

# Application of Contextual Advertising in a Cookieless World

Powerful prospecting without using personal data



# Agenda

- 1 Background
- 2 How it works
- 3 Case study
- 4 About my job



# Background



# Application of Contextual Advertising in a **Cookieless** World...

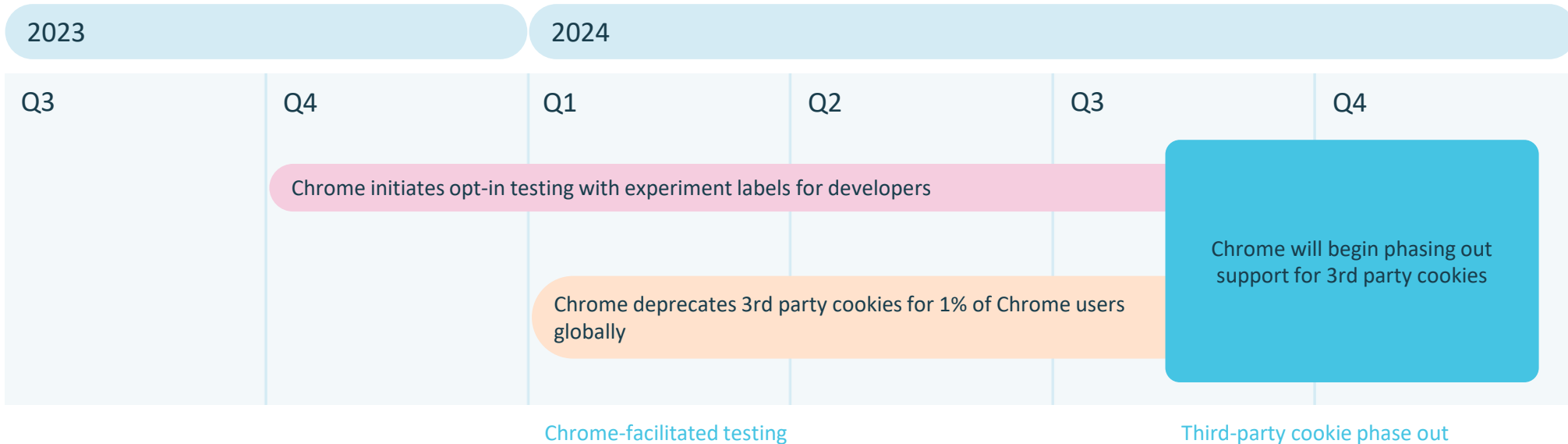
What is a  
**Cookie?**



# Deprecation of third-party cookies



In 2019, Google announces its intent to phase out third-party cookies from Chrome.



# Alternatives to third-party cookies

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

Data collected directly from a brand's customer base, subscribers, and site visitors.

## 3<sup>rd</sup> Party Audiences

Data sets collected and managed by third-party organizations, that do not directly interact with customers.

## Identity Resolution

Solutions that stitch identifiers like postal or email address to transaction activity or other trackable behaviors.

## Contextual Targeting

Placing ads according to the relevancy of the content of the web page, i.e. the context.

# Contextual Targeting

## The industry-standard approach



We want to target tech content

Auto content will reach our relevant audience.

Travel content works best.



The Problem is...

Assumed context rarely works best & greatly diminishes scale

# Targeting 100% of the contextual opportunity



illumina finds your audience in both predictable and additional contexts

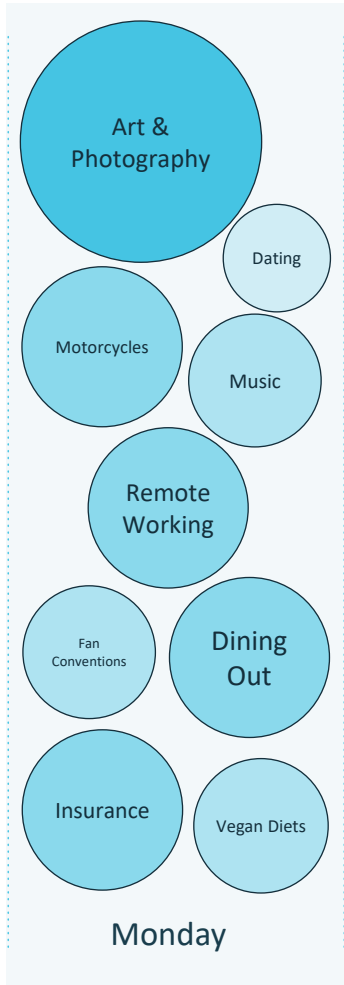


# Contextual targeting re-engineered

illumina = **AI-powered** contextual ad targeting.



