

PRIMED AND READY FOR THE
cookieless future



LUMEN

SITUATION

HOW THE COOKIE IS CRUMBLING

2019

Firefox blocked third-party tracking cookies by default



Safari

2020

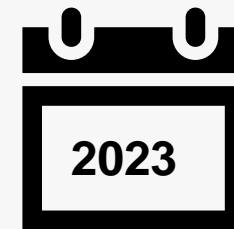
Apple's Safari blocked all third-party cookies by default and launched Intelligent Tracking Prevention (ITP) privacy feature

2021

Lou Montulli cited the web's reliance on advertising as a revenue source as "very detrimental" to society and "perverts the user experience"



60% UK browser share



JUNE 2021

Google Chrome set a final date for ending support for third-party cookies in late 2023

TWO VARIETIES

First-party cookies



Created and stored by the website you are **visiting directly**. Allows sites to:

Collect **customer analytics data**

Remember **language settings**

Provide a **good user experience**

Third-party cookies



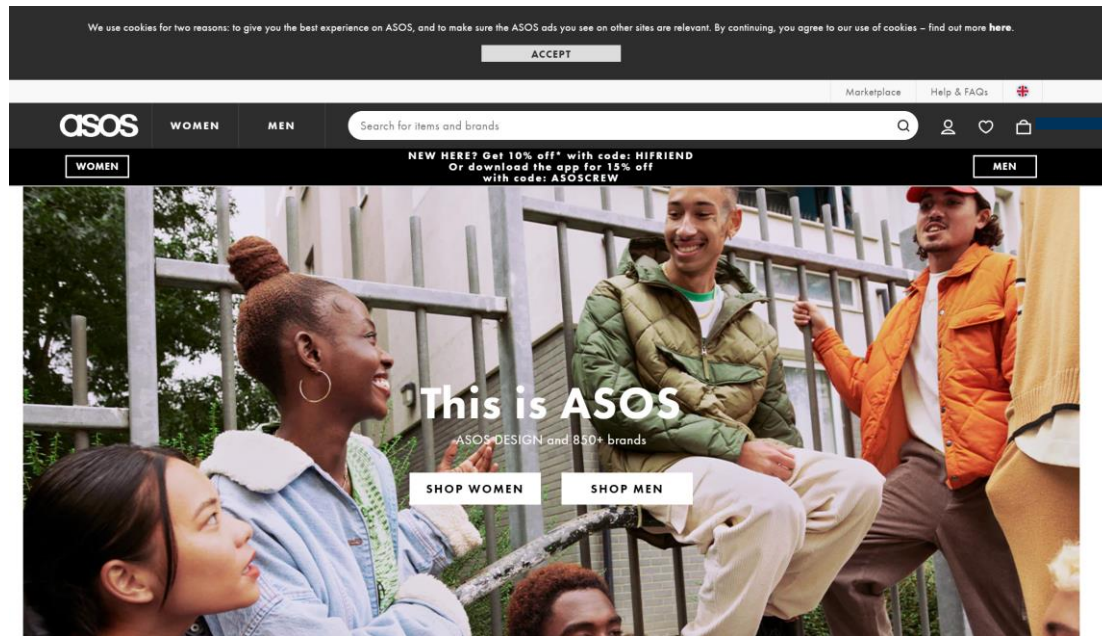
Cross-site tracking: collecting browsing data from numerous sources

