



THE **DEATH** OF  
KING THIRD PARTY COOKIE  
AND THE RISE OF THE THREE HOUSES OF  
**ADDRESSABILITY**

# INTRODUCTION

The online advertising industry has entered its most transformative years since inception.

Consumer demands for transparency and privacy protection coupled with a patchwork of cross-border privacy regulations has triggered a rehaul of ad tech. While the industry has relied on third party cookies to enable personalized ads via programmatic, we must now prepare for a new era of “Cookie Independence”.

While international work is being done to reimagine new methods of addressing audiences with similar accuracy and measurement, the industry must prepare to transition. IAB Canada remains committed to providing comprehensive tools and information to ensure our sector is equipped to build a sustainable future for digital advertising. A future that respects consumer privacy and preferences while maintaining a balanced environment to promote innovation.

We are proud to present our members with this second installment of “Little Books” covering the topic of Cookie Independence. We hope you enjoy the approachable comic book style narrative that brings a topic that is otherwise quite serious to life.

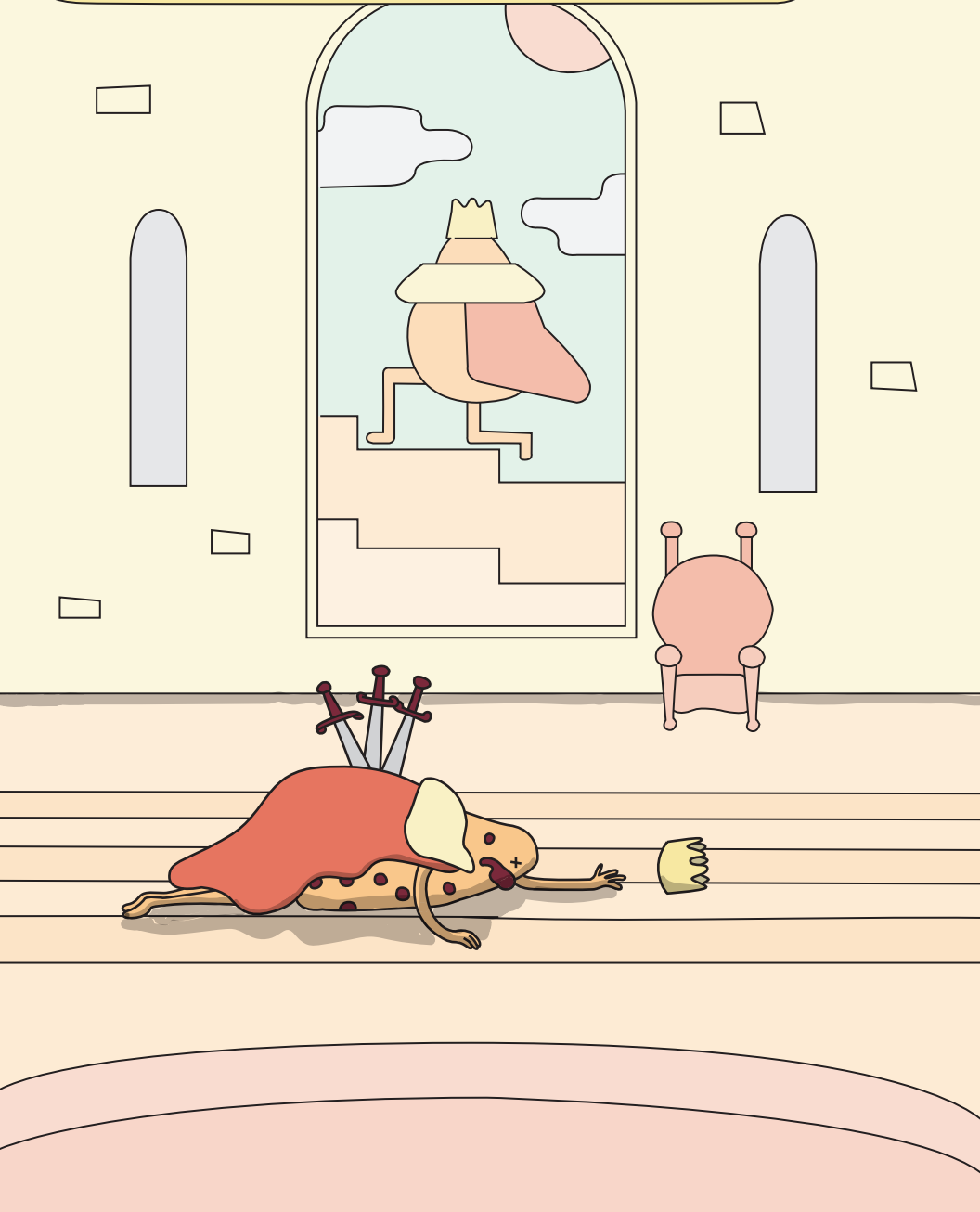
With many thanks to Contobox for their creativity and ongoing partnership with IAB Canada.