# Fluidly adapting to the contexts driving results



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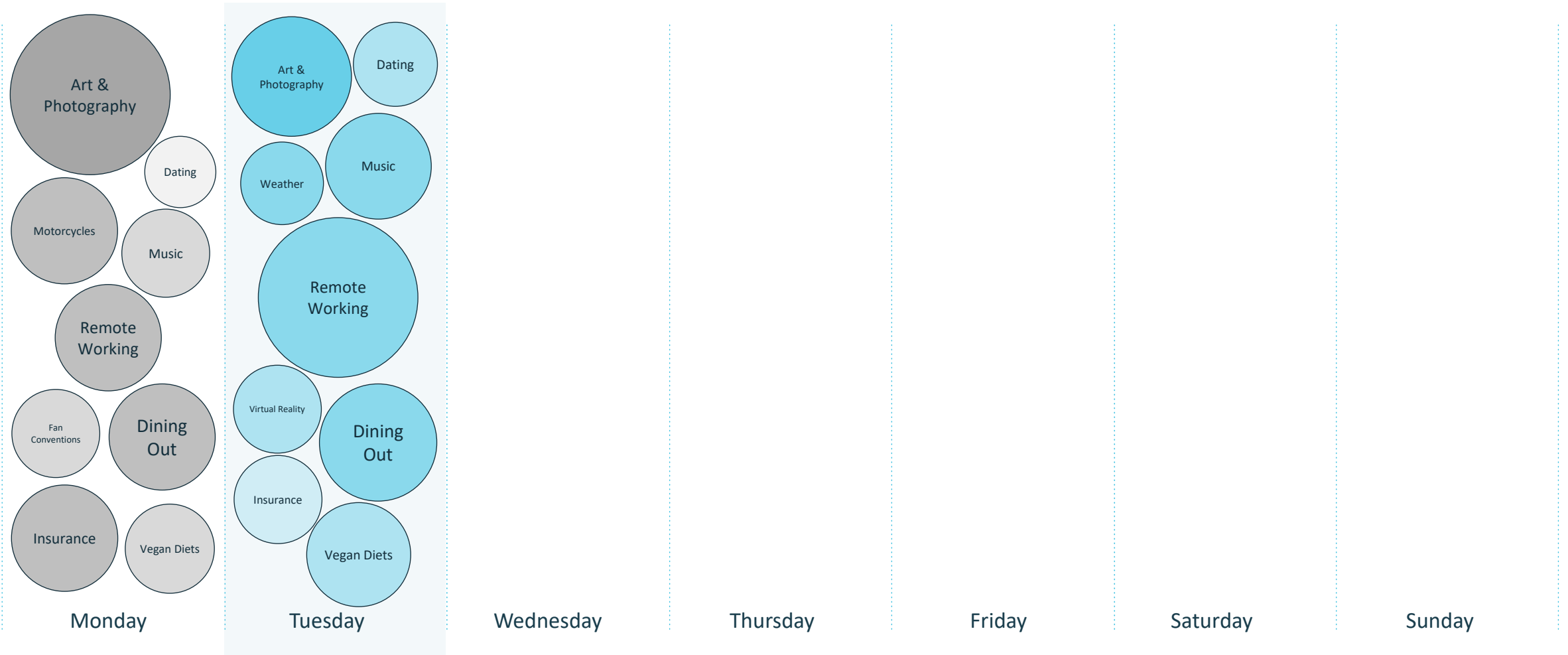
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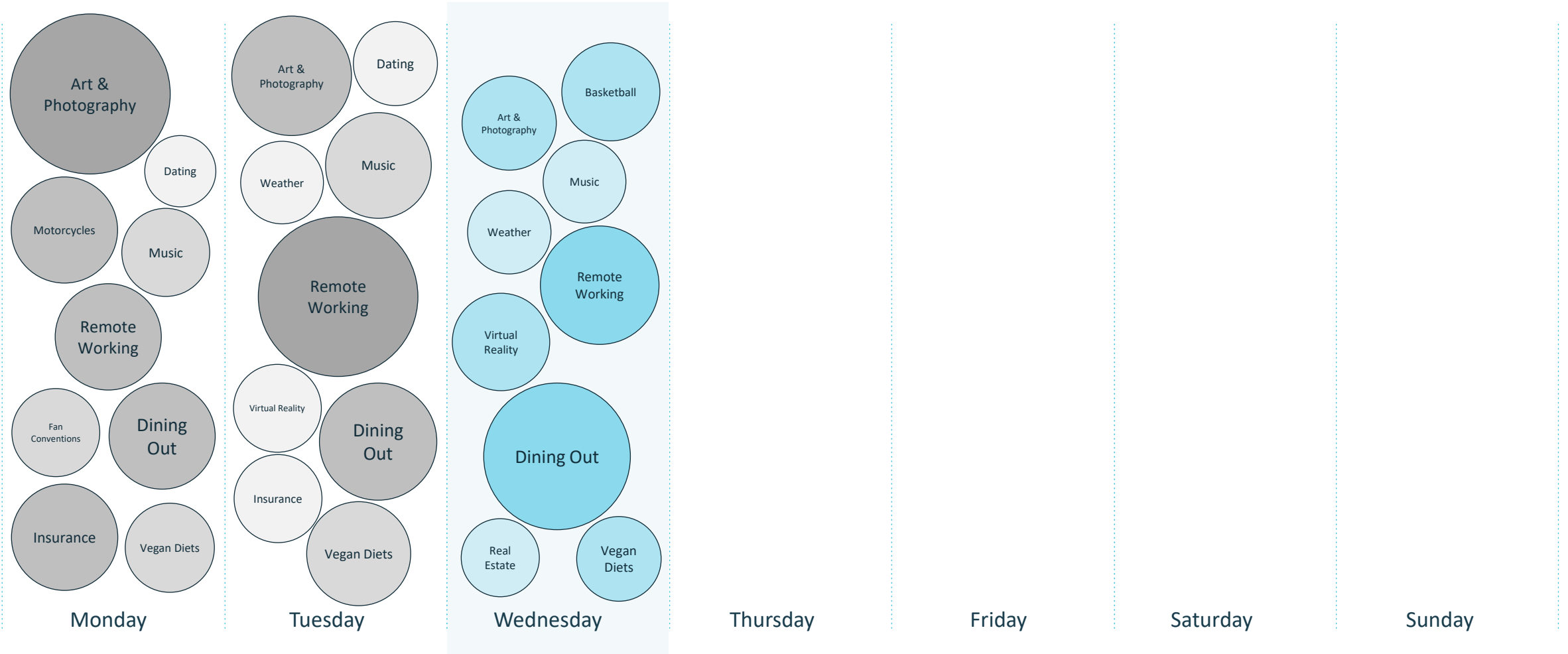
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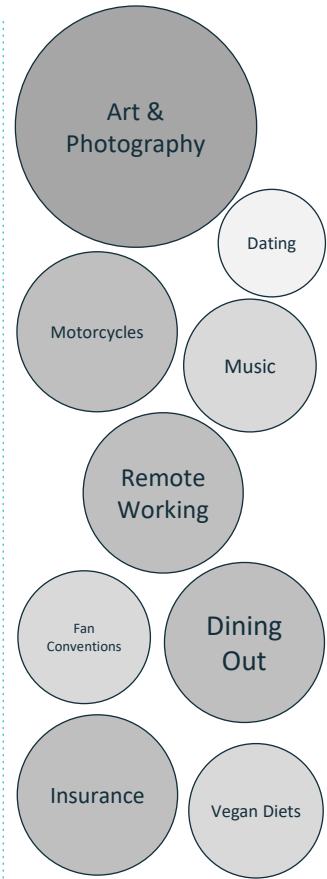