Retargeting: using search activity to retarget visitors

Ad-serving: decisions regarding the ads that appear on a website

USER EXPERIENCE

First-party cookies



User experience



Third-party cookies



Retargeting elsewhere



COOKIE-PPEAL



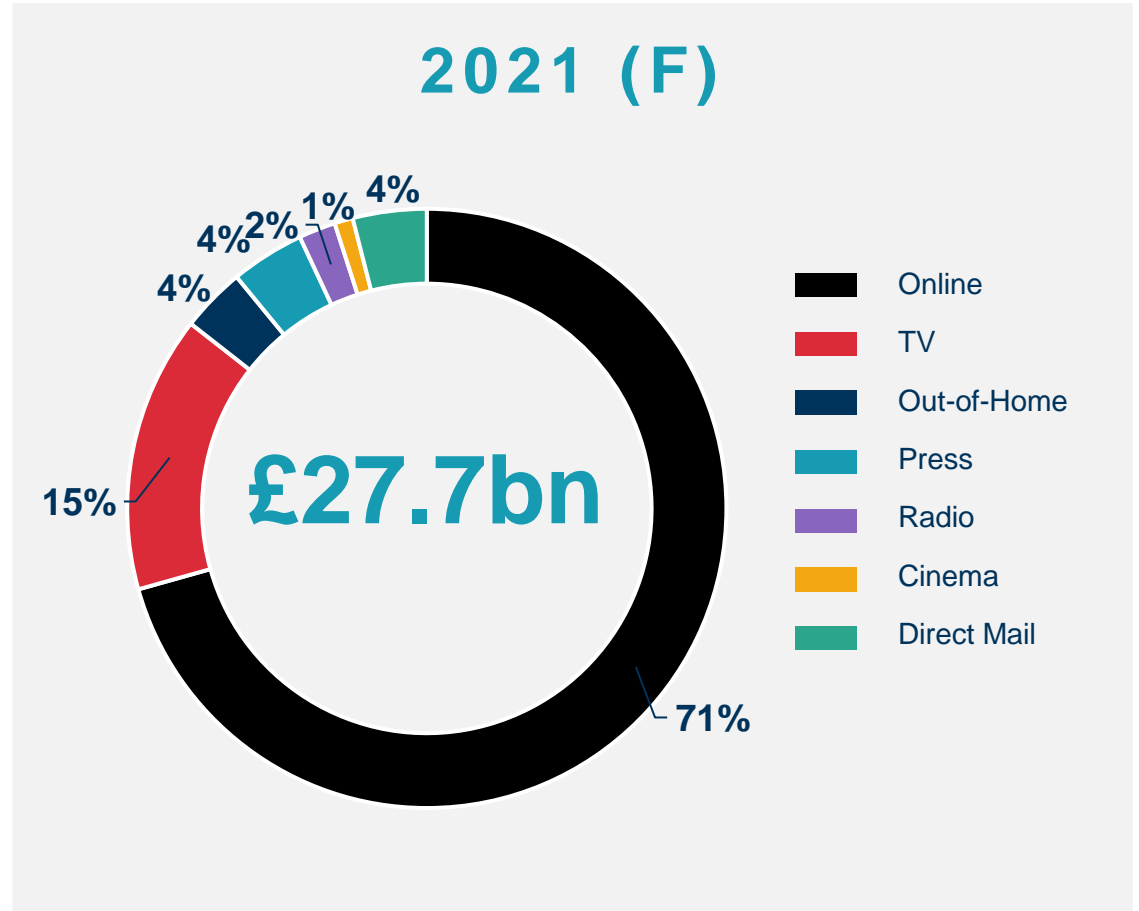
Ad-targeting

Interest-based targeting and retargeting



Measurement

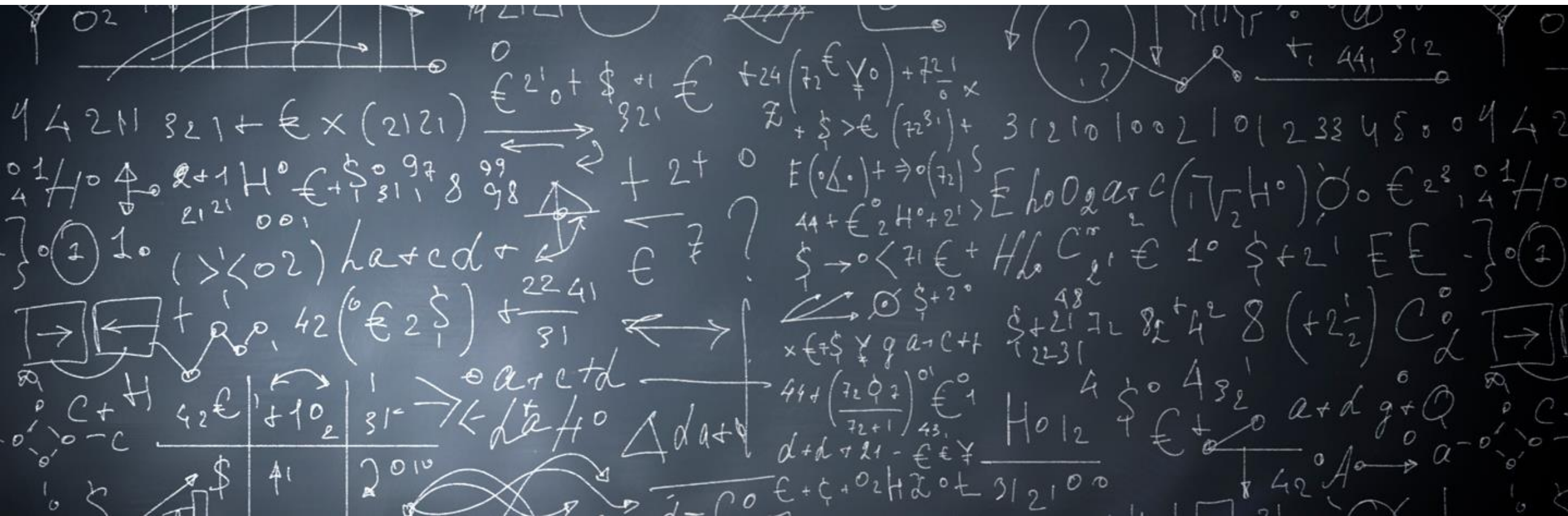
Attribution, frequency capping and reporting



THEORY

HYPOTHESIS

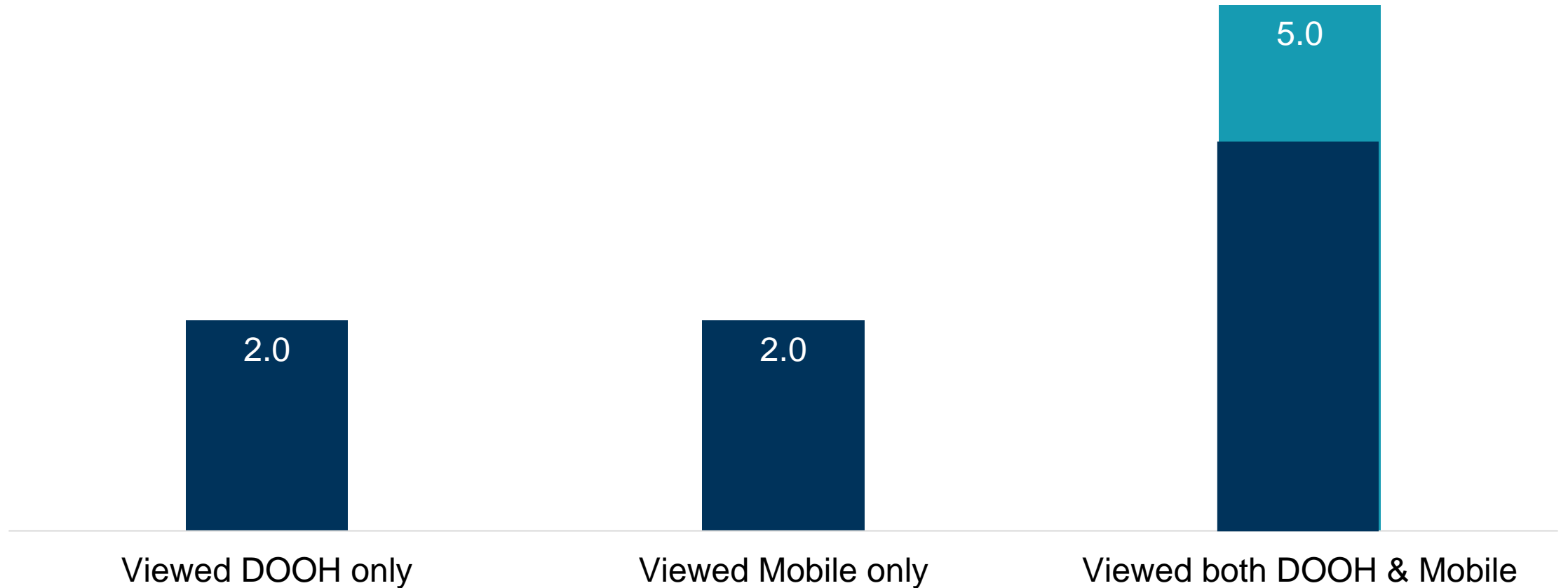
“The priming effect of OOH can help brands fill the gap of third party cookies as familiarity of imagery boosts attention”



