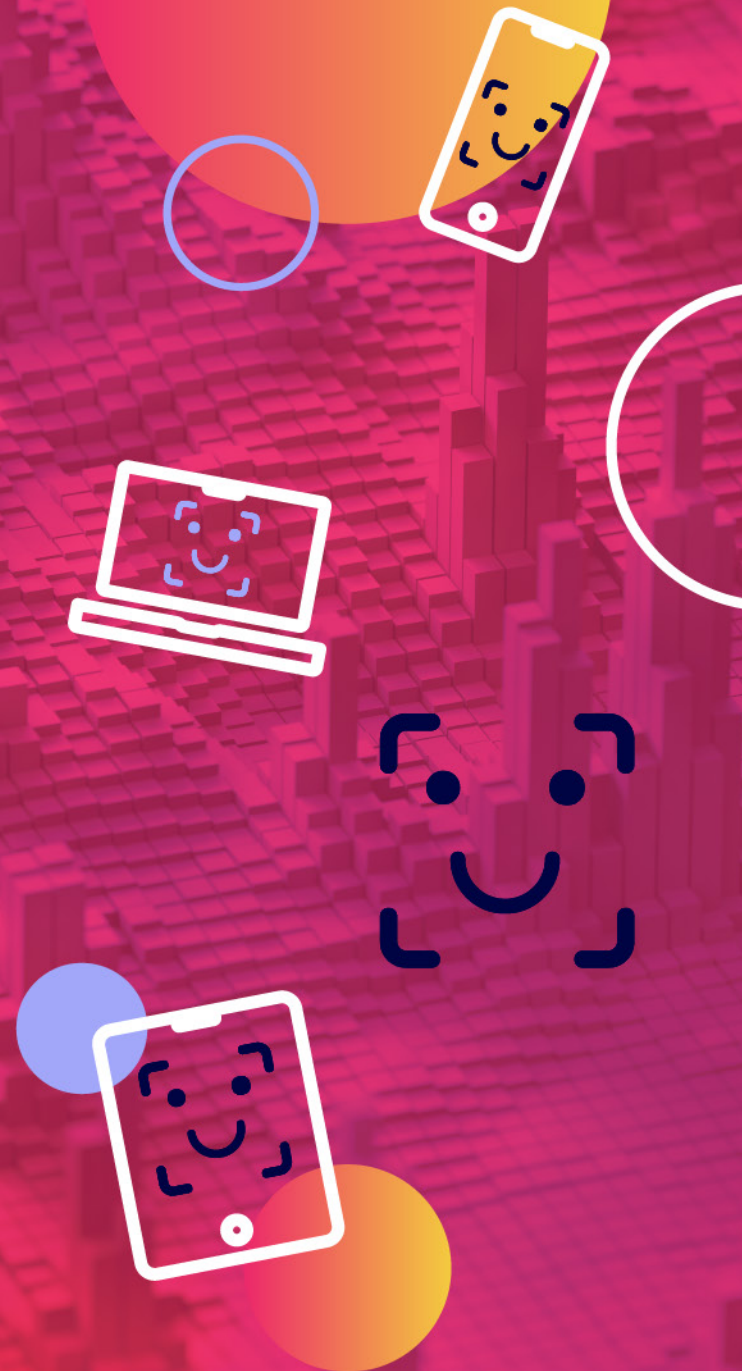


Testing into a **Multi-ID World** with Innovid



Innovid's multi-ID ad serving solution

Explaining the multi-ID world

Although the decline of cookies has been ongoing for years, Google's announcement to phase these IDs out ignited industry-wide action. This led to a wave of cookieless identity solutions that provided advertisers with alternatives but also came with challenges such as limited scale, coverage, and interoperability. As a result, marketers have had to embrace a broader and more diverse set of solutions and identifiers, thus transitioning into a multi-ID world.

The importance of testing now

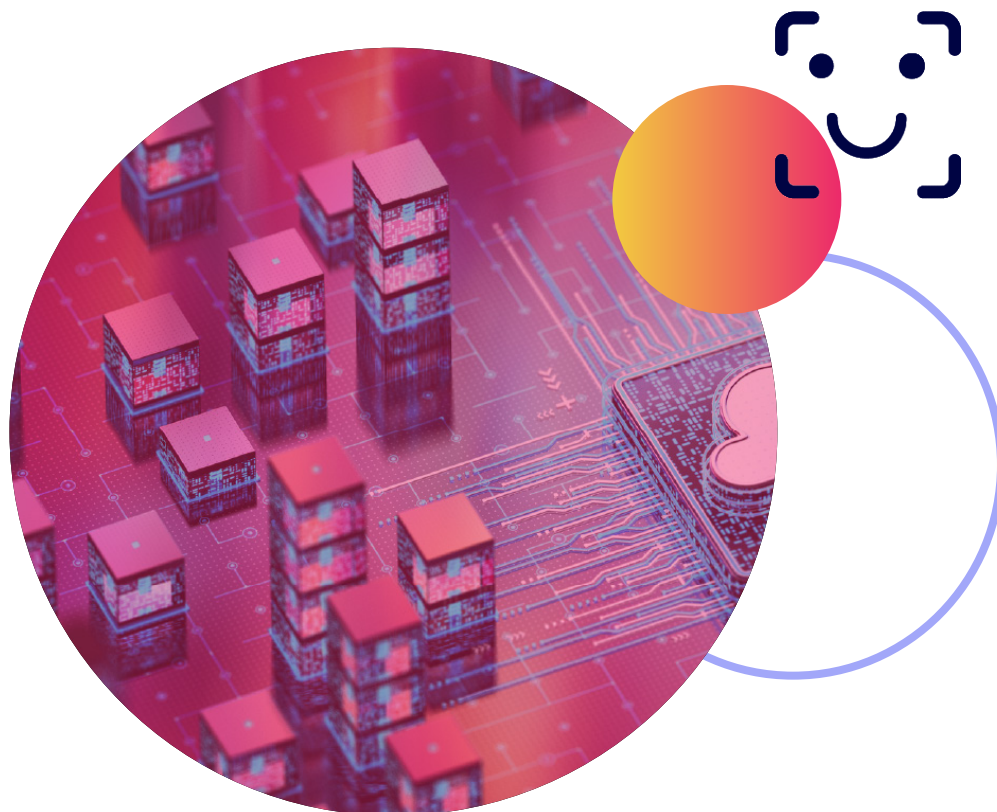
Google's roll back of cookie deprecation doesn't change the momentum of the market. Scale will continue to be a concern for cookies and, as such, Google can only provide a partial solution. Advertisers should continue to develop and implement transition strategies, moving into a multi-ID framework that ensures greater stability and interoperability, while also supporting privacy compliance.

The value of Innovid's ad server

Our ad server uniquely offers advertisers a centralized hub for ID orchestration by integrating with top-tier solutions across Authenticated, Probabilistic, and Cohort-based identities in addition to traditional cookie-based IDs. Our approach allows advertisers to seamlessly transition into a multi-ID world while supporting existing measurement and creative strategies.

Our testing recommendation

We recommend a phased approach where advertisers begin with measurement and follow with creative decisioning. Testing in this manner minimizes the risk and maximizes learnings by proving the value of supplementing cookie-based solutions before influencing in-market strategies.



Measurement with the Innovid ID

Available Now

Our multi-ID measurement solution enables advertisers to capture, log, and report on all available IDs simultaneously, enhancing the accuracy and comprehensiveness of campaign analytics. In this phase, we will generate and capture our Innovid ID alongside the available cookie ID, allowing advertisers to gain a more holistic view of user interactions and optimize strategies accordingly.

Value

The value of multi-ID measurement

Reach: Cookie-based metrics overestimate reach due to the cookie's inability to track users across environments, browsers, and devices. Our Innovid ID, however, uses a more persistent, cross-device identifier to more accurately calculate the reach of a campaign.

Frequency: By utilizing a more reliable identification method, advertisers can better understand the user's exposure across formats, browsers, and devices, enhancing the accuracy of campaign frequency metrics.

Attribution: Our approach improves the attribution of conversions to paid media by accurately linking ad exposures to subsequent site activity, regardless of the browser or device used, ensuring a more accurate measurement of media impact.



PHASE 1: Measurement

Our measurement solution is seamlessly integrated into our trafficking process, ensuring minimal lift for our advertisers. Our dedicated support team is here to provide a smooth and seamless activation experience.

Requirements

Requirements for multi-ID measurement

FT Ad Tags: For all Innovid-served inventory, our measurement solution is embedded directly in the ad tag (note: our tag can be deployed in tandem with another ad server).

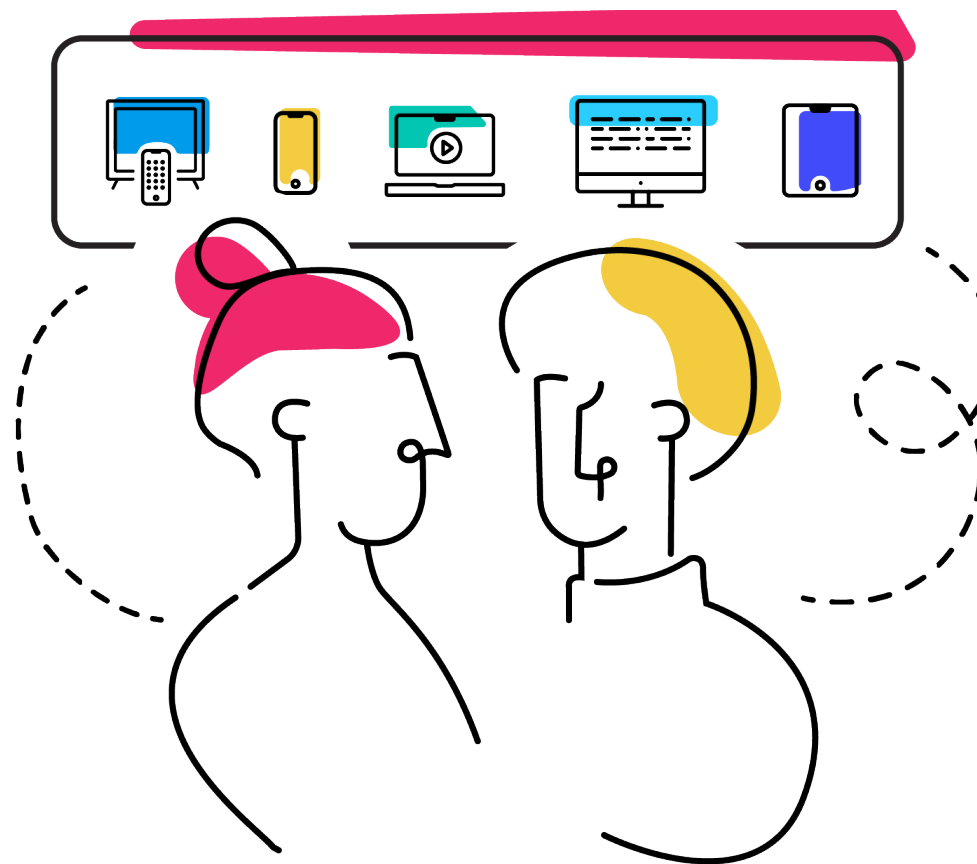
Required for Reach, Frequency, and Attribution reporting.

FT Trackers: For any inventory not served through Innovid, we can provide standard tracking tags that deploy our measurement solution. Doing so provides consistent measurement across all marketing without the need to retraffic existing ad tags in another ad server.

Required for Reach, Frequency, and Attribution reporting.

FT Site Tags (aka: Spotlights, Floodlights): Implementing our tags on site allows us to generate Innovid IDs for all site visitors, enabling us to attribute an exposure or click to the desired conversion.

Required for Attribution reporting.



PHASE 1: Measurement

We offer a range of reports and dashboards that demonstrate the value of integrating the Innovid ID into an advertiser's measurement strategies, compared to cookie-based measurement.

Reporting

Reporting for multi-ID measurement

Reporting Platform: Our standard reporting platform provides metrics such as reach, frequency, and last-touch attribution. Unique metrics are calculated for both cookie IDs and the Innovid ID for easy comparison. Use our cross-device metrics to further understand consumer consumption and behavior.

Identity Health Dashboard: Clients will have access to our Identity Health dashboard, offering several visuals to quantify the value of cookieless measurement for selected campaign.

Log Files: For teams with advanced analytics, we can provide event-level data via our comprehensive log files. These files will include cookie and Innovid IDs to support a more granular, independent analysis.