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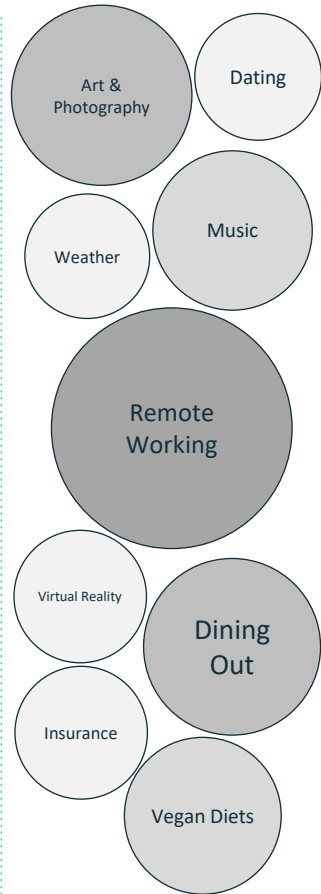
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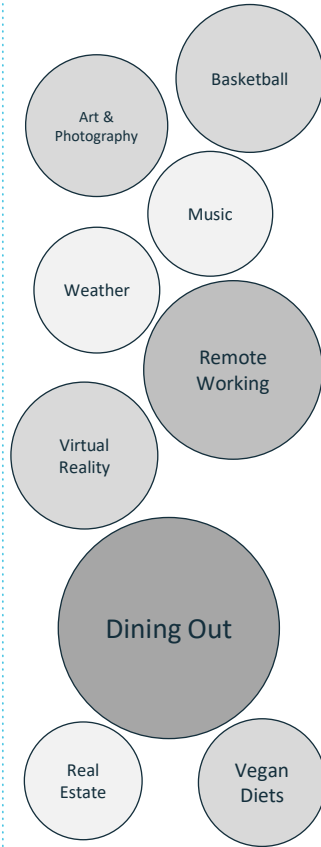
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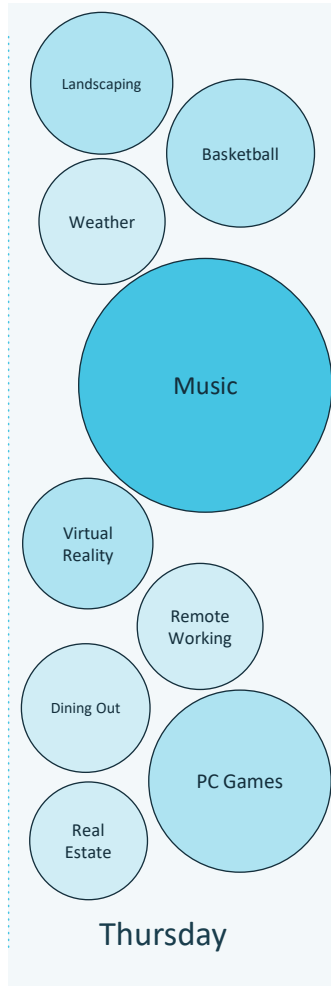