**SONIA CARRENO, PRESIDENT**

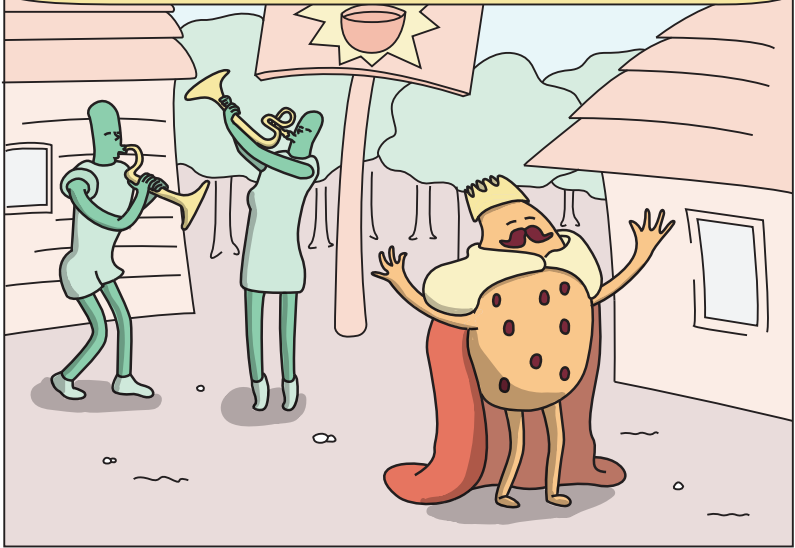
Interactive Advertising Bureau of Canada



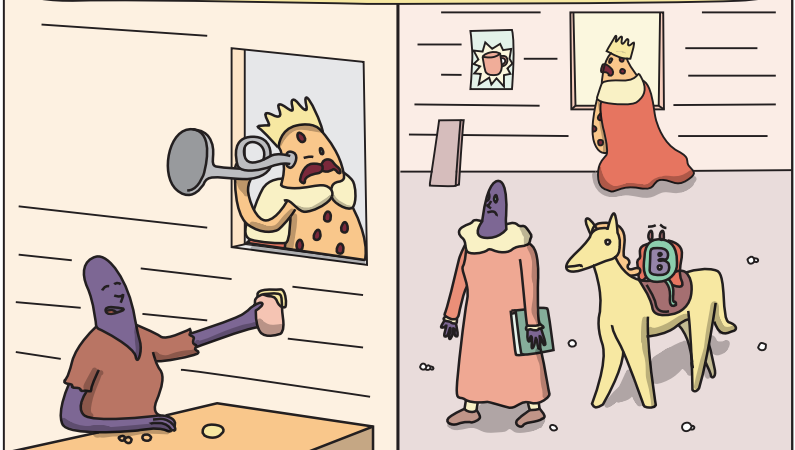
The reign of King Third-Party Cookie has come to an end.



Although the king once brought prosperity to Ad-Targia...

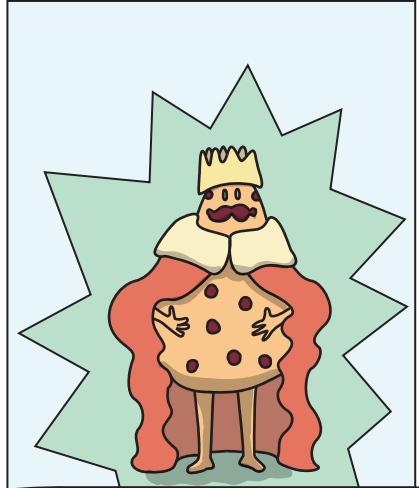


...its privacy-infringing practices were frowned upon by the browser lords and lady legislators of the kingdom.





