Protected Audience API   **Re-engage relevant audiences powered by anonymized insights**

What's the privacy challenge?

Third-party cookies enable advertisers to target audiences with relevant ads, but people's browsing behavior and personal information can be exposed to numerous companies throughout the process.

Do things differently with Protected Audience API

Create custom audiences for use cases like remarketing, without exposing personal information

Relevant ads: Advertisers and publishers can deliver relevant ads to past site visitors without relying on individual tracking.

On-device auctions: Auctions run on the user's device, providing an efficient bidding process while eliminating exposure of sensitive information.

How it works

Step 1: A site visitor is assigned to interest groups
To classify their site visitors, brands, or their ad techs can set criteria for interest groups, using factors like time spent on pages or products viewed. The browser then analyzes on-site behavior and anonymously assigns site visitors to relevant groups.

For example, if someone visits a fashion brand's website and browses their shoe collection, they could be added to an interest group called "in market for shoes". Importantly, the user's individual information remains on their device and is not shared back to the brand or any other server.

Step 2: The brand bids to show ads to specific interest groups, not specific people
Later, when this person visits a news website with an available ad slot, the site initiates a Protected Audience ad auction on-device. The advertiser can then bid on the chance to reach the interest group, rather than an individual identifiable person. This allows the fashion brand to re-engage the user with an ad for shoes, all without the news site or the advertiser knowing the user's identity or their specific browsing history.

Step 3: A relevant ad is selected and delivered
The winning ad is displayed on the user's device, and the final outcome of the bid is reported back to the SSP and the winning DSP.

This process helps safeguard users' personal information throughout the advertising process.

Learn more at goo.gle/pa