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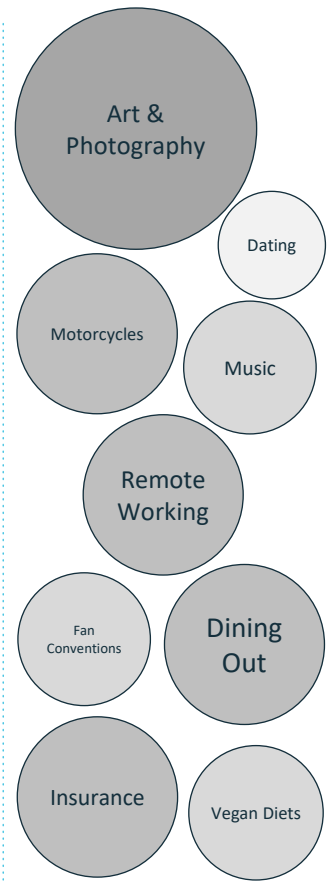
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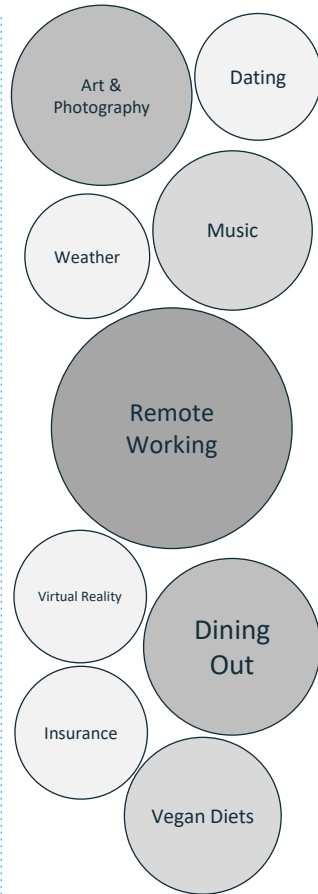
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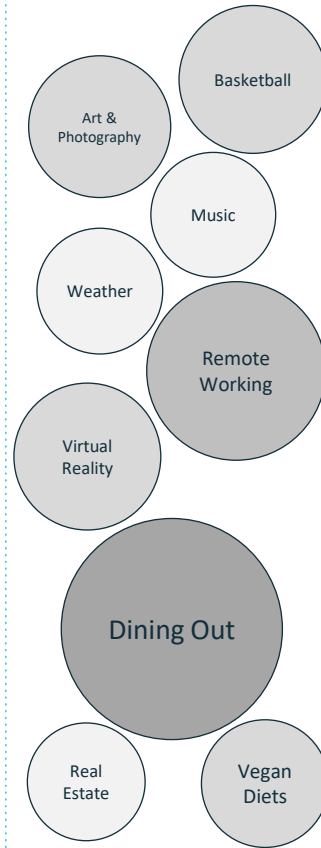