And so one by one, lady legislators banned King Third-Party Cookie's unbecoming practices.

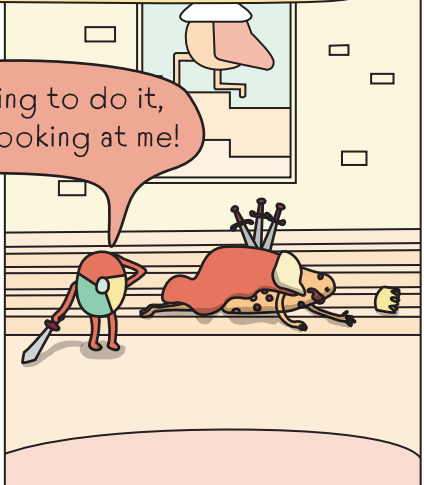


The King was bruised but not defeated.

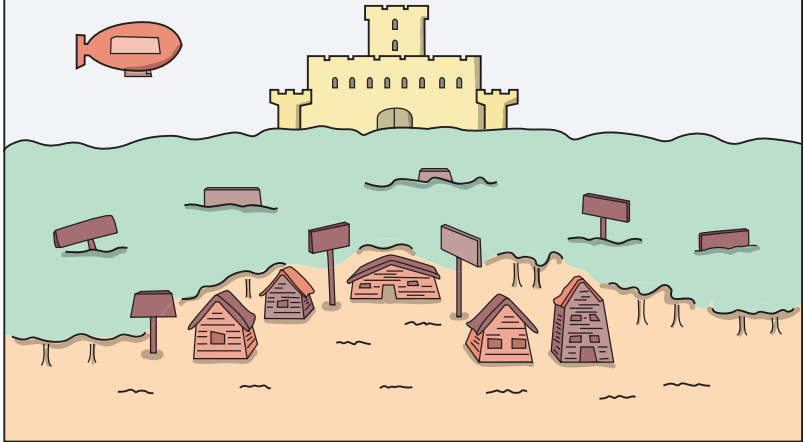
It wasn't until his closest allies, the browser lords, betrayed him that King Third-Party Cookie was finished.



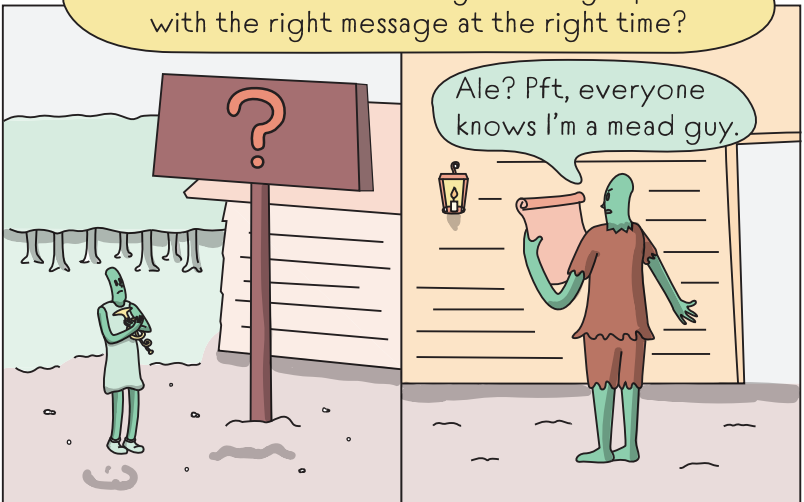
I'm going to do it, stop looking at me!



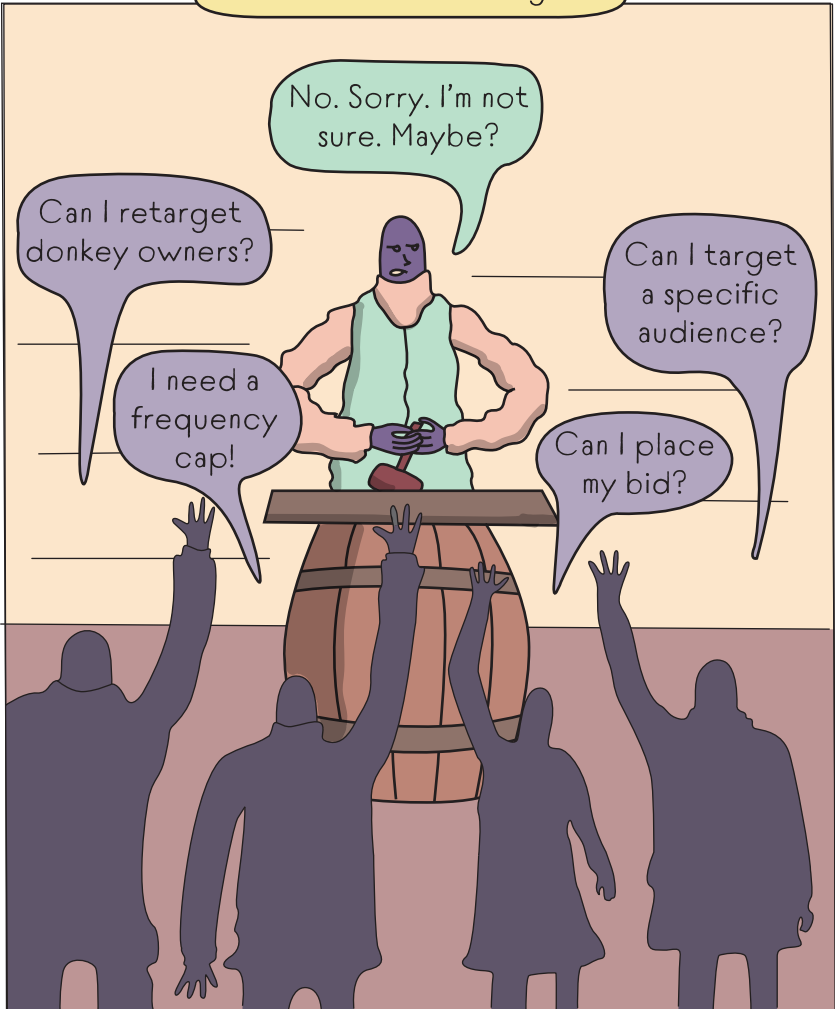
It was supposed to be a triumphant moment but concern spread across the land.



How would advertisers target the right peasants with the right message at the right time?



And the uncertainties grew.



No. Sorry. I'm not sure. Maybe?

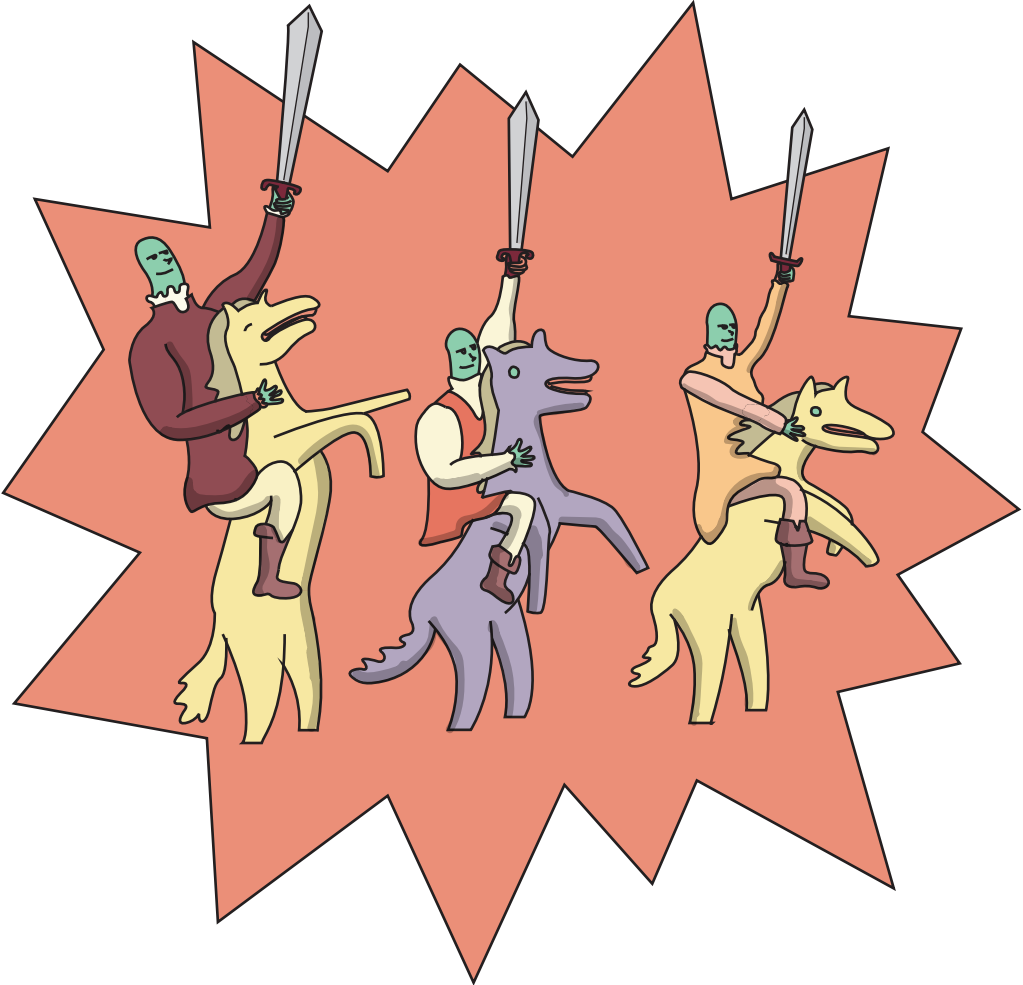
Can I retarget donkey owners?

