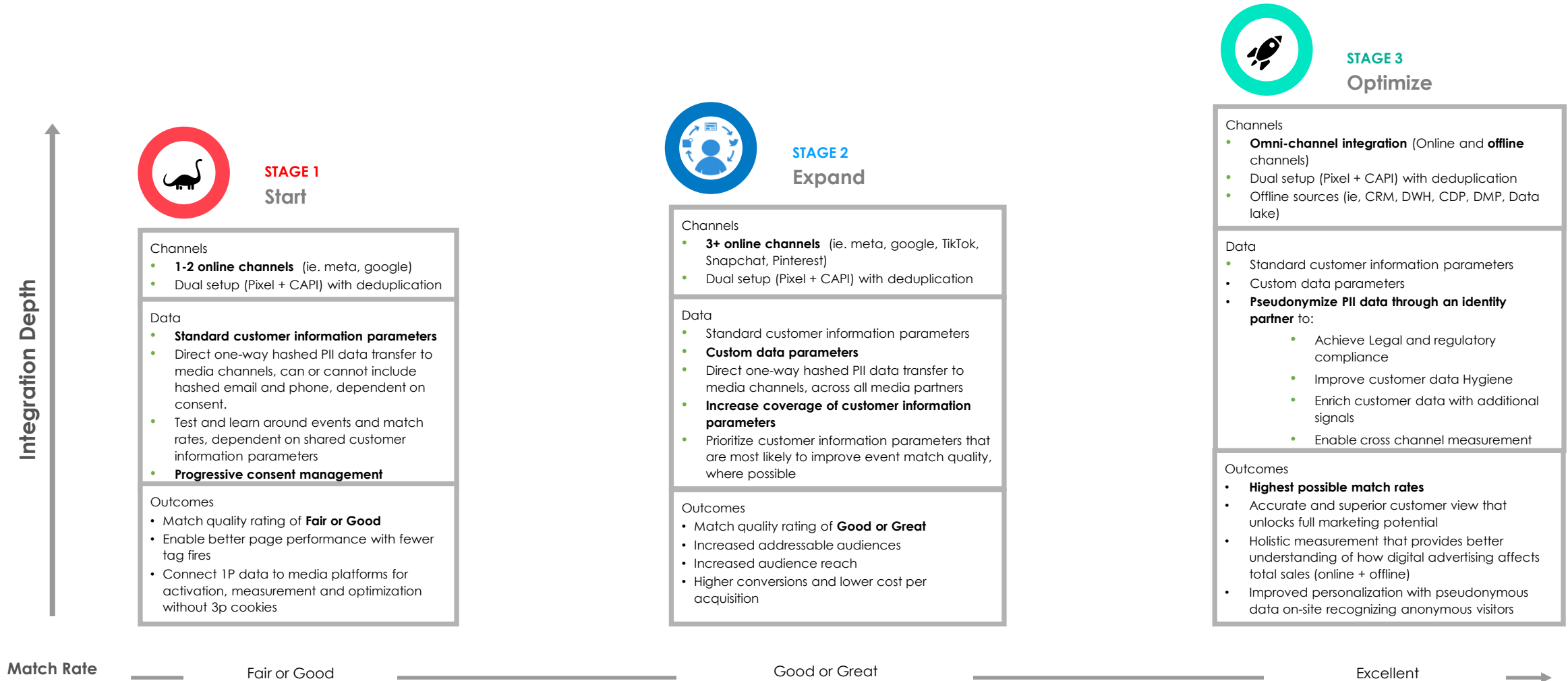
**SAMSUNG** SEPHORA

**VISA** **P&G** AliExpress

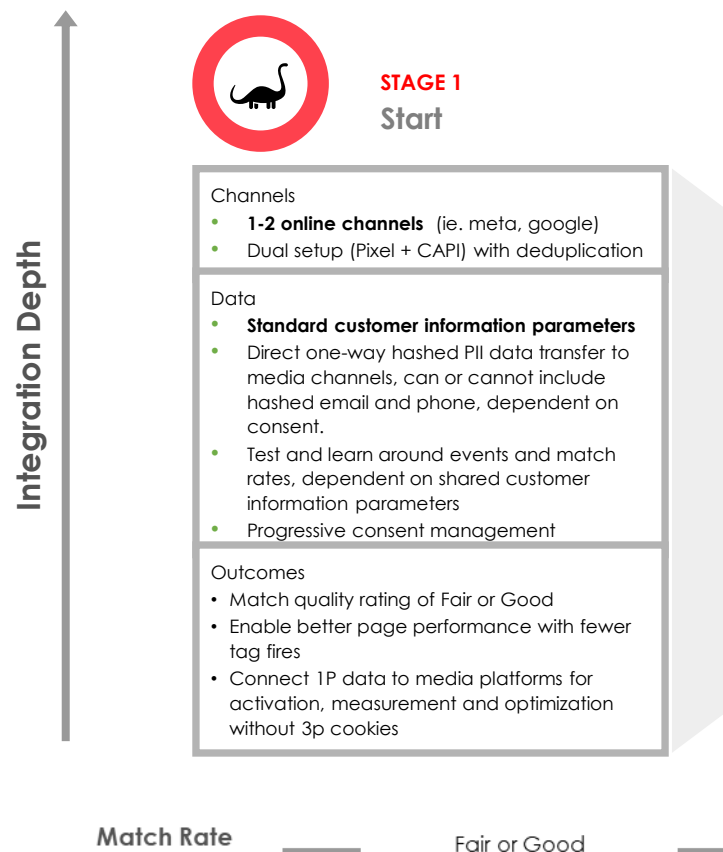


# Our approach

# Conversions API solution maturity stages

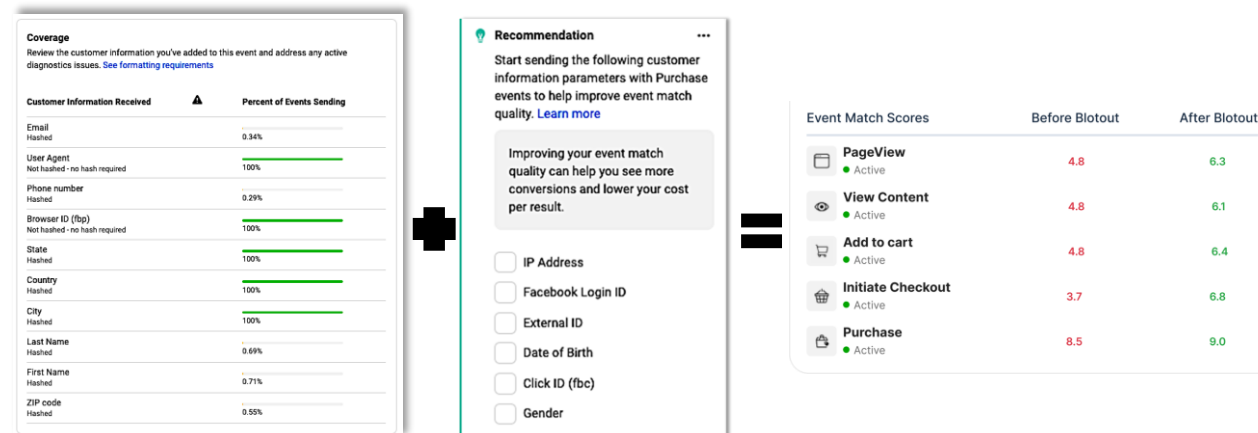


