



A FLoC Of Seagulls reunion tour (well kind of)

I guess click bait works! You must admit that their last show in 1996 fits the consumer tracking timeline below too well. Connection or conspiracy theory?

In 2022, Google will “[Run So Far Away](#)” from third party cookies that they will remove them from the Chrome browser entirely. This will render [up to 70 per cent](#) of marketing investment useless. This is a monumental shift in advertising as it will do away with all historic ad targeting technology.

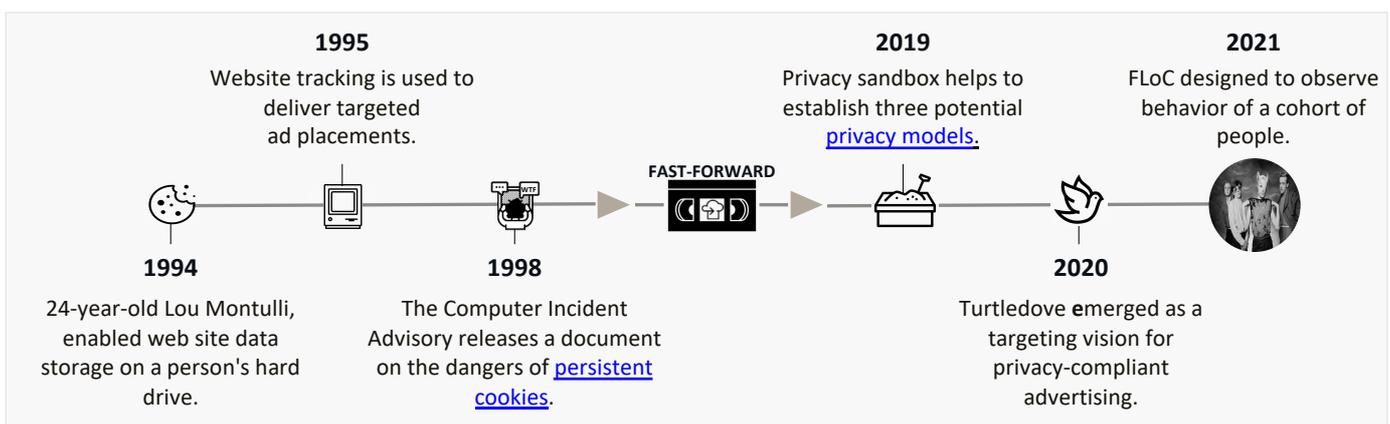
Challenge brings growth and Tech Recipes is here to “[Transfer Affection](#)” from cookie-based targeting into identity-based solutions. Use cases are determined though an initial [digital maturity audit](#). Solutions are then identified to create the best two-way communication with consumers.

For more information, please reach out to [Tech Recipes](#) today!

- ▶ **AD SERVER:** Ad serving describes the software technology that places advertisements on a web site.
- ▶ **COOKIE:** Allows companies to display ads throughout a user's browsing experience once the user has expressed interest.
- ▶ **AdX SSP:** A Google Supply Side Platform software used by the publisher to push advertising inventory to the Demand Side Platform for purchase.
- ▶ **HEADER BIDDING:** Also known as pre-bidding, is a technique where publishers use multiple SSPs simultaneously in order to maximize yield/revenue.
- ▶ **IDENTITY:** Use of persistent identifiers (email, mobile number, or address) provided by a person in exchange for some sort of value (coupon, content or product). These identifiers are constant but require better consumer communication.
- ▶ **PRIVACY SANDBOX:** A set of privacy-preserving APIs to maintain tracking mechanisms similar to cookie targeting.
- ▶ **TURTLEDOVE:** Allows the programmatic auction to take place in the browser rather than the ad server which could remove/reduce fraud and unethical data use.
- ▶ **FLoC:** Or “Federated Learning of Cohorts.” An extension in the Chrome browser used to group people into cohorts for privacy compliant targeting post cookie.
- ▶ **FENCED FRAME:** Enforces a boundary between the website and the browsing data by eliminating the ability to tie that data to a person's identity. This prevents user tracking or other privacy threats.

Digital advertising consumer tracking timeline of events -

Tracking a person's browsing behavior allows people to get more relevant advertisements, but at what cost? Advertisers retrieve these cookies in such a way that allows them to build detailed profiles of your interests, spending habits, and lifestyle. This also creates significant ethical questions on what, if any data, can or should be collected, sold or used for advertising.





“All media have is questions, questions, questions. They never have cookies.”

