Adhese Gateway Approach

Three Media Buckets

Publishers who are preparing for the future, divide their media inventory in three groups, based on legal and technical properties.

The first group is “*Fully Identified*” and contains traffic from users that consent to the use of data and visit via a device or browser that allows 3rd party cookies.

The second group, “*First Party Only*”, also consents to the use of data, but use a device or browser that does not allow 3rd party identification or cookies.

The third group contains users who do not consent to any use of personal data and is “*Anonymous*”.

Adhese Gateway offers a solution designed to address all three buckets, with specific features for each and a centralised view on management and reporting.

Through Gateway, publishers execute their strategy, dedicated to each Media Bucket. It covers 100% of their media inventory and generates durable revenue.

	Fully Identified	First Party Only	Anonymous
Legal	Consent	Consent	No Consent
Technical	3rd Party Cookie	No 3rd Party Cookie	Not Applicable
	User has consented to use of personal data for advertising. All advertising partners for whom consent was obtained can identify the user. Media inventory for these users is fully identifiable by the publisher and all partners.	User has consented to use of personal data for advertising. But he/she is on a platform that does not accept 3rd party cookies. Media inventory for these users is only identifiable by the publisher, not by his advertising partners.	User has not consented to using any personal data for advertising. Even if it is technically possible, a publisher or any of its partners have no right to identify the user. Media inventory for these users is completely anonymous.
Impact	Fully Identifiable	Only Publisher ID	No Identity
Data Opportunity	The third party can create personalised profiles and operate across publishers without interference or oversight from the media owner. It must give every user access to his or her data and the option to remove all data.	Publisher can aggregate data for advertising. If a third party consent is obtained in a free and informed way, the identifier can be shared with that 3rd party.	Only non personal data can be used. Everything about the content, but nothing about who is consuming it.
	High Legal Risk	Medium Legal Risk	Low Legal Risk

adhese

Adhese Gateway Overview

Demand Buckets

Fully Identified

Any SSP or DSP that talks OpenRTB can connect directly to a publisher’s Gateway.

Via User Synching, their buyeruid is saved on the publisher’s domain and used in server side bid requests.

They make a direct contract with the publisher, Adhese Gateway does not have a financial relation with the SSP or DSP.

First Party Only

First Party data, generated by the publishers DMP, can be offered to both Demand paths.

For “classic” SSPs and DSPs, **key/value pairs or deals** can be used as well as OpenRTB extensions.

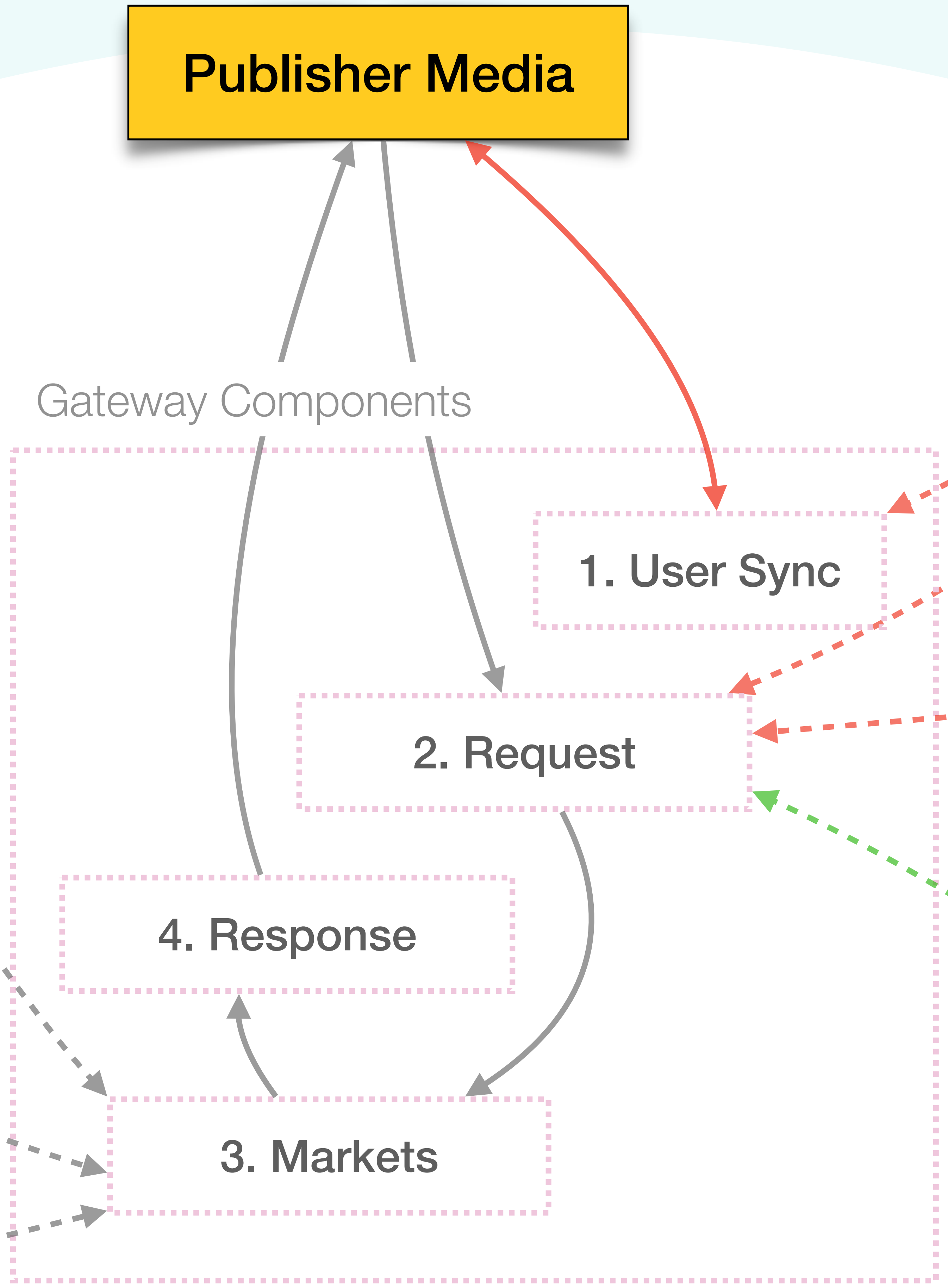
For Anonymous Demand, **contextual data** as well as **publisher segments** can be used without exposing any identifiers

Anonymous

The **Adhese Direct Ad Server** can handle anonymous traffic and distribute direct campaigns

Advertisers working with Adhese Gateway can make deals with publishers and buy directly.

External SSPs and DSPs that can handle anonymous traffic connect directly to a publisher’s Gateway account.



Data Buckets

Fully Identified

Third party cookies as we know it, supporting external DMPs, retargeting, cross-network and domain tracking.

This type of data requires exposure form the client to a third party, by triggering a user sync pixel or exchanging user id’s in any other way.

First Party Only

Publisher operated DMP can add segments and aggregated data to enrich requests.

Based on personal data obtained by the publisher, audiences are created and offered to the market.

Anonymous

Data linked to a content item rather than to a user. Each consumer of the content will “generate” the same anonymous data.

Contextual data is injected in the request for audio, video or web and can come from contextual DMPs, internal editorial sources or public sources, like weather forecasts, financial market data, traffic, …