# Stage 1 SOW



## Improving Meta Match Rate

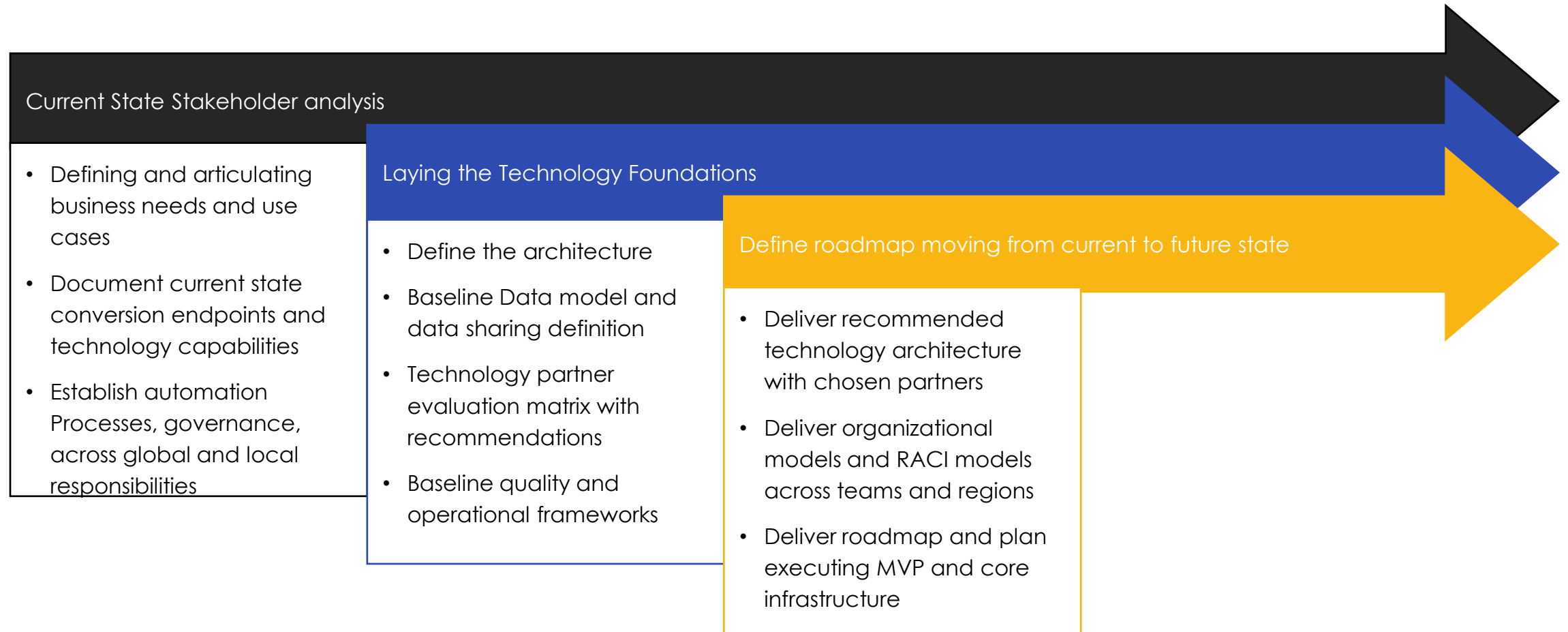
- Work with Meta, Google and other match rate recommendation technologies
- Identify additional or missing attributes (i.e. within tag events, integration with CRM required, etc.)
- Evaluate existing additional data available through existing third-party and other data sources
- Evaluate needs against legal and regulatory requirements