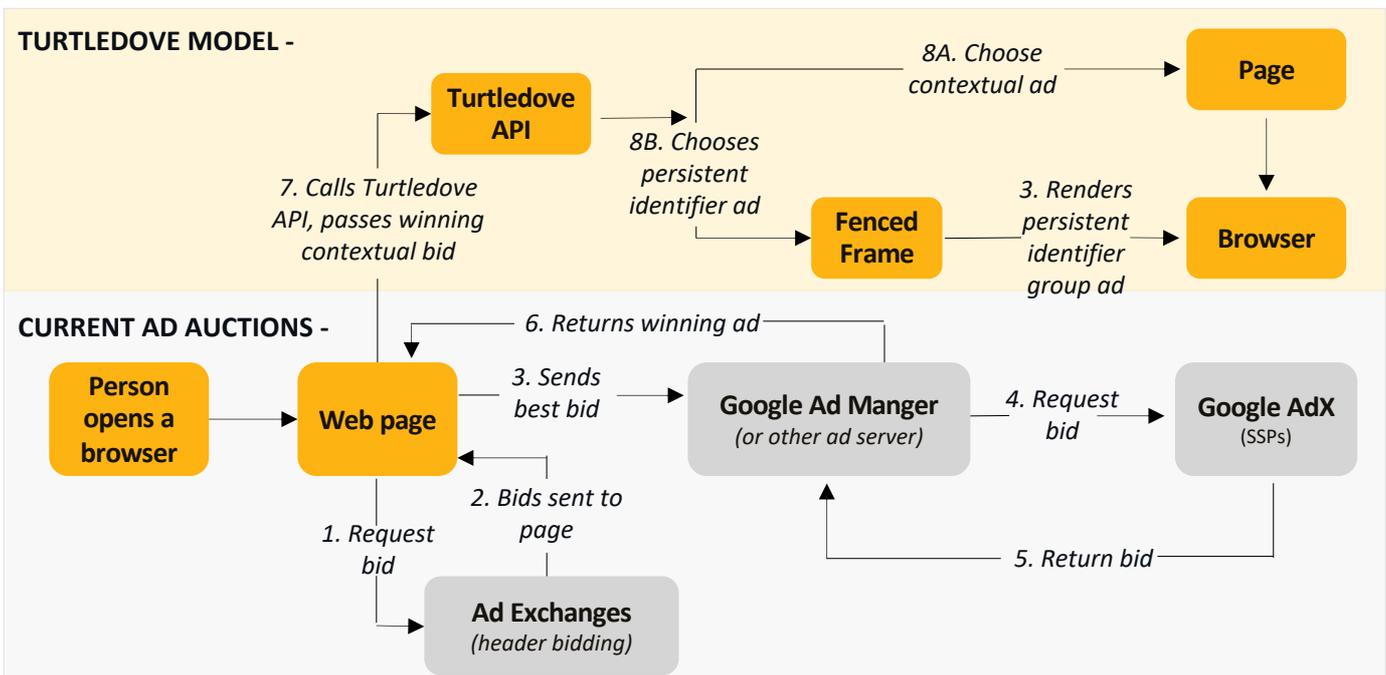
- ▶ **CHANGE ONE:** The ad server no longer makes the auction decision. The browser now actions the auction to improve privacy. This approach eliminates website data linkage to any other information about a person.
- ▶ **CHANGE TWO:** The browser now actions the auction and stores the consumer data. It will also allow an advertiser to send brand safety preferences to manage waste.
- ▶ **CHANGE THREE:** Advertisers won't be able to link different interests together (bought groceries and found recipes) since the fence frame creates a boundary between the website and the browsing data.

- ▶ **USE CASE ONE:** You have invested millions in the collection of cookies and mobile IDs and don't know how to transition them into identity-based solutions.
- ▶ **USE CASE TWO:** You need to establish or accelerate your DTC/ecommerce activation and data collection in order to take advantage of the 145 per cent growth that has happened since the pandemic.
- ▶ **USE CASE THREE:** You are looking to beat the competition by testing first to market technologies, like Turtledove, as they roll out .

- ▶ **WHAT CAN YOU DO:** Start talking with [Tech Recipes](#) now! We have already tested identify solutions and have developed recipes that future proof targeting.
- ▶ **BRAND OPPORTUNITY ONE:** Partner with an expert to design a data strategy that can identify custom use cases, benchmarks and infrastructure design that will maximize your marketing investment.
- ▶ **BRAND OPPORTUNITY TWO:** Leverage Tech Recipes existing relationships in order to boost your brands agility or allow us to evaluate, negotiate and contract a custom marketing stack for your brand.

The evolving landscape of programmatic buying technology -

Current auctions let the ad server, like Google Ad Manager, make the decision to match the impression to a person based on browsing behavior collected from the cookie. Turtledove uses the internet browser, like Chrome, to action the ad auction, and in doing so, improve privacy. Both models remain however the ad server model will now deliver contextual advertising only. When an ad request is called by the browser, a contextual ad will only win if it's more valuable to the publisher than an ad tied to a persistent identifier decided by the Turtledove technology. Examples of personal identifiers include a person's email, mobile number, or address.



Source: <http://bit.ly/3b4h9mF>