



Admixer ID

Save your revenue from advertising and effectively manage user data after the cancellation of 3rd-party cookies

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Risks of the cancellation of 3rd-party cookies

Once 3rd-party cookies are disabled in 2022, the conventional approaches to targeting will stop working, thereby affecting all ad market players.

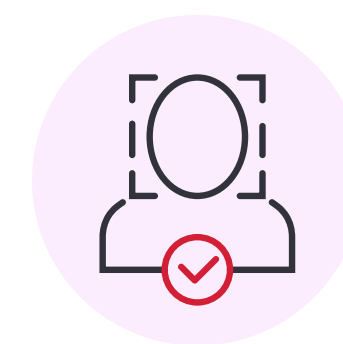
Effect on publishers



Personalized advertising accounts for **70% of publishers' revenue**. This revenue may be lost once 3rd-party cookies are phased out

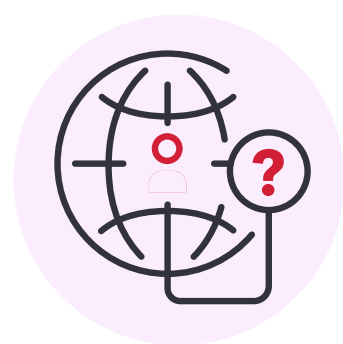


The eCPM of inventory without audience data will be **2-3 times lower**



Advertisers will reallocate budgets to platforms with built-in authorization systems that provide audience targeting capabilities