THE DOOH AMPLIFICATION EFFECT

2+2=5

Average dwell time (seconds)



METHODOLOGY



Nationally representative panel
1,800 respondents recruited
online & placed into cohorts



Asked to view roadside video with
no exposure to test ads, potential
exposure to test ads or complete a
task mimicking cookie targeting
online behaviour



Exposed to online news page with
MPU ads corresponding to DOOH



Answer questionnaire to
assess recall and perception

TEST ADS

LOWER PRICES
ON OVER 500 SUMMER ESSENTIALS

Good times.
Great prices.

In store | boots.com | App

Boots
Feel good as new

Subject to availability. Selected stores.

BOOTS

It doesn't matter
WHERE YOU SHOP
we'll still recycle
your soft plastics,
like crisp packets
& bread bags.



For more information on our recycling services, visit www.co-op.com/eco. ©2023 Co-op Food. All rights reserved. <https://www.co-op.com/eco>

CO-OP

chill
GO FROM TRAIN TO
PLANE IN NO TIME



FLY BRITISH AIRWAYS
FROM LONDON CITY,
YOUR LOCAL AIRPORT

EUROPE
FROM **£49** EACH-WAY
BASED ON A
RETURN FARE

ba.com/londoncity

T&Cs apply.

BRITISH AIRWAYS

**THIS SEASON
WE PLAY
TOGETHER**

DAN
ARSENAL
SUPPORTER

Ladbrokes

WHEN THE **FUN** STOPS **STOP**

BeGambleAware.org

LADBROKES

**ELECTRIC
THE MAZDA WAY.**

ALL-ELECTRIC MAZDA MX-30

The official energy consumption figures for the all-new Mazda MX-30 range: 19 kWh/100km (WLTP Combined), CO₂ emissions 0g/km. These figures are for comparative purposes only and do not reflect real-life driving habits, which will depend upon a number of factors including the environment. Road gear/regeneration, variations in driving styles, weather conditions and vehicle load.

MAZDA

asos
Summer looks good on you

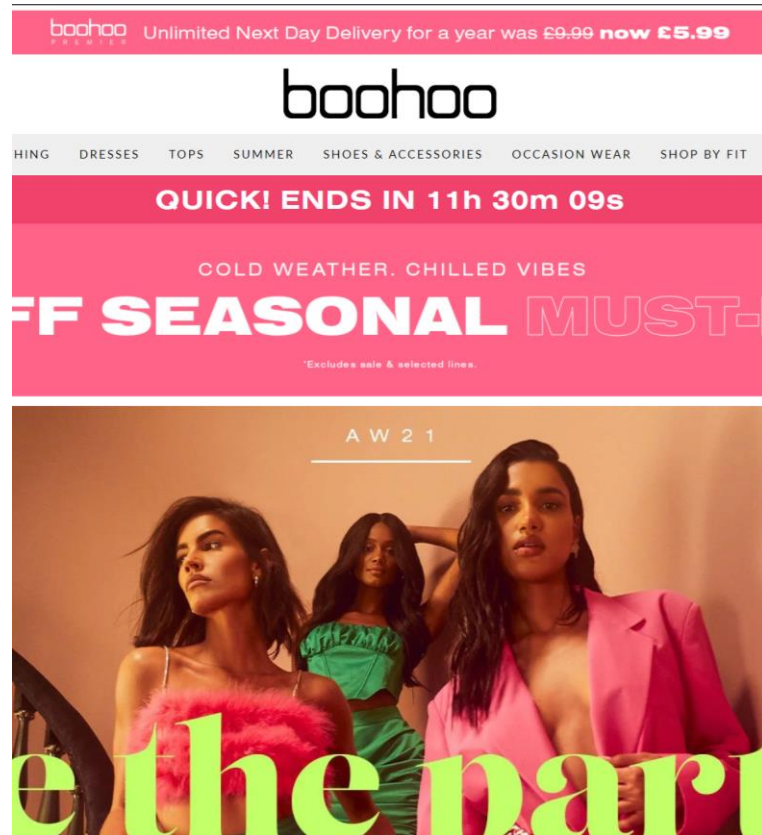
Download on the
App Store

GET IT ON
Google Play

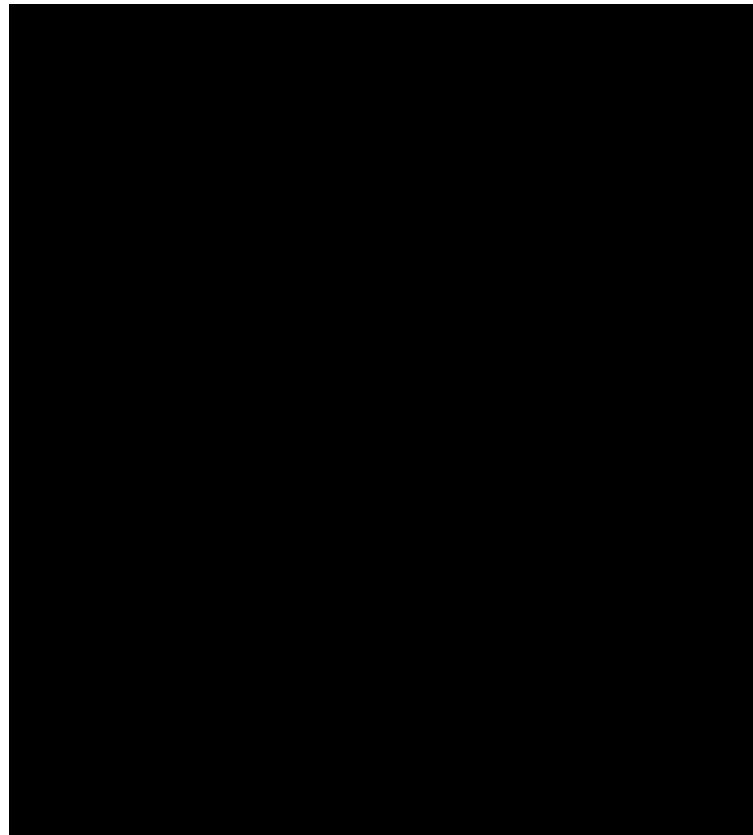