I need a frequency cap!

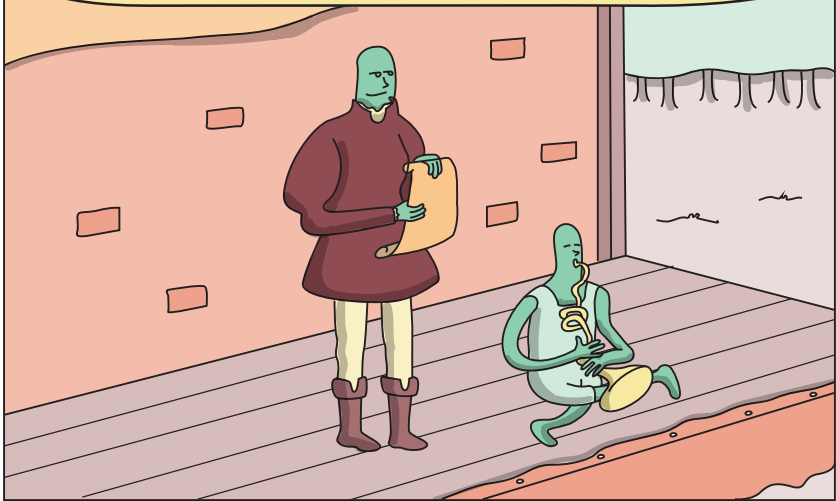
Can I target a specific audience?

Can I place my bid?

But from this uncertainty rose not one,  
but three houses of addressability.



The first house was of Count Universal ID. By decree, the house rules enabled authenticated peasants, who had logged into a site, to anonymously share their information.



Hey Jeb, can I share your details?

Yeah, babe.