Effect on advertisers



Up to **99% of users** will be impossible to identify on the open web

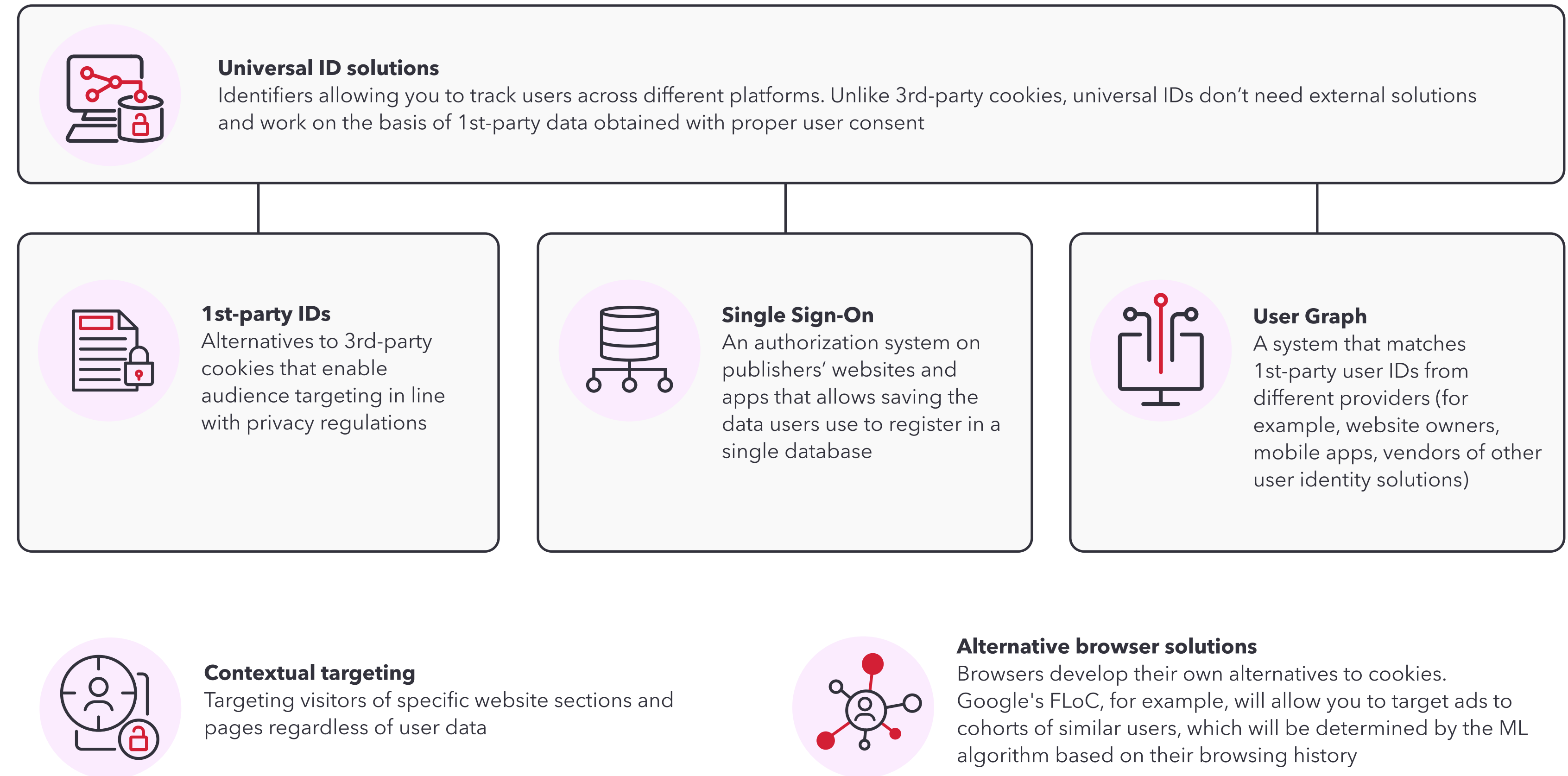


Audience targeting, cross-site tracking, and frequency capping will disappear



Advertisers will spend more money on irrelevant advertising, hence getting **lower ROAS**

