

Solving the Identity Crisis with GeoSpatial

HOW DID WE GET HERE?

Consumer privacy has constantly been at the front of adtech news for the last few years, but only recently has the effect of those conversations started to shift for all the players inside of the ecosystem.

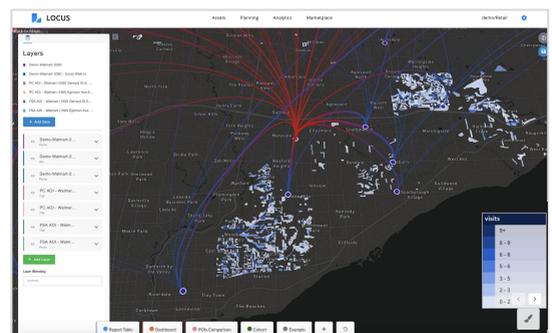
Legislative shifts, such as the European GDPR rules and CCPA in California, have changed how consumer data collection, consent and usage should be handled, but only at the regional level and the general effect wasn't felt by the average media buyer. However, starting with the Safari and Firefox 3rd party cookies changes in 2019, Apple's ATT enforcement that was released in May 2021 and Google's announcement that they are phasing out 3rd party cookies in early 2022, this all changes. The tool sets used by media buyers to create audiences, activate upon them, and measure campaign effectiveness all rely on identifiers that won't be available anymore.

So what does media buying look like in the coming months as all the current tool sets to scale programmatically cease to function in their current form?

FUTURE STATE & DEMYSTIFYING GEOSPATIAL

In the current landscape, an impressions full user profile, contextual environment and location are all known to the DSP, making a single path to purchase a viable solution. This is better for media buyers, but not for consumer privacy. In the new ecosystem, the trade off will form 4 new paths to purchase that use bits of information but can't be correlated to the others, these are:

- Contextual
- Interest Groups or FLoCs
- GeoSpatial
- Hashed Email IDs



WHERE YOU ARE



Proximity Location Targeting

WHERE YOU'VE BEEN



Past Visitation

WHERE YOU LIVE



Postal Segmentation

All of these new paths to purchase have different pros and cons, and use different methodologies to infer attributes of the user. One thing is certain, and that is the large majority of media buying next year will move from 1:1 targeting to an aggregate methodology of forming groups, or cohorts, or users that have similar attributes instead of an identifier of an exact attribute on a user.

GeoSpatial itself requires a bit of demystifying. It is not solely targeting where someone is now, but using where someone lives, works and plays to build a profile to predict and influence future actions.

Solving the Identity Crisis with GeoSpatial

INTRODUCING GEOCOHORTS

Building, activating and reporting on profiles based on where people work, live and play enables marketers to reach consumers that match their target in a scalable and effective manner, but doing this in a privacy first and data driven manner has been hard to do up until now. This is why we are proud to introduce GeoCohorts in our AtomNext DSP.

With 100's of pre canned GeoCohorts immediately available, customizing, activating and reporting on a cohort of users has never been easier, more privacy centric or future proofed for the changes happening in the ecosystem.

AUDIENCE CREATION & ACTIVATION

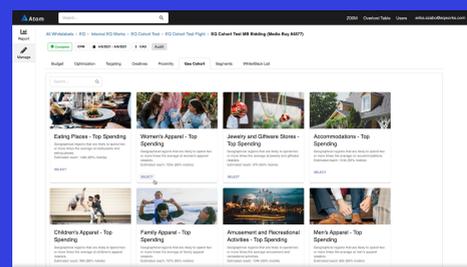
Every AtomNext account comes with 100s of pre canned audiences that can be activated upon immediately. Our Locus builder tool allows for customization of new GeoCohorts from EQ's datasets and partnerships, as well as onboarding and joining of brand or agency 1st party data.

AtomNext uses machine learning optimization designed with geography at its core, enabling the bidding to surface and focus on the audience subsets to reach your KPI.

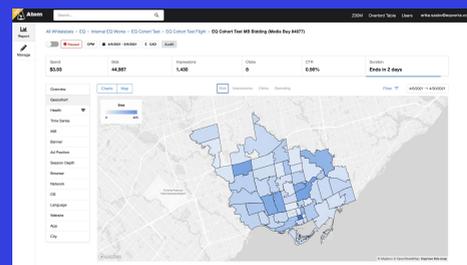
INSIGHTS

With powerful insights and geospatial visualizations, GeoCohorts are designed to not only drive digital media effectiveness, but business insights as a whole outside of programmatic media.

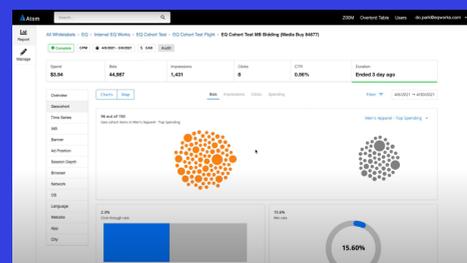
Understanding not just who your message is resonating with, but also where as a comprehensive profile enables marketers to plan and execute in a privacy first, cookie free manner.



Locus Marketplace provides 100's of precanned segments available for immediate activation



Locus Builder enables for the creation of custom GeoCohorts using EQ data or 1st party data, as well as advanced geospatial visualizations for business intelligence



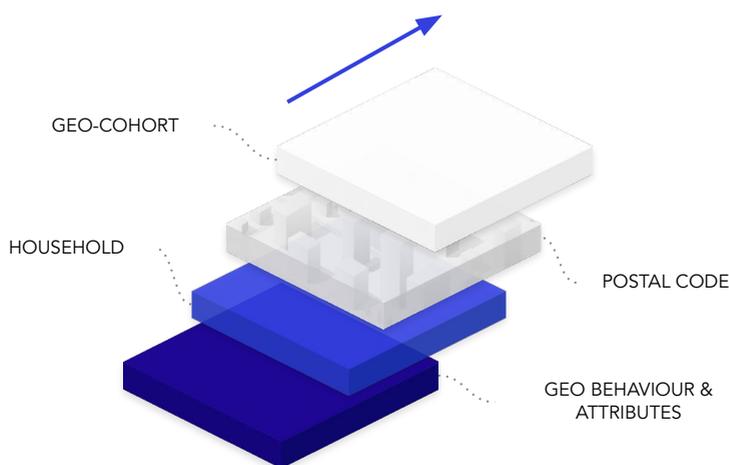
Understanding audience performance is at the heart of all programmatic executions. The widget builder allows for custom visualizations and insights into the performance of your GeoCohorts

Solving the Identity Crisis with GeoSpatial

A BRIGHT FUTURE FOR MEDIA & PRIVACY

The unique structural properties of geospatial allows data to be assigned highly accurately to an atomic geo level, say a household, while elegantly zooming out to higher aggregations during activation such as postal codes or custom geo grids for unique campaign needs. All this can be achieved while retaining properties of people that live, work or are observed there. The true power of geo cohorts get unlocked in their ability to intelligently zoom out and aggregate geographically until you're not exposing or targeting any one user, or deanonymizing them.

Consumers awareness of privacy is changing, and with that so is the entire programmatic ecosystem. If not properly prepared, this will be an extremely hard time for marketers and agencies. However, with the proper innovation, toolsets, and media planning philosophy we can harness the power of programmatic media while putting consumer privacy at the center and building back trust in the industry.



Let's start building a privacy first ecosystem together.

Contact us at gecohorts@eqworks.com to talk more about GeoSpatial.

CONTACT US

If you missed our live webinar on Solving the identity Crisis with GeoSpatial, please find it here:

