

Identity Unlocked

*Your Guide To Navigating
The Shifting Advertising Ecosystem*

Identity is a topic that constantly evolves...

But always stays the same.

Advertisers need a way to understand if their investment is having an impact, but audiences don't want to be tracked. Part of the problem is the industry's lack of tact; the language we use is alarming. Tracking? Identity resolution? Audience profiling? It sounds like we're compiling an FBI Most Wanted list. It's no wonder that 70% of internet users take weekly steps to limit cookies and that almost a billion people use ad blockers.



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There's no doubt that we, as an ecosystem, should be doing a better job of explaining the value exchange that advertising brings to everyday consumers (after all, the internet isn't free; it's free because advertisers are paying for it). But, it doesn't deprioritize the simple fact that when anyone spends money on anything — skincare, a meal kit, or a golf lesson — they want to be able to mark and measure the results. Advertisers are no different. In navigating the cookieless future, we recognize the critical need for more than just an accurate, cookieless, and compliant ID. Advertisers require flexibility, control, and transparency in selecting, testing, and utilizing their chosen ID or group of IDs.

Innovid still firmly believes that the way forward for identity management is not by working with or building one solution but instead to integrate with and enhance the continuously evolving identity ecosystem.



>6B

Daily Events

Innovid processes an astounding amount of data:

+95M US TV Households	>9,000 Active Advertisers	75 Countries
>1,000 Certified Publishers	>1T Annual Data Points	+1.3B Daily Digital Ads

This massive data footprint underpins Innovid’s identity graph. What makes Innovid’s graph more potent than others in the market is threefold. First, it’s based on MRC-accredited ad-serving data for display, social, audio, and video across desktop, mobile and connected TV. Secondly, it’s SSAI (server-side ad insertion) compatible, and it doesn’t just bucket the entire CTV universe into one category; it breaks out into granular device types — from Smart TVs to Game Consoles. Most importantly, the graph understands that the average household has numerous internet-enabled devices — including potentially numerous connected TV devices — but there is a limit. Thus, it takes numerous steps to preserve data integrity and hygiene — filtering for fraud, high-traffic IPs, and more.

But the reality is that even the most robust graph on its own is useless — it must be interoperable with others to provide tangible value.

This is where our identity approach, Innovid Key, kicks things into high gear.

Introducing Innovid Key

Innovid Key offers a comprehensive solution by mapping Innovid proprietary data alongside multiple first and third-party identifiers in a centralized hub. This allows for a waterfall approach that prioritizes the highest quality data signals while still maintaining the widest coverage.

Partners You May Be Using

/LiveRamp

theTradeDesk

blu.

Epsilon®

TransUnion®

neustar.
A TransUnion® Company

What Marketing Tactics Rely On Identity?

Exposure Logs

Retargeting

Outcomes

Reach

Personalization

Frequency

Sequencing

A/B Testing

At A High Level, Innovid Key:

Solves for data deprecation and provides clients with the ability to comprehensively understand their path to conversion, empowering them to not only reach the appropriate audience but also to tailor their messaging to suit their needs effectively. After a message is served, Innovid Key facilitates clients in gauging the performance of their messaging, including the frequency in which it was viewed and the outcomes it generated. This level of insight enables clients to refine their strategies and optimize their campaigns for greater impact.

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What Does Innovid Key Enable You To Do?



Stay Relevant. With Innovid Key you can match creative to media performance metrics seamlessly and quickly. This level of personalization brings together creative and media, because dynamic creative strategies, with real-time audience and performance insights, allow the tailoring of messaging and media buys to each stage of the consumer journey.



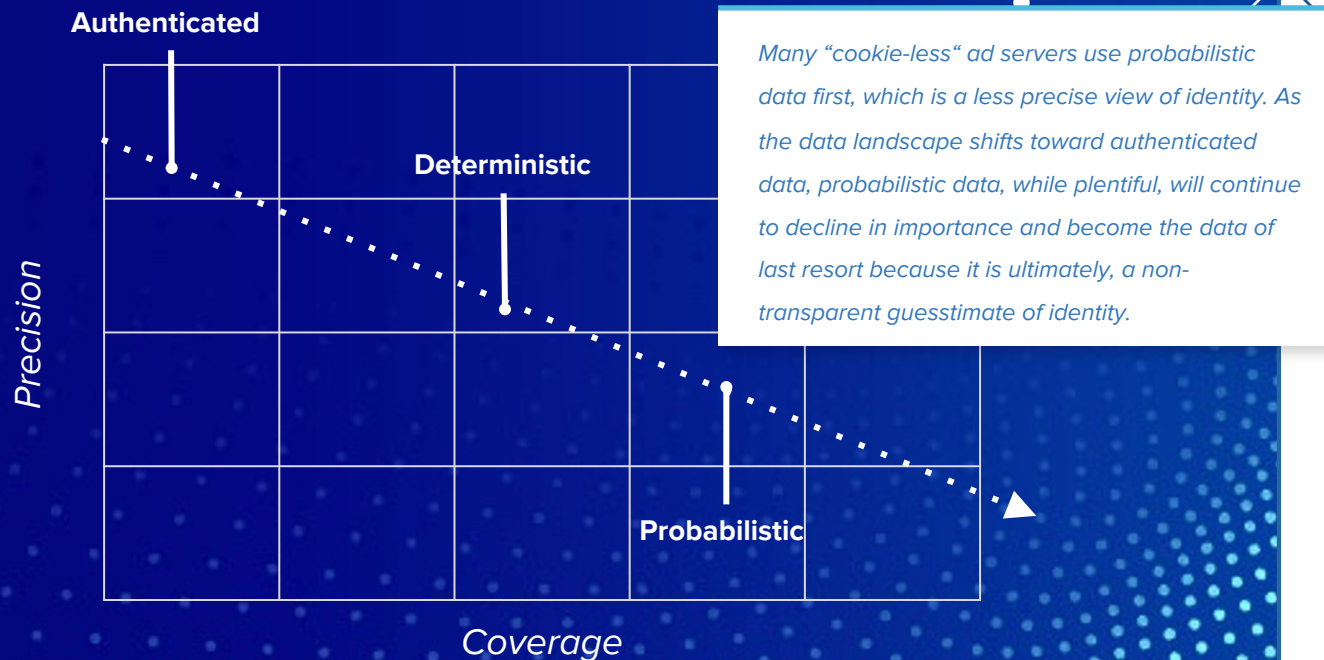
Avoid Creative Burnout. Understand the reach and frequency of our messaging across audiences and control for oversaturation — without sacrificing creative velocity. With Innovid Key, you can measure the real-time impact of creative across digital channels and devices, including CTV.



Plan. Optimize. Repeat. View how, when, and where audiences were reached through reach, frequency, and outcome measurement to understand the effectiveness of media. With Innovid Key powering our measurement offering, you can inform future planning and make real-time optimizations.



Action — Even Outside of Innovid. Our data is your data. You can use Innovid data to power your external MTA partner's analysis and gain a deeper understanding of ROI across your media strategy. Through Innovid Key, you can access log-level data (where permitted) that can easily tie ad exposure to unique identifiers for closed-loop attribution.



Many “cookie-less” ad servers use probabilistic data first, which is a less precise view of identity. As the data landscape shifts toward authenticated data, probabilistic data, while plentiful, will continue to decline in importance and become the data of last resort because it is ultimately, a non-transparent guesstimate of identity.

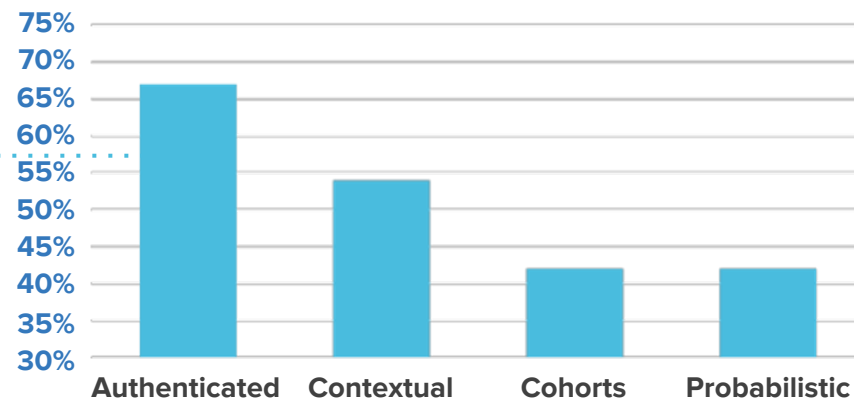
Innovid believes that authenticated IDs (privacy maintaining, end-viewer provided individual level IDs) are the future of identity, but we still need a solution that meets the needs of today’s challenges.

Since we first launched **Innovid Key** in late 2021, we’ve been focused on integrating with numerous interoperable solutions, allowing us to offer an accurate and persistent method of resolving identity for every impression, regardless of device, IP address, or cookie. This allows us to stay at the cutting edge, partnering with emerging solutions that offer the highest quality data, while a system of graceful fallbacks give advertisers the confidence other solutions can provide in terms of widespread coverage.

