



TODAY'S DISCUSSION

1. Havas Agency

2. The issue of Measurement

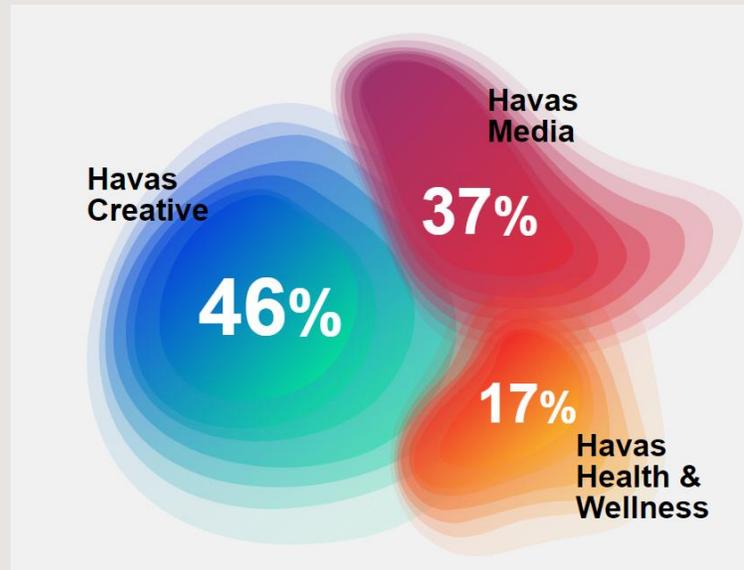
- i. With so much change in the addressable landscape including the death of the 3rd party cookies, how can brands navigate this ecosystem and still create meaningful moments with potential consumers regardless of the screen, device or channel they are on. What are the opportunities and potential challenges

**for MEF**



# Havas Worldwide

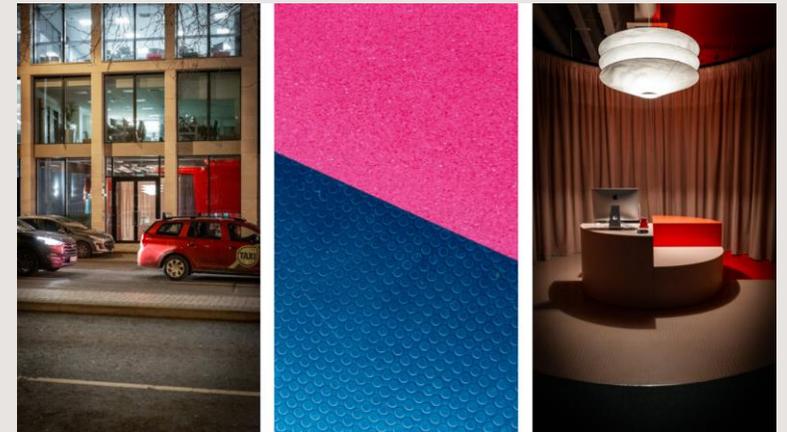
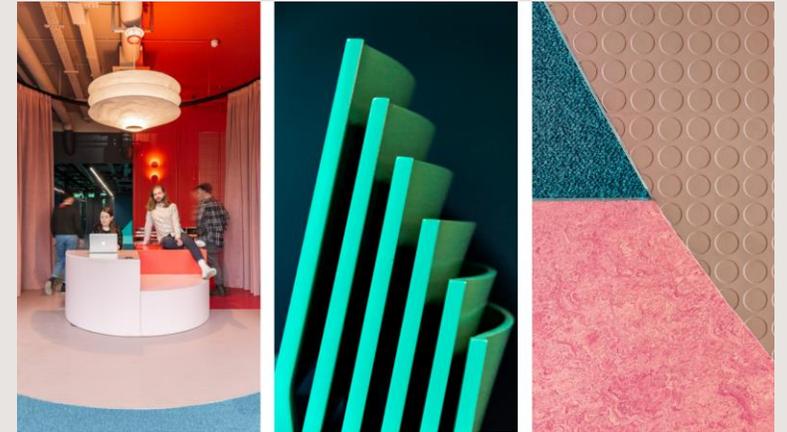
- Global advertising company headquartered in Paris
- Part of **Vivendi Group**
  - Mass media holding company
    - Audio-visual & Cinema
    - Communications
    - Publishing
    - Magazines
    - Gaming
- We are experts in every area of marketing & communications, operating across three business divisions →