Prospective solutions

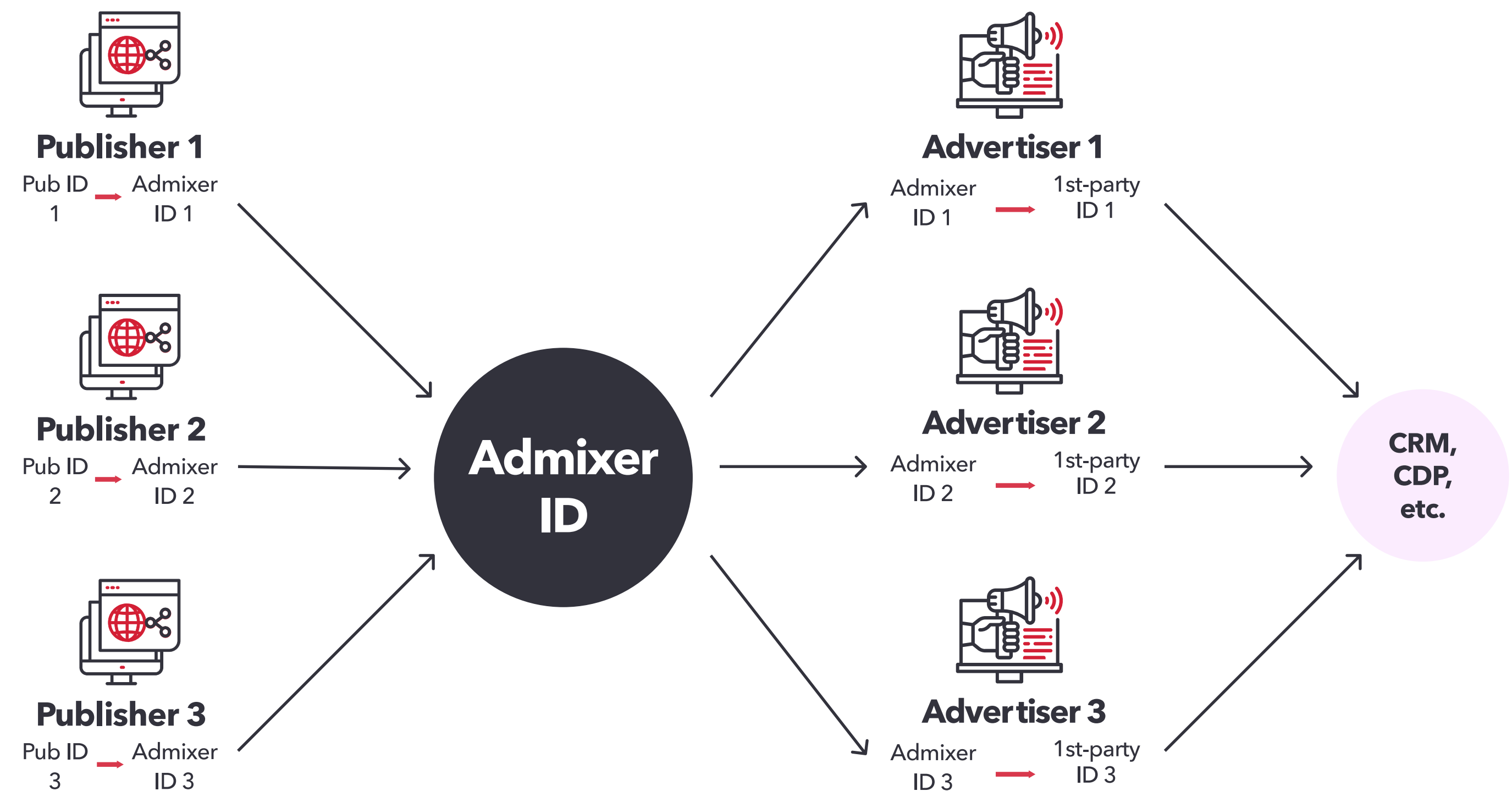


What's Admixer ID?

Admixer has developed a solution that will allow publishers to maintain audience targeting and continue to earn on personalized ads after the deprecation of 3rd-party cookies

Admixer ID is a universal identifier that allows you to track users across different browsers, platforms, and devices **without 3rd-party cookies**

This solution grants advertisers and publishers a unified system for audience segmentation, targeting, and measuring



Admixer ID benefits

FOR THE AD INDUSTRY



Cross-device and multichannel tracking

Admixer ID supports cross-device identifiers (from CTV, mobile, web) to target users across different platforms



Privacy protection

User data in Admixer ID is received with explicit consent, securely hashed, and can be deleted upon request



Compliance with industry standards

Admixer ID is developed in line with the technological principles laid down by the members of project Rearc at IAB Tech Lab

FOR PUBLISHERS



Revenue increase

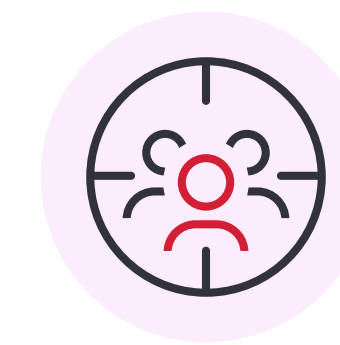
Publishers will increase the value of their inventory by expanding advertising personalization capabilities



Support of publishers

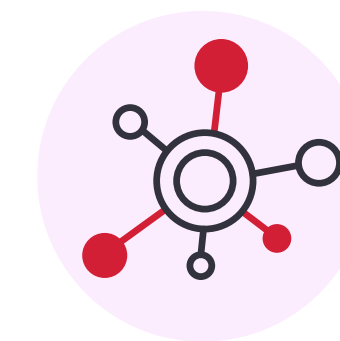
Local media will be able to compete with large platforms that have their own user authorization and identification systems

FOR ADVERTISERS



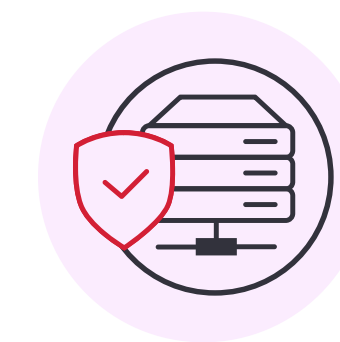
Retaining targeting and audience analytics