We believe that identity resolution cannot be beholden to a single signal, partner, or strategy, and thus, Innovid employs an adaptive waterfall strategy for unlocking identity across devices.

Ad Professionals Surveyed On What Solutions They're Interested in Testing¹

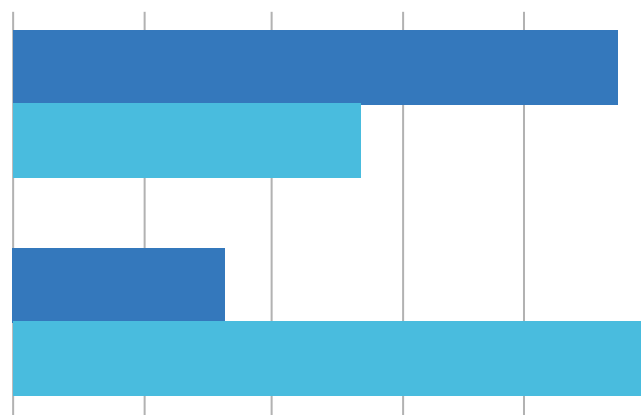
*Ad professionals rated **authenticated solutions** highest among the options available.*



Ad Professionals Surveyed On What Authenticated Solution Shows The Greatest Promise²

Publisher 1st-Party

Advertiser 1st-Party



*Advertisers and publishers **disagree on which authenticated solution is best.***

■ Advertisers ■ Publishers

1 - eMarketer, Which Identity Solutions Are Capturing The Ad Industry's Attention, Dec 2022

2 - eMarketer, Identity Resolution H2 2023, Oct 2023

Authenticating Over Estimating

When mapping any identity data, our first step is to look for the presence of an authenticated ID. But the industry is still deciding on which authenticated approach shows the most promise. This is why a flexible model is so critical to the future of identity resolution.

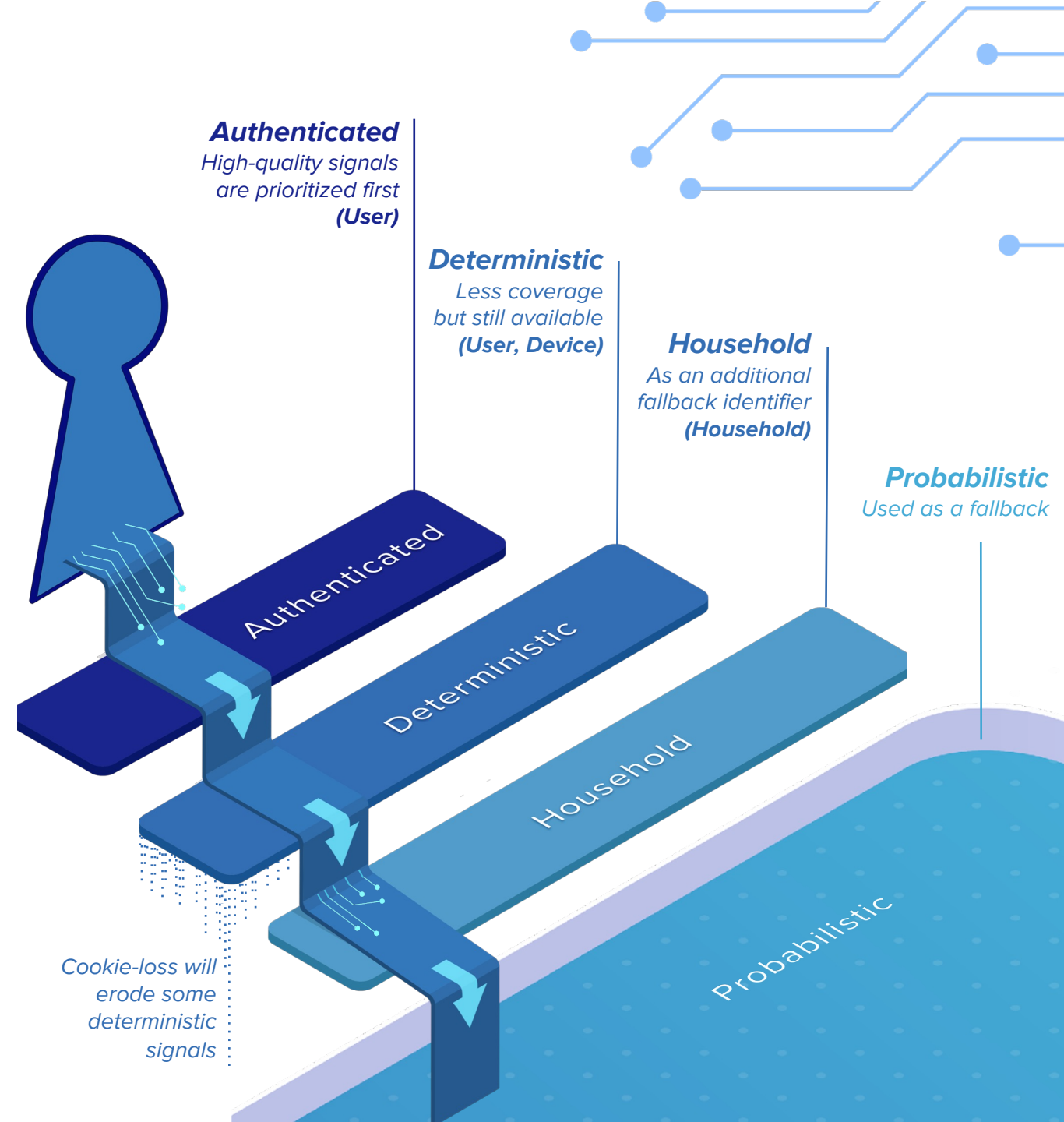
Innovid is currently working with Liveramp ATS, and we are committed to interoperability with other first-party identifiers such as Epsilon, UID 2.0, Transunion, Horizon Media - Blu ID, and Neustar. Going deeper, Innovid also partners directly with top publishers to enable direct targeting and measurement of 1st party audiences.