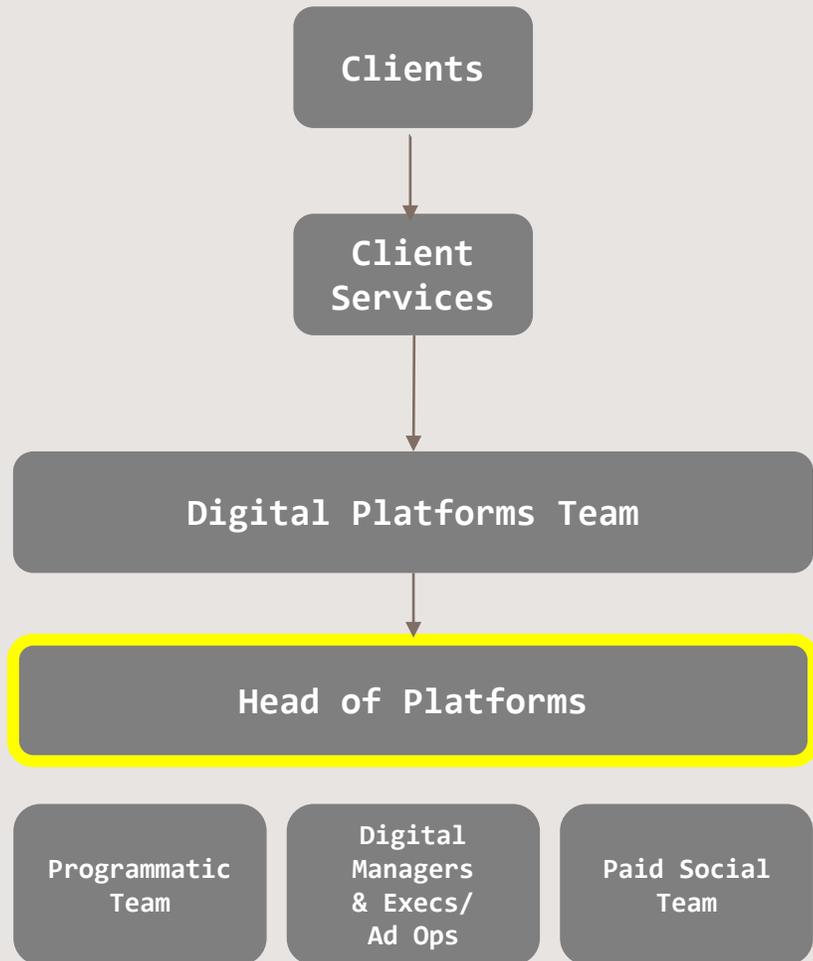
# Havas Ireland

## Havas Village

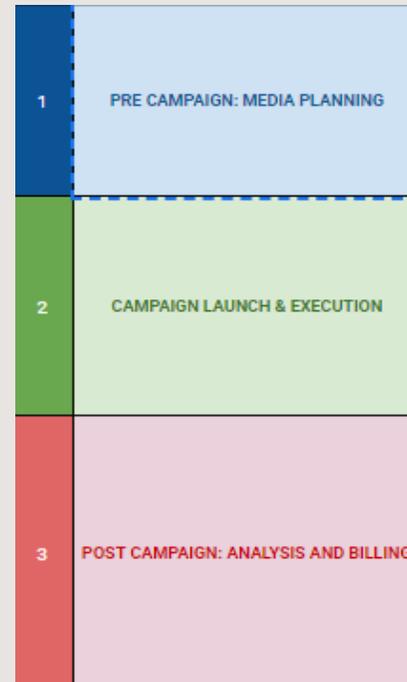
- Havas Creative
- Havas Digital
- **Havas Media**
- Gate One
- Cicero