Advertisers will be able to target ads to various audiences through the use of 1st-party data



Integration with other ID solutions

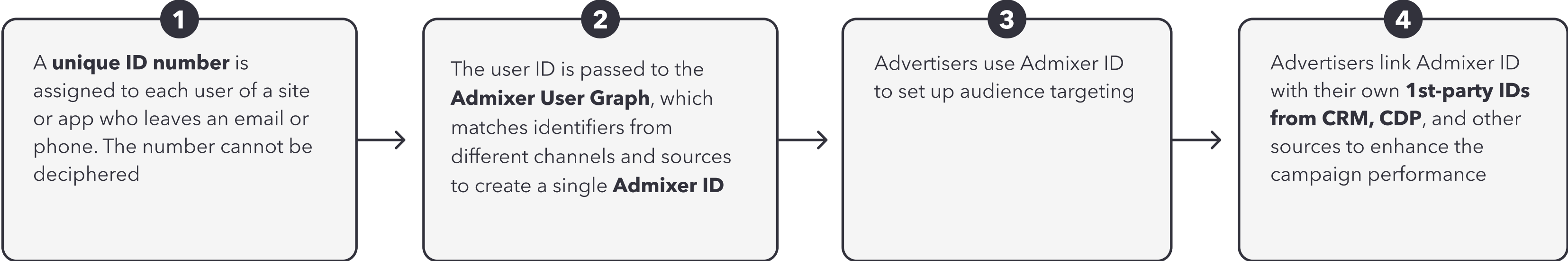
Admixer ID is compatible with 1st-party IDs and unified ID solutions from different vendors



Fraud prevention

Cross-channel ID verification makes it easy to distinguish a real user from a bot

How Admixer ID works



Admixer ID



00000000001

Hashed e-mail



user1@gmail.com

Hashed phone



80671234567

Site User ID



Site 1: #e-mail
Site 2: #e-mail
Site 3: #e-mail
Site 4: #phone
Site 5: #phone
Site 6: #phone
Site 7: #phone
.....
Site N: #phone

In-App User ID



App 1: #e-mail
App 2: #e-mail
App 3: #e-mail
App 4: #phone
App 5: #phone
App 6: #phone
.....
App N: #phone

How to link publisher's audiences with Admixer ID

If publishers already have an authorization system, they can use one of the following:

- Install Admixer Tag Manager

The system reads and saves 1st-party cookies and then associates them with other user IDs within the same site

- Install Admixer Header Bidding Wrapper

The User module of the solution binds different user IDs and sends them with the ad request