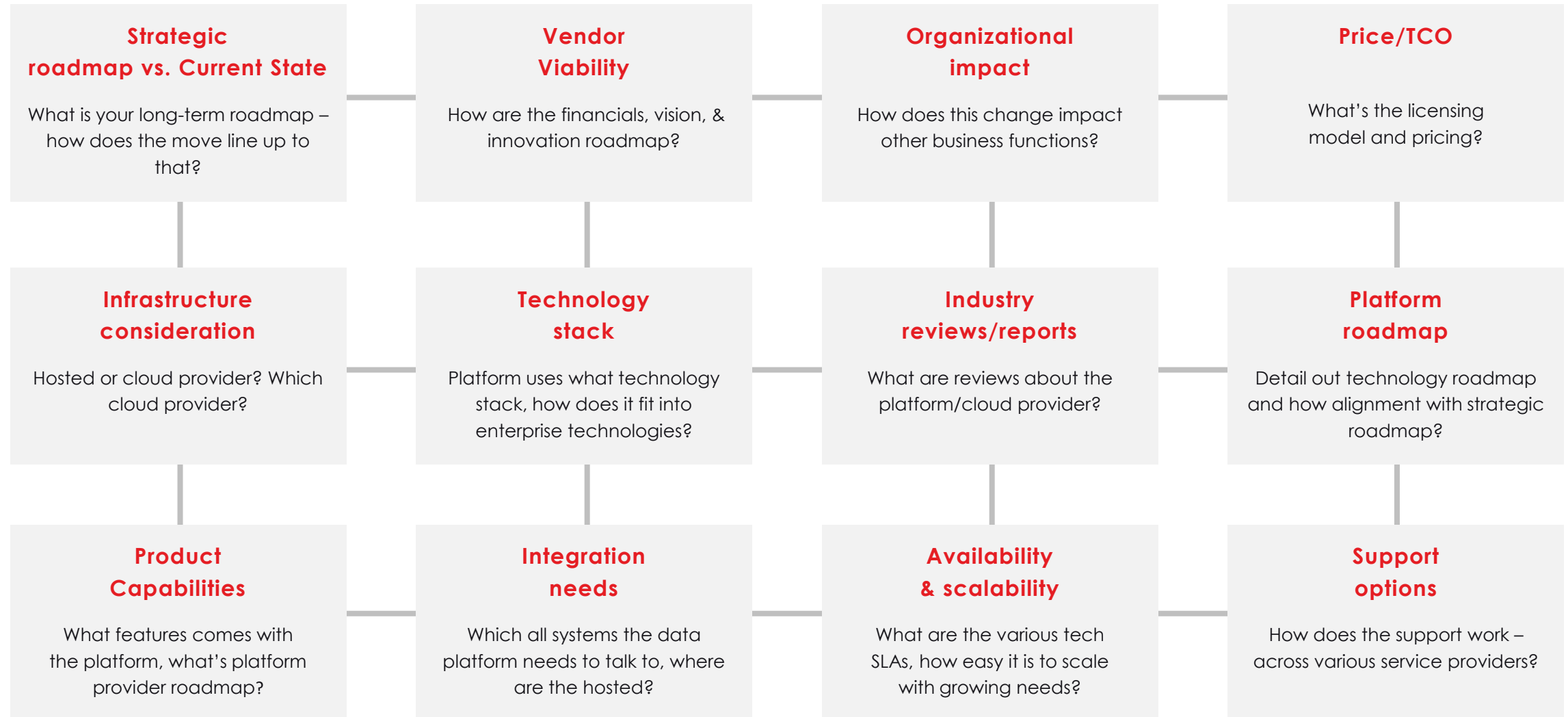
# Pricing and Timing



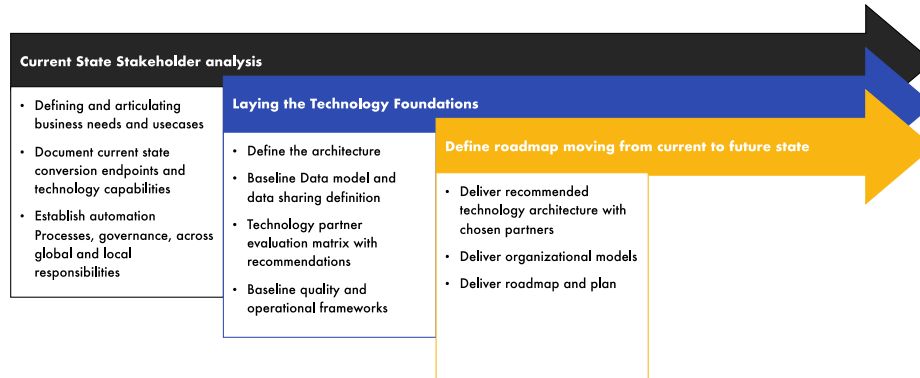
# Executing involves identifying the gap between current state and future state