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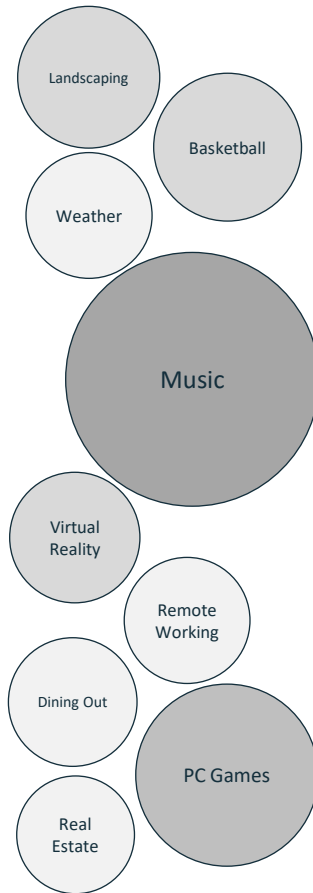
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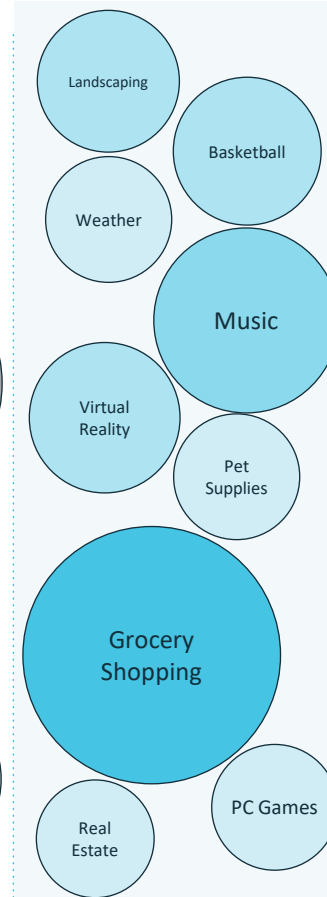
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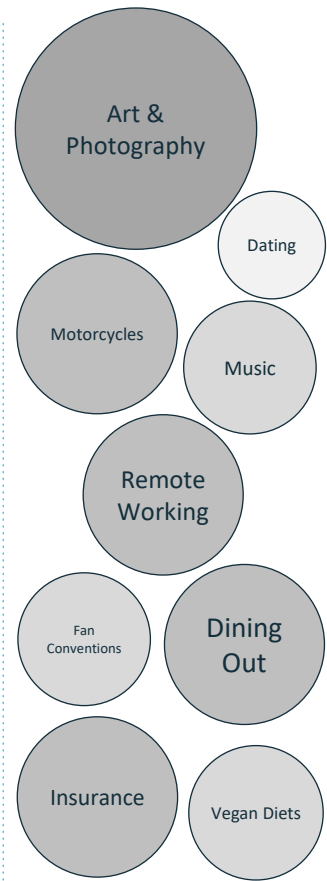


