

Three things to know about audience targeting in a cookieless world

A conversation with Experian's Chris Feo and The Trade Desk's Gabe Richman



Gabe Richman

The Trade Desk



Chris Feo

Experian

1 Revolutionizing tracking

- Unified I.D. 2.0 (UID2) is a new identifier based on encrypted email addresses or phone numbers, catering to evolving privacy regulations.
- UID2 offers a solution that balances transparency, consumer content, and precise audience insights.

2 Expand reach

- The partnership between Experian and The Trade Desk gives clients access to 2,400+ syndicated audience across eight verticals, including Geo-Indexed audiences.
- Incorporating UID2 into advertising channels amplifies its reach and effectiveness, providing an alternative identifier and broadening audiences.

3 Future beyond cookies

- Advertisers aren't just replacing cookies, but also applying advanced technologies like AI to enhance ad personalization and effectiveness.
- The balance between creative content, audience insights, and privacy-compliant targeting is becoming increasingly necessary.

“ The purpose of UID2 is not only to create a better ID for advertisers and publishers to achieve their objectives, but also to benefit the consumers. Unlike cookies, UID2 provides transparency and control to the consumers for the first time.

Gabe Richman
The Trade Desk

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Read the blog post for more →