

TITLE: Democratize Every Publisher's Access to a Cookieless Future-Proof World

Subtitle: Small publishers—don't get left out!

Content

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The demise of third-party cookies is well underway and the impact it has on marketing and advertising is already showing. As a publisher, if you are still relying on third-party data and waiting until the last minute before finding a replacement, you won't be able to keep up with your competition.

Third-party data has always been less reliable than its counterparts in many ways. It isn't cost-effective, timely, or even yours to begin with. Often, the money and the time spent on third-party data don't reflect its accuracy.

A study done by McKinsey and Company found that, "Other publishers, mostly non-premium players, depend on third-party targeted ads for more than 80 percent of their ad revenue. Even premium publishers, whose content consumers actively seek out—rely on a combination of first- and third-party data to help their advertisers target audiences." [\[1\]](#)

While this is a large number, they also stated that, "Third-party data's exact effect on ad revenue is unclear: one study found that publishers only increased ad revenue by 4 percent from use of third-party data; another estimated that turning off third-party data decreased ad revenue by 50 to 60 percent."

On the other hand, their research further finds that up to \$10 billion in publisher revenue will need to be compensated for. This is a breaking number for independent publishers who can't afford to take this hit.

Google sunsetting support for third-party cookies in late 2023 isn't the only change in the landscape. Privacy regulations are increasing across the country and will only continue to get stricter and stricter.

So, what are the responses to these changes?

Publishers can reach data independence by beginning to consider these three things.

- 1) Own your Audience: Tracking Identity in a Cookieless World

As there's less access to third-party audience data, it's important to figure out your audience. Not only knowing who they are but owning the relationship with them, down to the household level.

Many believe identity resolution will be the key to understanding your audience. Companies like LiveRamp and the Trade Desk are creating solutions to try and counter a lack of cookies. Sure, you can turn to measures like ID5, MAIDs, or Unified ID 2.0. Yet, these are only some of the pieces of the puzzle.

What if you had a way to create data independence and you didn't have to rely on a company like LiveRamp or the Trade Desk?

You may not be a massive, 7-figure publisher who can afford sophisticated solutions. However, the right advertiser will pay a premium to reach the right audience.

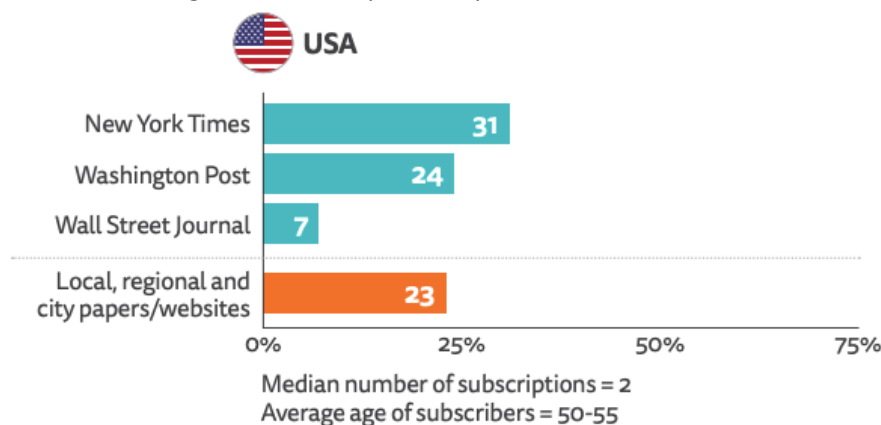
We want to ensure you own your audience, even if you're a smaller publisher. A lot of solutions are currently being built for larger publishers—not independent ones.

2) The Age of the Small to Medium Publisher

First-party data generated by long-tail websites with lighter traffic will be exceptionally powerful as long as the first-party data is being appropriately collected and activated.

Typically, small to medium publishers struggle with scale, especially with first-party data. This is a pain point FullThrottle has solved for scrappy publishers with great content and loyal, engaged households.

In a study done by the Reuters Institute, they found that only 21% of readers pay for subscriptions on average in the U.S. A large majority of subscribers are to huge publications, such as The New York Times and The Washington Post. Independent publishers didn't even make it onto the list.



[2]

Another study says, "Research finds only about 5% of a publisher's digital audience will pay for a full subscription." [3]

Think of the scale you are missing as an independent publisher from those who read your free content. Although they might not be paying customers yet, it doesn't mean you have to miss out on that audience. Those programmatic users can be turned into first-party household data to help you reach your full audience and readership.

3) What People Aren't Saying About Seller-Defined Audiences

[SDA, or Seller-Defined Audiences](#), is a technical framework created by the [IAB](#) that allows a publisher to auction their audience in the bidstream based on first-party attributes, while maintaining user anonymity. This is a promising solution for larger publishers. However, there are a few rarely discussed roadblocks that could be problematic, especially for small- to medium-sized publishers:

1. Sizable administrative & technical lifts are needed to prepare publisher audiences to meet SDA protocol.
2. SDA helps publishers at the point of an ad transaction but doesn't help them monetize their audiences outside of the programmatic auction.

3. SDA relies on trust with the publishers' Supply Side Platforms to not only follow the SDA protocol but also to not reverse-engineer data and re-identify the anonymous audiences.

The deeper first-party data set provided by FullThrottle will enhance a publisher's first-party data potential and help them make better use of SDA. It will also expand the monetization opportunities beyond this framework alone.

Reviewing Your Audience Segments

There are a few different data types that can help you on your journey for data independence. Let's break them down.

First-party data is data you own, collected directly from your audiences. You can collect first-party data in a few different ways, such as previous transactions, form conversions, email subscriptions, etc.

Zero-party data is a subset of first-party data. It refers to how the data is collected, which is usually with an exchange. You offer the consumer something beneficial in return for their information—for example, quizzes, coupons, or a free webinar.

Second-party data is someone else's first-party data shared between trusted sources.

Third-party data is programmatic data aggregated for specialized audiences, such as demographic credit-based category-specific intenders for products and services. Often, it is untimely, inaccurate, and expensive. As third-party cookies lose support, it will be harder to obtain third-party data.

You can lean on all the data sets to review your audience segments. However, to achieve true independence, it's time to collect first-party data and utilize it. Second-party data still belongs to someone else. Isn't it time to start owning your audiences?

FullThrottle Can Help

Publishers—don't get left behind or swallowed up. Start your journey to data independence with a demo of FullThrottle.

Sources:

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