Creative decisioning with the Innovid ID

Available Now

Relying on only cookie IDs for creative decisioning will result in significant gaps and inaccuracies, as proven in the measurement phase. With our multi-ID decisioning capabilities, we deploy waterfall logic across all available IDs to make the best creative decision possible. Given the persistence of the Innovid ID relative to the cookie ID, our structure automatically prioritizes the Innovid ID—only using the cookie ID in the event a Innovid ID does not exist.

Value

The value of multi-ID personalization

Measurement: When activating the Innovid ID for personalization, measurement will automatically be enabled across all served impressions.

A/B Testing: Uncover performance insights with precise A/B testing. By defining and maintaining exposure groups using our Innovid ID, we achieve more accurate results. This approach also increases scale, as segments are maintained across devices, browsers, and formats.

Auto-Optimization: Enhance creative delivery automatically with our AI-based tool, which uses a neural net model to analyze the entire path of consumer interactions—not just the last exposure. This comprehensive path analysis, grounded in accurate user identification through our Innovid IDs, optimizes responsiveness.

Remessaging: Site visitors frequently deliver the highest ROI but the scope of cookie-based retargeting is limited by the instability of cookies. Drive additional volume, reach, and performance by being able to more accurately identify those site visitors across devices and formats using our Innovid ID.

Layer on our Retargeting PMP Audiences—learn more in the FAQ section!

Sequential messaging: Keep consumers engaged by tailoring messages based on interaction frequency and patterns. Using our Innovid ID ensures consistent messaging across various devices and channels, enhancing the effectiveness of sequential advertising strategies.

PHASE 2: Personalization

Advertisers must opt-in to Innovid's multi-ID ad serving solution to enable the platform to prioritize the Innovid ID over an available Cookie ID for creative decisioning. Our dedicated support team is here to provide a smooth and seamless activation experience.



Requirements

Requirements for multi-ID personalization

Advertising Settings: The dedicated account team will configure the advertiser's profile to allow campaign-level control over where the Innovid ID will be used for personalization and measurement.

Campaign Settings: Following the above, our Innovid ID can be established as the selected ID for individual campaigns. Cookie IDs will still be captured, but only used in the instance a Innovid ID is not available.

Trafficking: The new multi-ID logic will be deployed when tags are generated under these new settings, allowing for immediate activation of personalization and measurement on a campaign-by-campaign basis.

PHASE 2: Personalization

We offer a range of reports and dashboards to ensure advertisers have access to the data required in the format that works best for the team.