# My role



## Programmatic and Paid Social media buying operations



## Clients



# Measurement

## Types of measurements:

### •Ad-serving and Ad measurement

- Spend/ Impressions / clicks / video views etc
- Viewability rate
- Brand safety
- Ad Fraud
- Invalid Traffic

### •Conversion Attribution

- Multi-touch attribution/ MMM
- TV attribution
- Exposed/ Control groups

### •Brand Lift Studies

- [Google DV360](#) built-in
- Lucid (self-service)
- Kantar Milward Brown

## Internal Tools:

### •Mx Measurement

•Digital Platforms (Google 360 suite, Facebook, Twitter, LinkedIn)

### •[Havas Edge](#)

*Havas Edge is a vertically-integrated agency that embraces every media channel, that loves analytics, and a passionate partner committed to giving our clients more for less. Because we know our success is completely dependent on yours, we start every assignment from a media-agnostic, results-oriented approach. We are held 100% accountable for the success of your campaign*

\$628B is spent on advertising, but only \$1.1B is spent on measuring the effectiveness of this investment – that's about 0.02%

Investment in marketing measurement can improve marketing ROI up to **15%**.



# A changing addressable landscape

**today**

**Precision Advertising**

Tailoring ads to users based on users' profile (id-based targeting)

**now & 2023-2024**

**Transition Period**

Browsers, operating systems, regulators are increasingly focusing on end-user privacy. Breaking the ability to tailor ads to users based on their profile.

**2024 (?)+**

**Tomorrow**

Predictive advertising and a strong focus on 1st party data (deterministic signal) to power advanced machine learning

**This impacts all stakeholders: consumers, publishers, advertisers, vendors**



# Challenges and impacted areas in the ad ecosystem

- **Frequency management.** Recency control. Audience targeting. Experimentation
- **Conversion based bidding.** Remarketing based bidding. AI/ML model training
- **Attribution**
  - Connecting impression/clicks to conversions
  - User measurement (e.g. reach)



# ***Preparing for the shift***

- **DATA, DATA, DATA**
  - Leverage first party data and integration with available privacy sandboxes, unified ID protocols, clean rooms, PDNs, identity resolutions, etc.. allowing for accurate automation models to power targeting, bidding, creative and conversion modelling automation algorithms.
- **CREATE SYNERGY/ BE MEANINGFUL**
  - Create synergies between targeting, bidding and **creative** by utilizing exploration mechanisms that are coordinated across a stack.



# New approaches to media targeting and measurement

Plan for a range of scenarios across advertising business activities & use cases:

- **Unlinked 1<sup>st</sup>-party Audiences**

*Advertiser/Publisher data not connected*

- Contextual (NLP)
- Seller-defined audiences
- Non-authenticated (probabilistic - 80%)
- Scalable

- **Browser/OS-linked Audiences**

*No 3rd -party tracking*

- Chrome Privacy Sandbox
- Apple SKAdNetwork & Private Click Measurement

- **Linked 1<sup>st</sup>-party Audiences**

*Advertiser/Publisher data connected*

- Pre-prompts to earn opt-in to device ID or cookie
- User-enabled IDs; Authenticated (deterministic - 20%)
- Clean rooms for measurement and attribution
- Non-scalable (yet)

Cross-Media  
Growth & Health

Privacy &  
Addressability

Supply Chain  
Transparency &  
Security

Measurement  
Infrastructure

**Addressability:**

- (1) Seller-defined audience & context signalling
- (2) User-enabled identity tokens

- Audience-centric, channel-agnostic approach to marketing
- Focus on highly relevant media and creative messaging that results in significantly enhanced outcomes for clients - define clear business objectives



***Thank you!***