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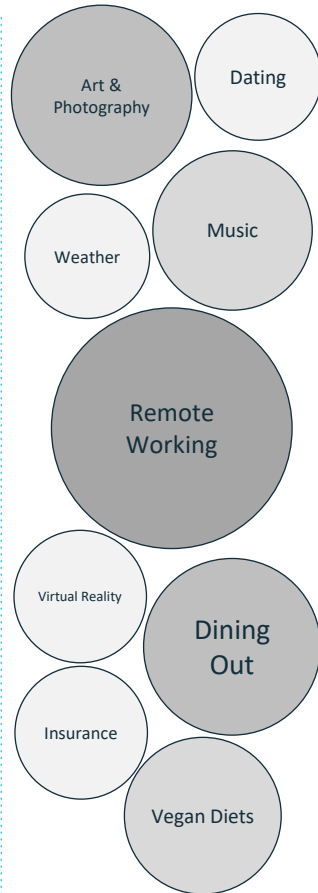
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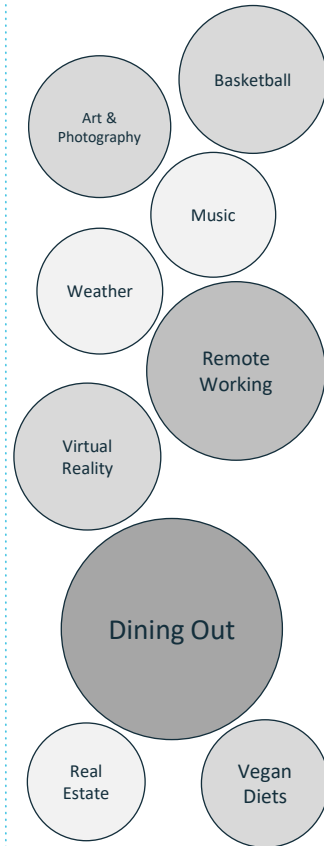
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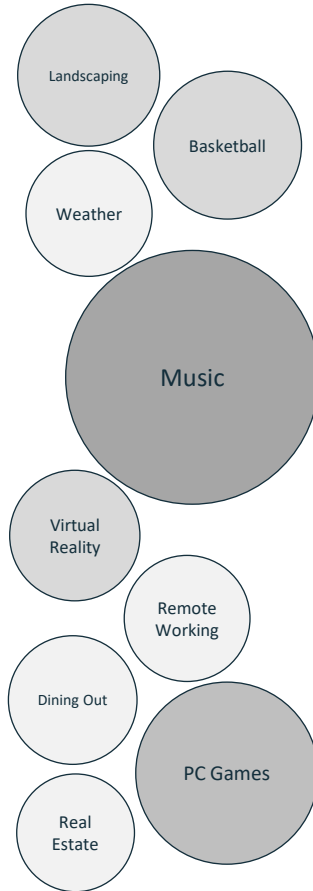
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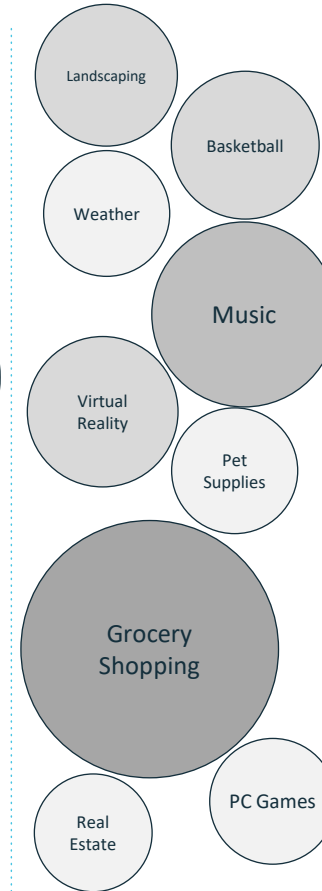
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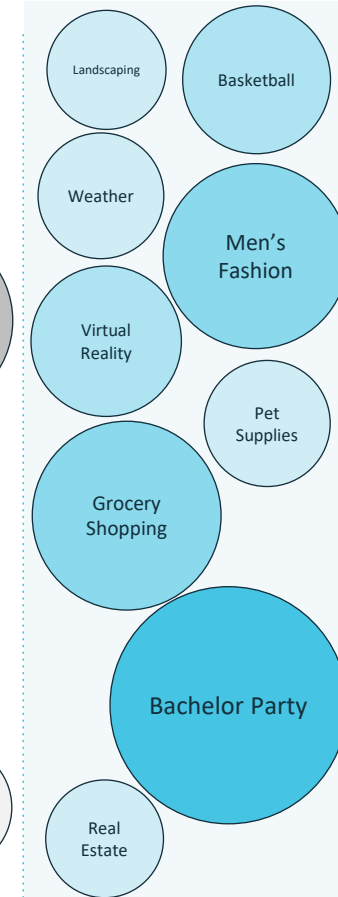
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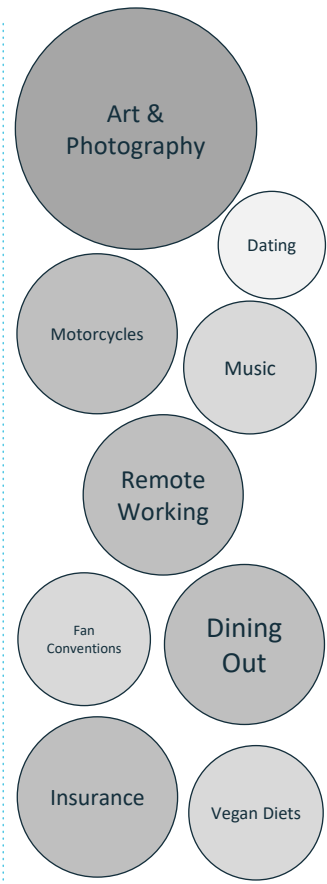
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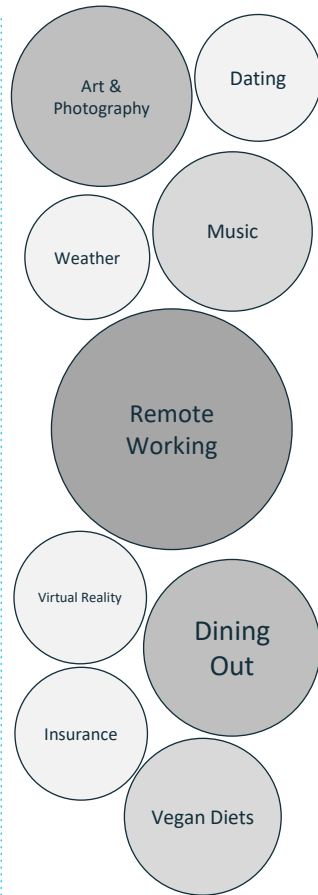
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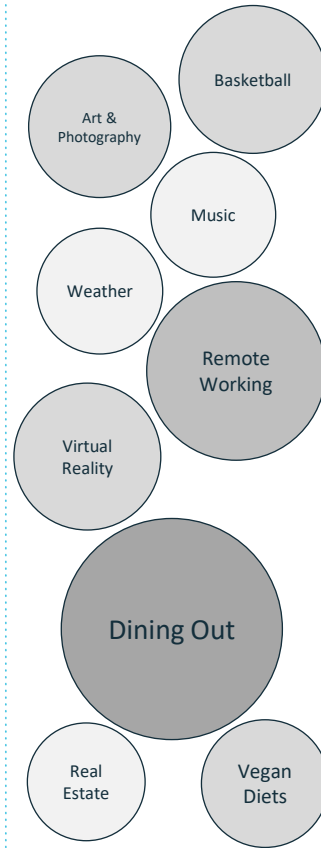
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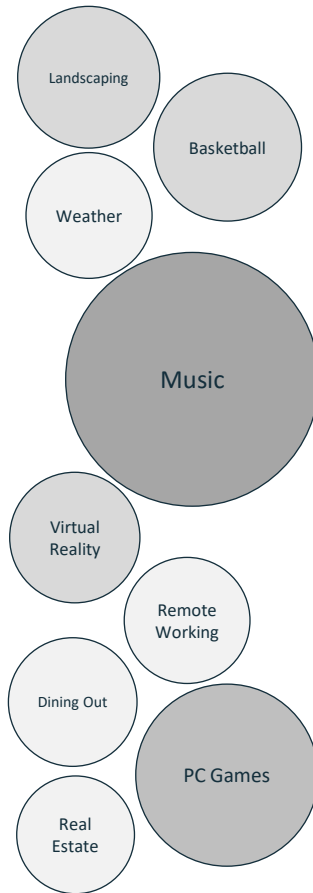
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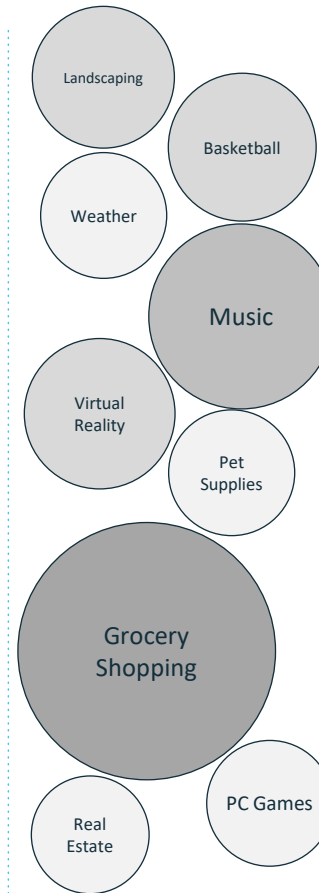