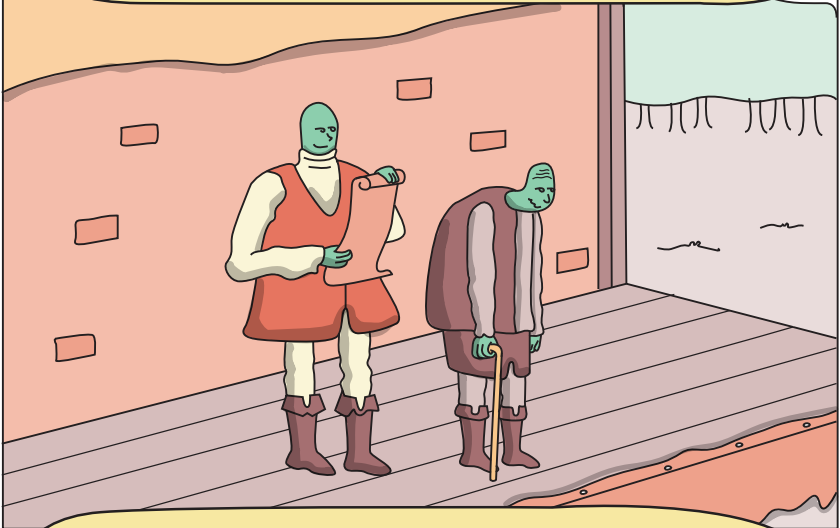


## Universal IDs

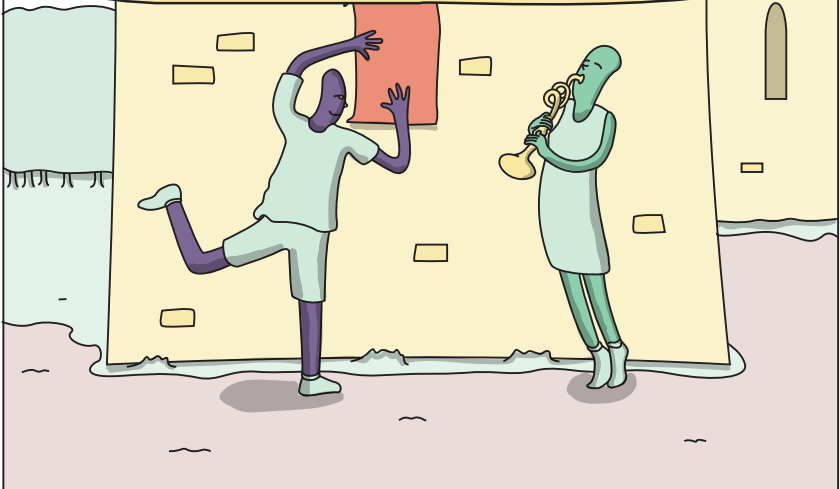
For transparency and consumer control, the user is presented with reasons their *identity is required* and what it will be used for.

*They are also presented with consent preferences to determine how much or little they want their data shared.*

The second house belonged to a family that once ruled Ad-Targia many moons ago: Contextual Targeting.



Using more sophisticated measures of aligning a site's content and ad placement, the Contextual Targeting family can find the perfect home for advertisements.



## Contextual Targeting

When publisher first-party data is combined with rich advertiser first-party data, it's a match made in Valhalla.

Contextual data now features location, weather, intent, behaviour, time of day *and engagement.*




The third house was that of Count Seller-Defined Audiences  
Their rule enabled sites to label audiences based on purchase  
intention, demographics and interests.



And who knows a captive audience better  
than a Baron running an establishment?