Reporting

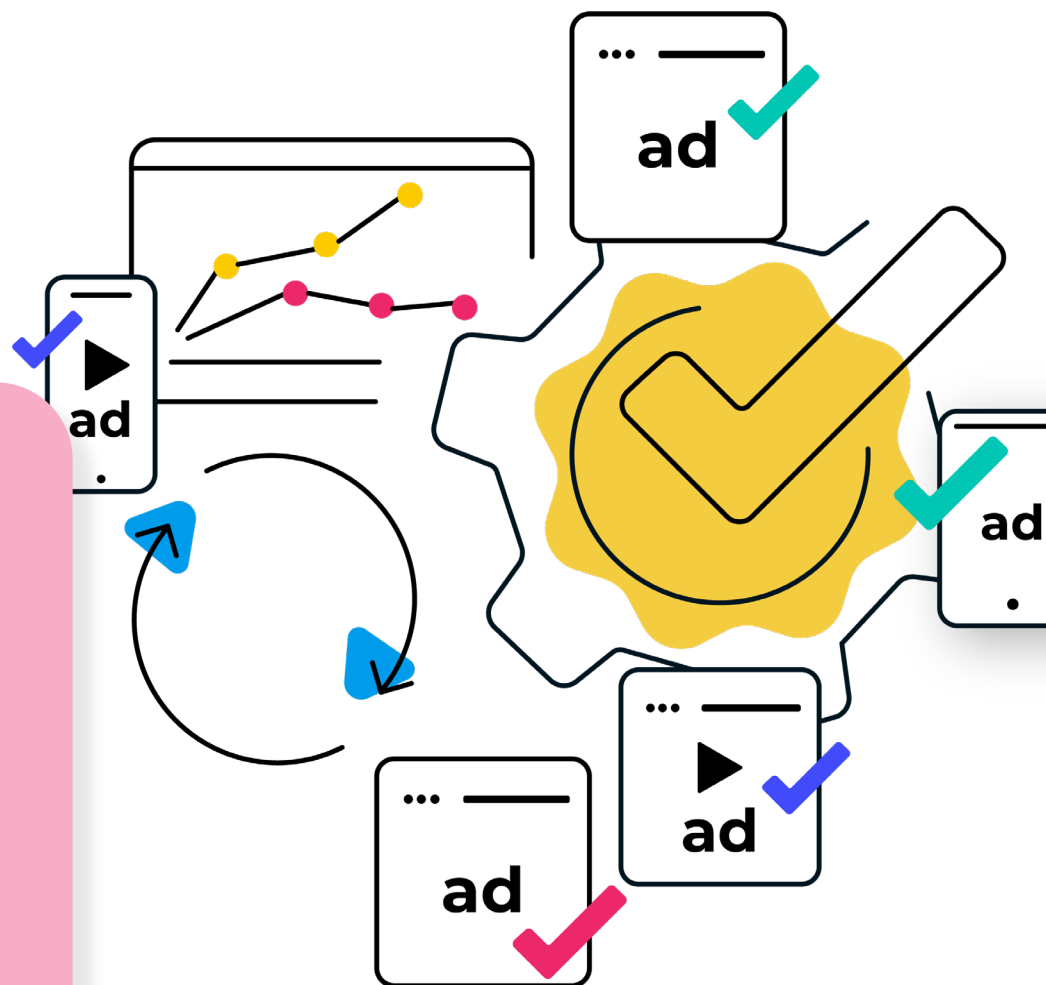
Reporting for multi-ID personalization

FT Reporting Platform: Capture delivery and performance of campaigns with a suite of turnkey and customizable reporting options that offer the flexibility to drill down into both audience and creative details.

Creative Insights Dashboard: When paired with our [Creative Intelligence](#) solution, this dashboard highlights top performing content—both overall and by audience. Use these insights to optimize creative development and drive performance.

Optimization Impact: When paired with our [Auto-Optimization](#) rule, quantify its influence by calculating how drastically delivery has shifted and understanding what creatives, versions, and content are driving the largest changes.

Log Files: In addition to the Innovid and Cookie IDs, our log files include the creative, version, and content details for more granular analysis and learnings.



Incorporating third-party IDs

LiveRamp's Ramp ID is expected to be available in Q2 2025, with the rollout of other IDs anticipated in H2 2025.

Continue the transition by expanding the identity solutions included in a multi-ID strategy. Our ad server allows advertisers to determine what third-party IDs—or combination of IDs—deliver the best value and flexibility for campaigns.

Value

The value of a multi-ID solution

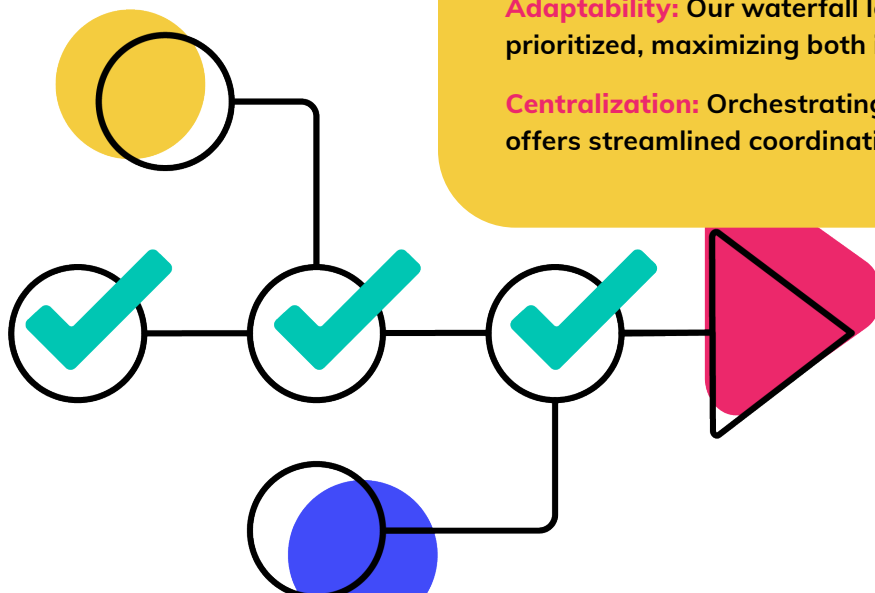
Control: Advertisers have the freedom to select partners based on preference, rather than necessity. Our integration list is influenced by client demand and is continually growing.