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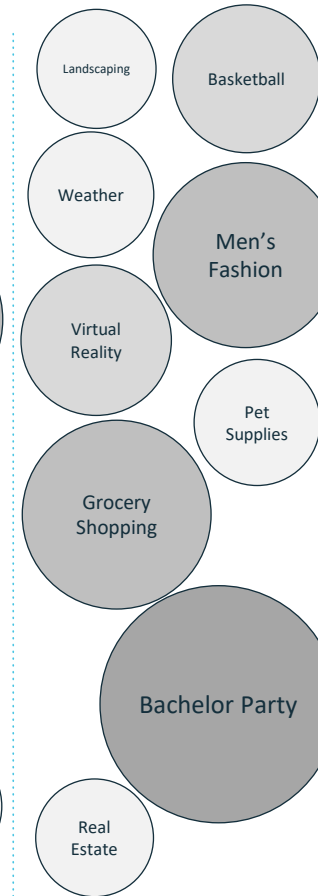
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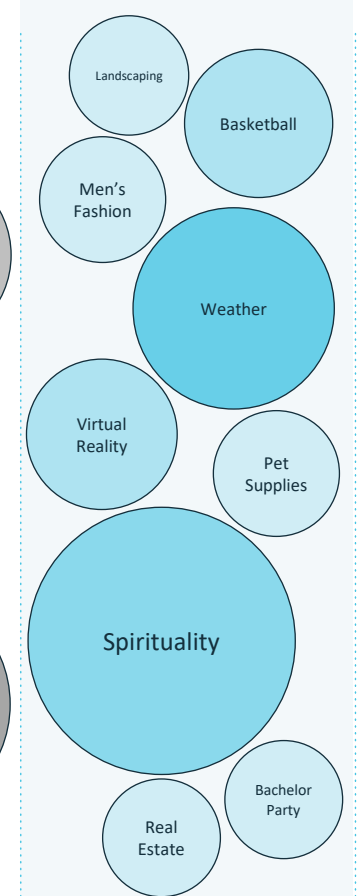
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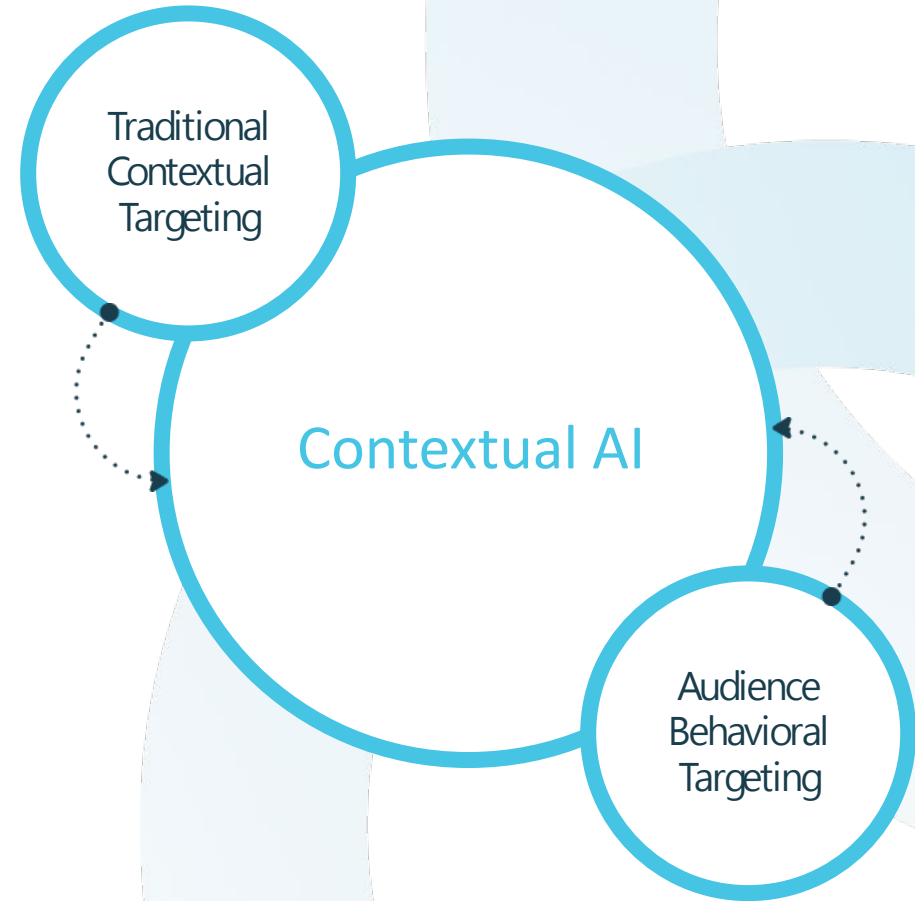


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# Combining scalability with addressability

- ① Don't guess, **know** where to find your most engaged audiences.
- ② **Learn** from live campaigns and gain unique insights
- ③ Intelligently **improve** campaign reach and performance in real time





# Case Study

[weareillumina.com](http://weareillumina.com)



# illumina helps Microsoft improve launch campaign campaign performance

## Challenge

Microsoft was launching their M365 product and was looking to increase campaign performance.

## Solution

The client activated Reacts, illumina's ad targeting solution that uses live engagement signals to intelligently expand advertising campaigns without relying on personal data or identifiers.

illumina's AI-powered technology analyzed contextual patterns in pages that were driving brand awareness and quality engagements. It then scaled out with precision and accuracy to find similar audiences in similar content, when they were likely to be open to campaign messaging.

## Results

CTR 542%  
Above benchmark

VCR 116%  
Above benchmark



We're very pleased with the performance achieved with illumina across all our activations. It's the best performing OMP line across all activations and does meet all of Microsoft's Hygiene Metrics. On top of that there is no need for cookies which fits nicely in the cookieless future we're heading to.



Ricardo Honing  
Digital Account Manager • Dentsu



# About my job

[weareillumina.com](http://weareillumina.com)



# Thank you!

Any questions?

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