



Future Signals

Solutions to emerging data challenges

Updated: November 24th 2023

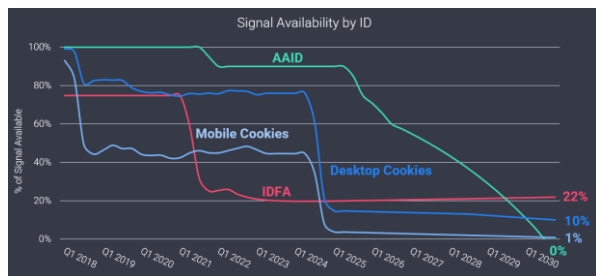
Better decisions, faster.



OMG Future Signals – The F8 of the Cookie

Declining Advertising Signals in 2024

After several years of delays, there is increasing confidence that the complete deprecation of 3rd party cookies in Google Chrome will happen in the second half of 2024. Google recently confirmed [the general availability of Privacy Sandbox](#) on the web.



The sudden decline in signal availability through 2024 will have a significant and lasting impact on the digital advertising ecosystem, at least on the scale seen in 2021 with the depreciation of IDFAs through the implementation of App Tracking Transparency.

The impact of these changes was explored in the most recent [OMG Future Signals event – ‘The F8 of the Cookie’](#) (Password = FutureSignals).

We are already well into this journey. OMG estimates that around [42% of the direct and programmatic market is already impacted](#) by cookie deprecation through browsers such as Safari and Firefox.

The Chrome deprecation next year will mean that around 77% of market investment is impacted, with about 23% coming from environments such as CTV and apps that do not use 3P cookies.

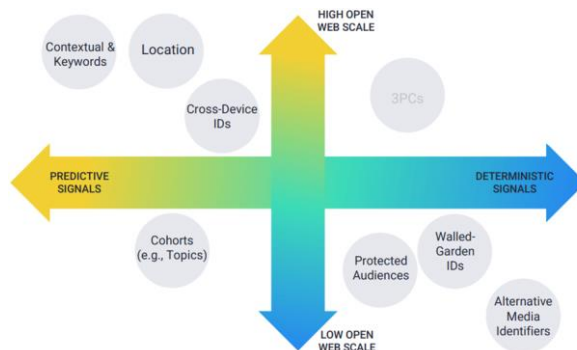
The timeline to full deprecation is now established, although still subject to final approval and changes from the [UK Competition and Markets Authority](#), whose findings Google has committed to comply with globally.

- Google Topics, a critical part of the post-deprecation architecture, has [fully rolled out](#) worldwide over the past few months.
- The next few months will see [testing modes for around 8.5% of users](#) as topics and legacy cookie solutions are compared.
- In Q1 2024, a [small proportion](#) of users will have their [cookies removed](#) and rely purely on Privacy Sandbox solutions such as topics.

‘It’s not about a cookieless future’

While cookies are, to a great degree, being dereplicated, it is unhelpful to about the loss of cookies and, instead, [a shift in the signals](#) we can utilize. It is in the emerging signal space that we should focus and innovate.

[Future success](#) is built on various signals using a combination of modeled and deterministic signals, 1p assets on publishers and advertisers, and privacy sandbox signals.



One of these approaches is the alternative media identifier (AMI)- which describes a [set of proprietary solutions](#) to connect publisher 1st party identifiers such as email addresses.

Publishers have [delayed the roll-out](#) of these alternative identifiers as deprecation timelines have slipped. Now that Chrome 3P cookie deprecation is set for H2 2024; we [expect AMI adoption to accelerate](#) as [SSPs are ready to go](#). Even as publishers are [concerned about data leakage](#) issues.

Brands now need to [activate plans for the deprecation of 3P cookies](#).

A unique window of opportunity has opened to [test the new solutions](#) while cookie-based signals are still available.

OMG is [advocating for a complete testing program](#) with [Google](#) and [ad-tech partners](#). Across all verticals, tactics, and objectives. To understand impacts on;

- Audience delivery includes reach and frequency distributions, wastage, and cost per reach.
- Performance/conversion in terms of conversion rates, accuracy of conversion measurement, and any difference in inventory delivery.