# Conversion API Evaluation High-Level Activities



# Scaling factors impacting timeline and cost



- Degree of involvement and number of stakeholder across regions
- Number of conversion api endpoints beyond Meta
- Granularity of financial analysis around forecasted performance improvements with conversation apis

# APPENDIX

# Solution: Privacy Focused APIs

## Example: CAPI by Meta

Meta's Conversions API gives advertisers the ability to collect and share their customer data for targeting, optimizing, and measuring Meta ad campaigns.

Meta is one example of a privacy safe API, but there are a number of others in market as well including but not limited to the below partners of Publicis Groupe.



## How it Works

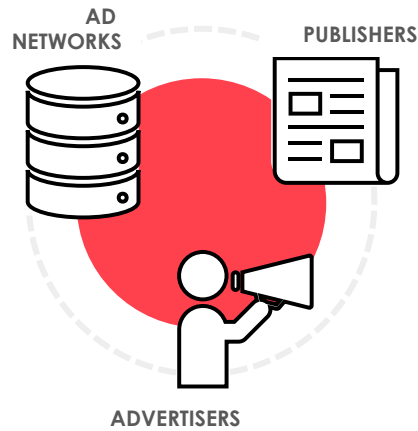
CAPI is a privacy-centric, cookieless solution that enables advertisers to send web and offline customer actions directly from their servers into Meta.

The Solution is advertiser hosted, which allows brands to have more control over what data they share, how they share it and when they share it.

This contributes to an overall more cohesive privacy framework for consumers, will giving advertisers more visibility into customer signals across the full funnel of their paid and owned experience.

# Cookieless as a growth layer

These three key steps give an overview of what's needed to stay relevant to consumers.



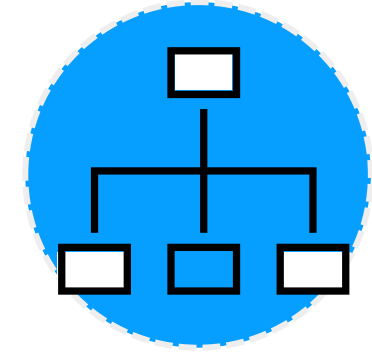
## Stay ahead of shifts in the ecosystem

The industry will begin replacing cookies with people-based identifiers.



## Acquire new first-party data capabilities to adapt

New MarTech capabilities will be needed for segmentation, targeting and measurement.



## Remove Silos and Stay Connected

Impact will be felt across the organization, so proactive changes must include marketing, media, analytics & technology.

# We conduct an integrated assessment of several key elements that helps craft a brand's cookieless strategy

A holistic cookieless strategy includes a brand's current capabilities, exiting Martech stack, digital maturity, and 1<sup>st</sup> party data readiness.



Add more on GA4, FB CAPI, and the multi-cleanroom challenge, how can we help?



## 1<sup>st</sup> Party Data

Assess customer data amount, structure, gaps, and data hygiene considerations.



## Technology Stack

Examine CDP, DMP, consent management, onsite tool utilization, and customer identifier dependencies



## Customer Profile Capabilities

Is data stitched into a single customer view? Are interactions consistent across touchpoints?



## Sophistication of Segmentation Practices

Review sophistication of segmentation, audience models, and real-time capabilities



## Measurement Maturity

Explore measurement practices, legal and regulatory compliance, attribution models, and cross channel measurement



## Personalization

Do you have opportunities to improve the value-exchange with your customers?