Flexibility: Advertisers have the freedom to change identity solutions, providing a framework that allows for testing, learning, and evolving.

Scalability: Use a mix of solutions to overcome scalability issues often seen with relying on a single identity partner.

Adaptability: Our waterfall logic ensures identity solutions are prioritized, maximizing both identity coverage and optimal relevance.

Centralization: Orchestrating identity solutions at the ad server level offers streamlined coordination, reporting, and activation.



PHASE 3: Expansion

Advertisers must opt-in to Innovid's multi-ID ad serving solution to select which identity solution(s) are available for campaign-level activation. Our dedicated support team is here to provide a smooth and seamless activation experience.

Requirements

Requirements for a multi-ID solution

Advertising Settings: The dedicated account team will configure the advertiser's profile to integrate with the identity partner(s) contracted with, choosing from not just the Innovid ID but also a variety of third-party solutions.

For the list of available partner IDs, please reach out to your dedicated Innovid contacts.

Campaign Settings: Following the above, each campaign can be uniquely structured to prioritize a different set of IDs. In all instances, Cookie IDs can still be captured but only used in the instance none of the other IDs are available.

Trafficking: The new multi-ID logic will be deployed when tags are generated under these new settings, allowing for immediate activation of personalization and measurement on a campaign-by-campaign basis.

Additional modifications may be required by the 3rd party partner.



Reporting for a multi-ID solution

Refer to the reporting resources available in phases 1 and 2.

FAQs

Who should we involve from the agency side?

We recommend including the media, creative, and analytics teams to identify the KPIs that are most meaningful and ensure reporting platforms will receive appropriate data to analyze.

What does collaboration look like?

We like to act as a centralized hub, ensuring all teams have the support for successful activation and analysis. Our goal is to make the transition as seamless as possible with an emphasis on establishing a new way of operating to futureproof workflows.

What third-party solutions can I tap into?

In addition to offering our own Innovid ID, we are working with the industry's leading identity solutions. Please see our roadmap to better understand what solutions will be available over the next 6 months. If there are preferred providers not included here, please reach out to your dedicated Innovid contacts.

Where can Innovid's ad server run?

Everywhere that accepts third-party ad serving or tracking.

Why should I deploy my third-party IDs through the ad server and not my DSPs?

Orchestrating identity through the ad server provides several benefits, including:

Flexibility: There is inconsistency in what IDs are available through which publishers or DSPs. Testing at the media level will likely restrict which identity solution(s) can be tested.

Scale: Any limitation on which identity solution can be used will reduce opportunity scale. Testing with Innovid allows advertisers to execute and measure multiple IDs at a single time.

Relevant Creative: Media platforms (ex. publishers, DSPs) are not set up to efficiently deliver personalized messaging. A Innovid test will allow for more efficient workflows and can accommodate this identity test as a part of a larger messaging strategy (if relevant).

Holistic Measurement: A Innovid testing structure allows advertisers to have an overarching view of the campaign—including the management of multiple identity tests alongside a consolidated personalization strategy.



Are there any considerations that advertisers should know when they are implementing this test?

Testing with Innovid IDs is only available in the US at this time. Additionally, we ask that advertisers limit just a portion of impressions during the beta testing period to ensure we can monitor volume as it goes through our platform. For additional guidance, please reach out to our dedicated Innovid contacts.

What is Innovid's retargeting PMP audience solution?

When using the Innovid ID, advertisers can enable PMP deals via our partnership with MediaGrid and Café Media. This allows advertisers to supplement retargeting audience pools by finding and targeting users based on the Innovid ID.

About Innovid

Innovid is the leading independent ad tech platform, empowering marketers to create, deliver, measure, and optimize ad-supported experiences that people love. In 2025, Innovid and Flashtalking merged to create a transparent, scalable alternative to big-tech, walled-garden, and point solutions across CTV, digital, linear, and social channels. As part of Mediaocean, Innovid is tied into the industry's core ad infrastructure for omnichannel planning, buying, and billing. Visit www.innovid.com to learn more.