- Install Admixer SDK

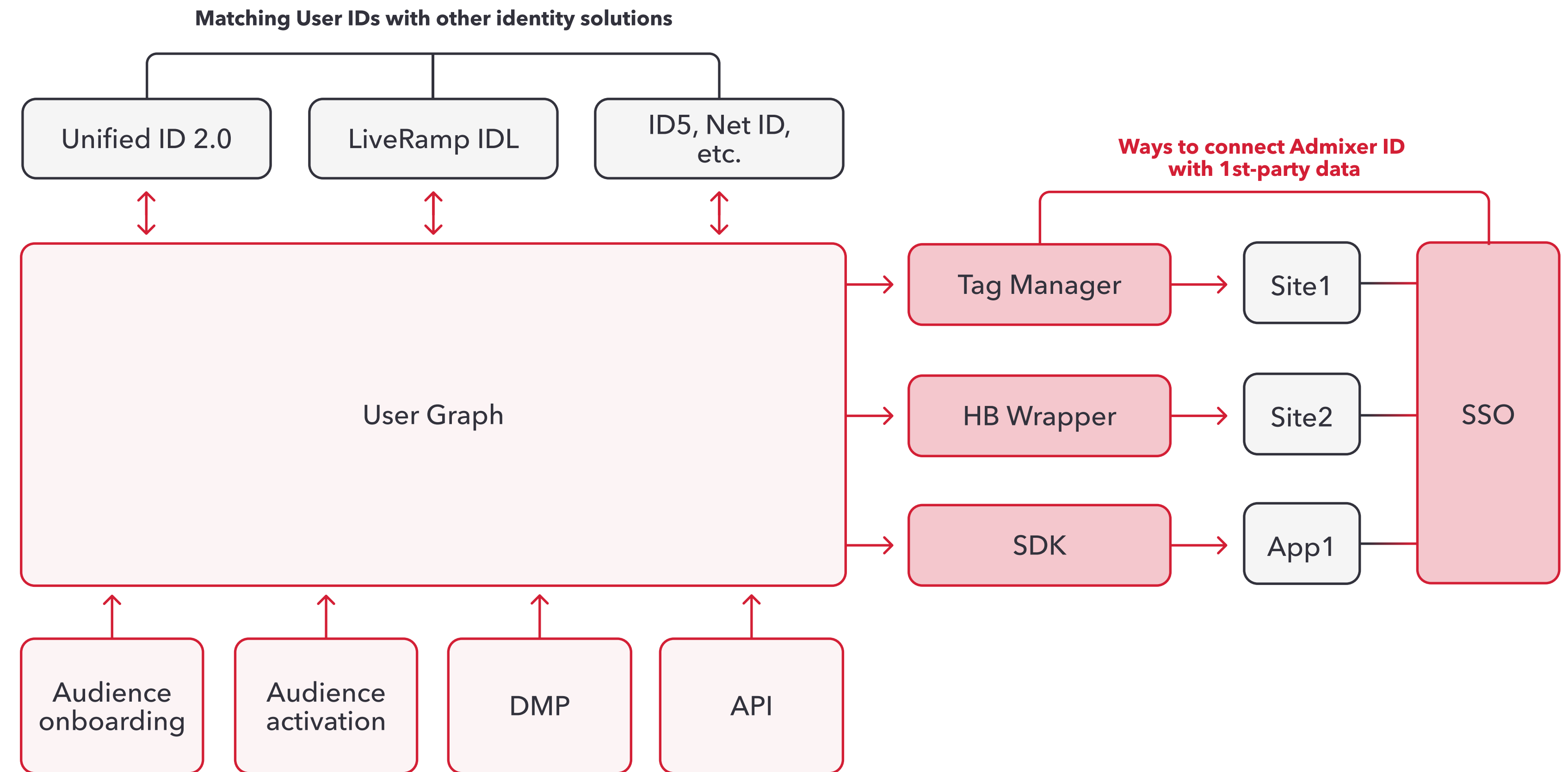
A tool that allows you to transfer 1st-party IDs in a mobile app

If a publisher has no authorization system:

- Install Admixer Single Sign-On (SSO), the authorization technology for sites and apps, which allows you to identify users across all platforms that have connected Admixer SSO

With Admixer SSO, users will be able to log in to websites in a couple of clicks, and publishers will be able to offer their hashed 1st-party data for ad targeting

Admixer ID Structure



How Admixer ID can help you today



Publishers

- Increase the value of their ad inventory
- Effectively manage 1st-party user data
- Match user data from different sources
- Compete with large platforms that collect a lot of user data



Advertisers

- Target personalized cross-channel campaigns
- Reduce the amount of fraud
- Activate 1st-party audiences
- Improve campaign performance

About Admixer

Admixer is an adtech company that develops full-stack solutions for programmatic advertising. Admixer offers technologies for brands, advertising agencies, media houses, websites, ad networks, and other industry players striving to effectively manage digital advertising.

Admixer is a member of project **Rearc** at **IAB Tech Lab**, where it collaborates with other ad market players to develop alternative user identity solutions.

12+

years in adtech

3500

clients worldwide

285

employees

160 ТЫС.

sites and apps



Offices

Ukraine, Belarus, Kazakhstan, Moldova,
Georgia

Member of advertising organizations





**Thank you for your
attention! I'll be glad to
answer your questions**



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