The Waterfall Approach Explained

While we prefer an authenticated or 1st party identifier, we understand that the scale of these solutions is still ramping up. Thus, if an authenticated or 1st party identifier isn't available, we check for a cookie or device ID. Although expected to decrease in scale rapidly, such deterministic signals are still available on many ad calls today.

Suppose a cookie, device, 1st-party or authenticated ID isn't available, or no match can be made. In that case, we fall back on our Household ID, a proprietary, probabilistic ID offering a comprehensive view of household devices using sophisticated machine learning and privacy-safe signals. The anchor for this household ID is the presence of a connected TV device. Our approach here is unique given we have our SDK installed in 25+ connected TV device types, and therefore, we don't have to rely on IP alone.

But what happens if we can't resolve an impression to that CTV anchor? In that case, our final probabilistic backstop is triggered. Our approach combines over 30 non-personal signals, such as browser attributes, device characteristics, and network data, to build high entropy indicators for the viewer's device. Over time, we expect the requirement for this form of probabilistic backstop to lessen as authenticated identity penetration increases.

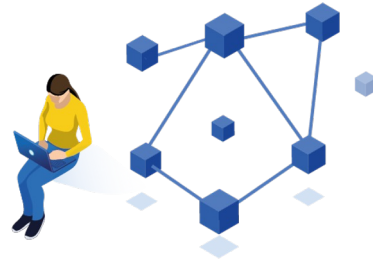


With Innovid Key

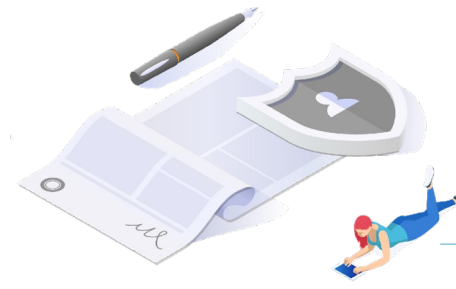
You unlock an identity resolution approach that is:



Forward-Thinking & Future Proofed



Open & Integrated



Tried & Transparent



Big Data, Better Insights

A future-proofed approach to identity resolution cannot rely on a single signal, partner, or strategy. So, when things shift again, and things will, your strategy won't suffer.

Innovid doesn't believe in locking advertisers into using one solution or partner to achieve their goals. In that lens, Innovid Key acts like a skeleton key, seamlessly integrating with both first and third-party solutions to provide actionability across Innovid's solutions and even outside of them.

Since its launch, Innovid Key has served as the underlying infrastructure powering all of Innovid's products. In 2023, Innovid Key allowed Innovid to ensure the most relevant message was served in over 95% of cases, without resorting to a default experience.

Innovid's ad management platform fuels a vast dataset comprising billions of daily MRC-accredited impressions, setting it apart from competitors. This dataset ensures greater representativeness, robustness, and accuracy for AI modeling, delivering more effective and precise solutions.



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To start using **Innovid Key**
for identity resolution today