Future Signal Solutions

OMG has developed a set of solutions across the various signal spaces. A [detailed approach](#) has been designed to address the [three main areas of impact](#): cookie-based targeting, conversion tracking and retargeting in [direct and programmatic web, search](#) (remarketing ads), and [social](#).

Start your engines!

	Q4 2023			Q1 2024			Q2 2024		
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Agency Only									
Identify high risk targeting and measurement tactics									
Identify alternatives targeting solutions and includes in '24 planning									
Identify alternative measurement solutions									
Adjust Q2 plans for new audience targeting									
Gain insights from CAPI, adjust data shared if necessary									
Make final adjustments to targeting/measurement for Q3 launches									
OMG & Client									
GA4 Implementation across web and app events									
Select CAPI implementation method & schedule with developer team									
CAPI implementation & QA									
Participate in OMG Topics Testing									
Set up enhanced conversions									
Client Only									
Select CMP and deploy to prepare for upcoming state privacy laws									

Account teams and specialists have been engaged with this challenge for some time, and clients should finalize timelines to meet the [July 1st 2024](#) deadline.

[TRKKN](#) is OMG's premium licensing partner for [Google Marketing Platform](#) and [Google Cloud](#).

TRKKN provides deep expertise with Google stacks to deliver solutions to cookie deprecation challenges, such as;

- [1st Party Audience Builder in GA4](#) - based on consented, first-party data signals across Google Tech Stack - CM, DV, SA, Google Ads
- [CAPI for All](#) enabling faster, more straightforward CAPI set-up across social platforms
- [Enhanced Conversions Partner program](#) - using 1P data to enrich conversion measurement and bidding in GMP

CTV makes TV addressable, enabling capabilities not previously available in broadcast TV. We can expect a significant [uplift in the reach of CTV advertising](#) in 2024 with the launch of an ad tier in Amazon Prime Video.

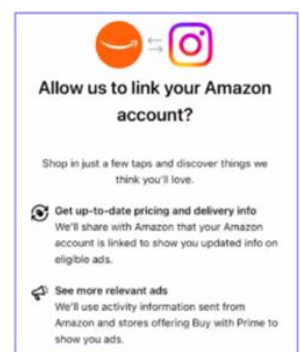
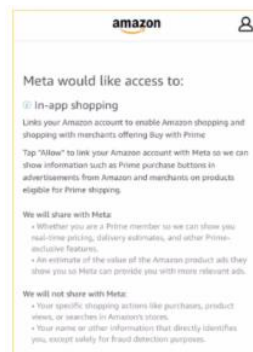
This will be the default option, so most will stick with it, meaning the reach will be [over 50m US homes](#). A scale larger than the [combined reach of existing AVOD inventory](#) sources such as Hulu, Peacock, and Netflix, with a unique capability to integrate with [Amazon advertising properties](#).

Shifting Strategies

The loss of 3P cookies will impact programmatic and direct display the most.

Social and commerce advertising will be less affected as most signals are collected on-site to create affinity and intent segments. However, retargeting across domains will be impacted by these changes.

This development is leading to new platform initiatives to connect signals across domains better. In the past week, [Amazon announced partnerships](#) with both [Meta](#) and [Snap](#).



Users can explicitly connect their social and Amazon accounts to enable faster checkout and real-time ad information, such as stock and delivery times.

Amazon will be able to sell in a new environment, not relying on users to come to the site. At the same time, Amazon merchants will be able to buy inventory on Meta properties, driving more reach for them and more demand for Meta ads.

This is an archetypical example of permission for utility strategy aligning business and consumer interests. Data [sharing will be minimized](#) to that necessary to conduct the features opted-in to comply with the letter and spirit of contemporary data legislation.

Following the success of Future Signals in North America, we plan to launch Future Signals for the EMEA region in early 2024. Look out for invitations and sign-up links in the coming weeks.



Jean-Paul Edwards

OMD Worldwide Managing Director,
Product

jean-paul.edwards@omd.com