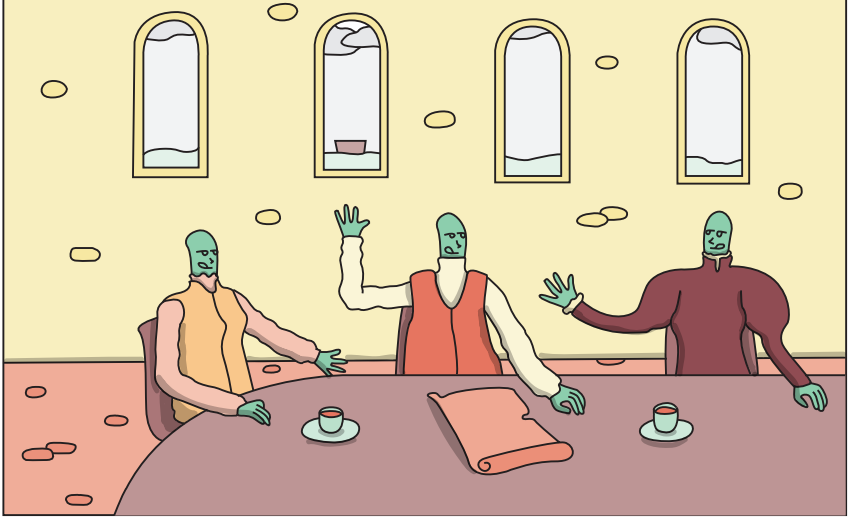


## Seller-Defined Audiences

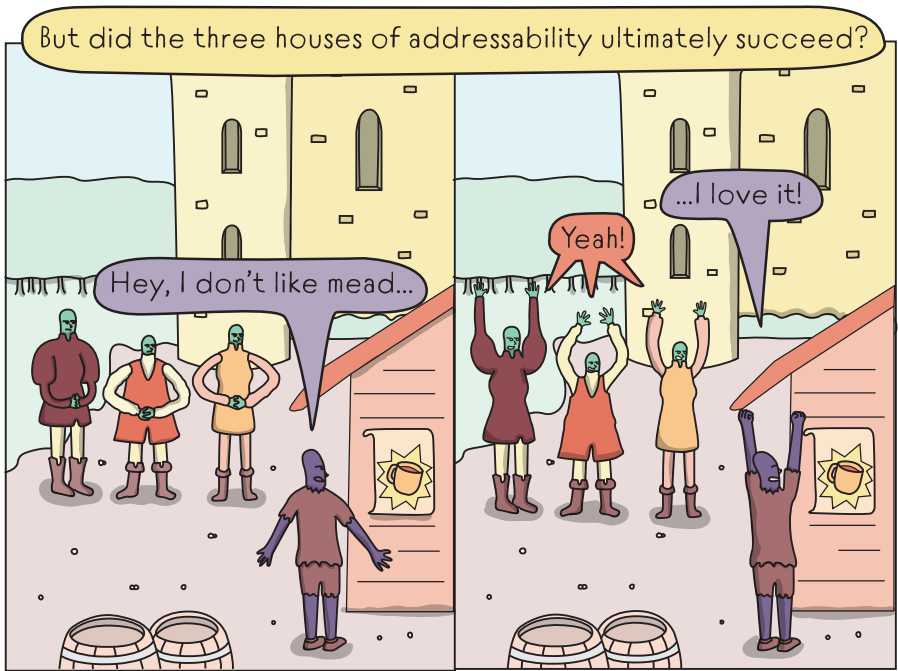
Labels are used to distinguish audiences across demographics, interests and purchase intent.

*These signals can be combined with contextual placement information to avoid the use of third-party cookies.*

The three houses collaborated together to bring targeted advertising back to the kingdom of Ad-Targia.



Mirth spread like the plague but in a good way.



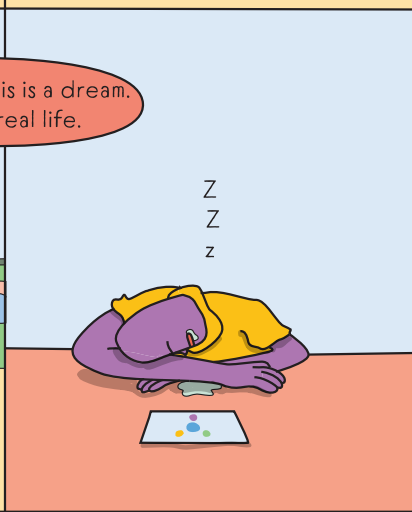
# The End

Written and Illustrated by **STEVE PATRICK ADAMS**

IAB Canada would like to thank the Board of Directors for their ongoing support as well as members from our engaged Councils and Committees for showing up in a time of change.

Special Thanks to:

**SONIA CARRENO** President, IAB Canada  
**LAURA FERRON** Sr. Director, Councils and Committees, IAB Canada  
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**JULIE WERA** Creative Director, Contobox



Master the Customer Journey with Your 1st Party Data and Contobox





Master the Customer Journey with  
Your 1st Party Data and Contobox



DIGIDAY  
TECHNOLOGY  
AWARDS WINNER

BEST CDP



I've been looking over the data and my own experience.

When it rains in Hamilton below 5 degrees, we sell more red raincoats to people who live in this area.



Our Customer Data Platform already figured that out and has been promoting raincoats for weeks, increasing conversions.

Yeah but does your CDP wear a sexy blazer?

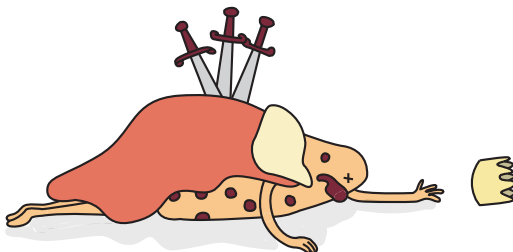


Master the Customer Journey with Your 1st Party Data and Contobox



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Find more useful guides to help navigate the deprecation of the cookie developed by IAB Canada with the help of our Working Groups

