The Internet and advertising: a changing privacy environment

People expect companies to respect their privacy. They’re also increasingly aware of the importance of privacy and how their personal information gets collected and used.

48% of people globally have stopped buying or using a service from a company due to privacy concerns.

4 out of the top 5 countries that searched for online privacy (in English) were from APAC.

Policy makers are creating new privacy regulations and technology platforms are fundamentally changing the ways user data is collected, shared and measured, providing users with greater transparency and control over their privacy.

New privacy regulations

Laws have been passed around the world with new requirements for collecting and using data online. Examples of this are GDPR, California Consumer Privacy Act as well as a series of evolving regulations across APAC.

Technology changes and New privacy regulations

Technology companies have also made changes - e.g., web browsers and mobile operating systems have blocked certain types of cookies and mobile identifiers, the main technology used to personalize ads.

Act today:

Effective advertising and user privacy can go hand in hand.

Suggested steps to improve your approach to data privacy, while still delivering business results.

Advertisers

Collect

- Consider what a first-party data strategy looks like for your business. Think about the value exchange you are offering in return for sharing their data.
- Collect and manage user data responsibly by providing clear privacy policies and ensuring that you offer users transparency, choice, and control.

Analyze

- Be flexible with how you measure results and use the insights to understand what matters to your users.
- Use automation and machine learning solutions to model conversion to fill in the gaps in data.
- Use the data to understand user engagement with context, produce more of what works.
- Use your data to segment your audiences and optimize their experience.

Activate

- Manage and align your data & ad platforms & cloud infrastructures, so that you can use machine learning to analyze the data for insights / predict outcomes.
- Leverage audience segments to monetize effectively across both ads and other revenue-generating solutions (e.g. subscriptions).

Experiment

- Be ready to adopt privacy-preserving technologies
- Get involved and work with your agencies/in house teams or local industry bodies to contribute to the development of the Privacy Sandbox. This is an open-source effort to develop new and more private advertising technologies (using techniques like aggregation, anonymization, on-device processing, and others) to select the right ads for people, protect them against fraud, measure results effectively, and protect businesses against ad fraud.
- Leverage Privacy-forward ads solutions to monetize content, such as Publisher Provided Identifiers, encrypted signals, and contextual signals using Key-values.

Publishers

Collect

- Implement durable tagging solutions (across your websites and apps) and leverage first-party data, and CMB data for personalized marketing.
- Improve first-party data usage by adding more data sources, fresh data, smarter segments and audience expansion.
- Audit your advertising & data partners to ensure privacy-first policies.
- Implement a Customer Data Platform (CDP) or Data Management Platform (DMP) to collect and store audience data for use downstream.
- Pass first-party signals to buyers to increase monetization value.

Analyze

- Use data to understand user engagement with context, produce more of what works.
- Use your data to segment your audiences and optimize their experience.
- Leverage audience segments to monetize effectively across both ads and other revenue-generating solutions (e.g. subscriptions).

Activate

- Ingest anonymized audience segments from your CDP or DMP into Google Ad Manager using Publisher Provided Identifiers (PPIDs).
- Consolidate and secure your data in Google Cloud, so that you can use machine learning to predict outcomes and optimize revenue without compromising user privacy.
- Leverage Privacy-forward ads solutions to monetize content, such as Publisher Provided Identifiers, encrypted signals, and contextual signals using Key-values.
- Leverage audience segments to monetize effectively across both ads and other revenue-generating solutions (e.g. subscriptions).