ASOS

CELL GROUPS

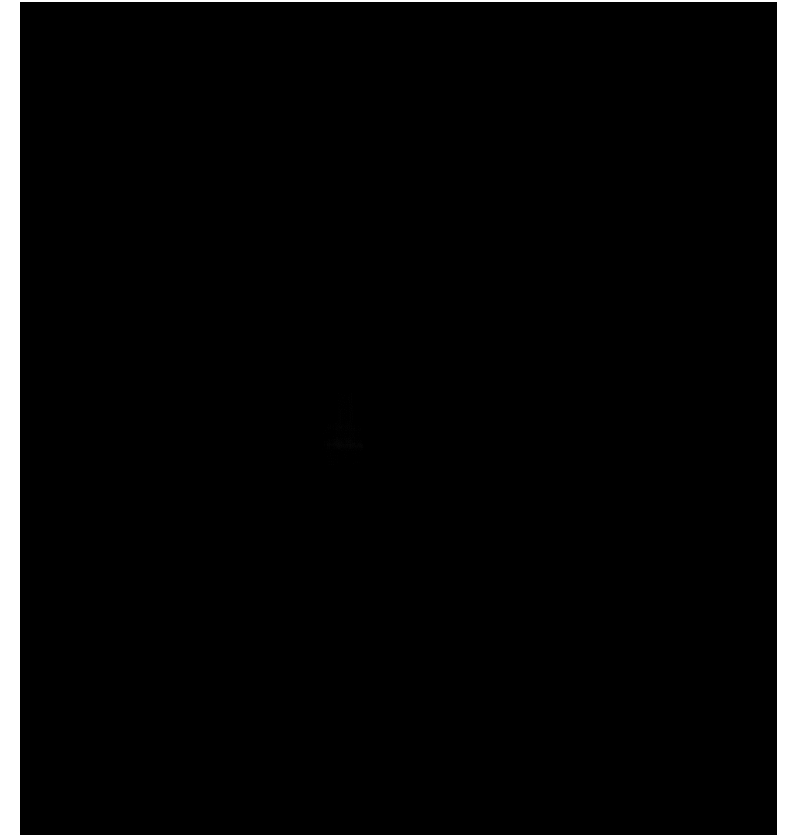
RECREATION OF MEDIA EXPERIENCE



COOKIE



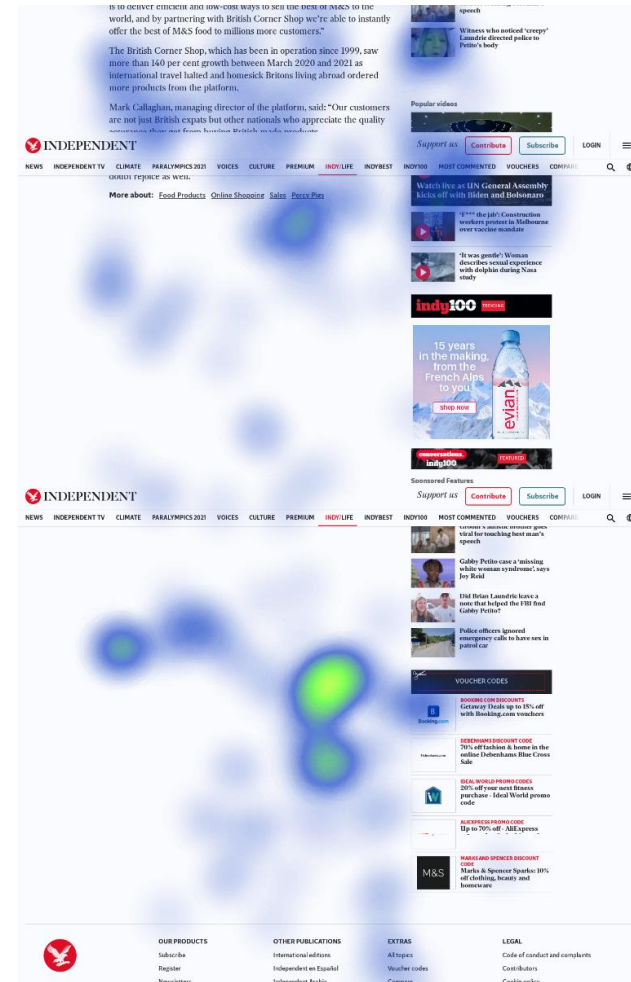
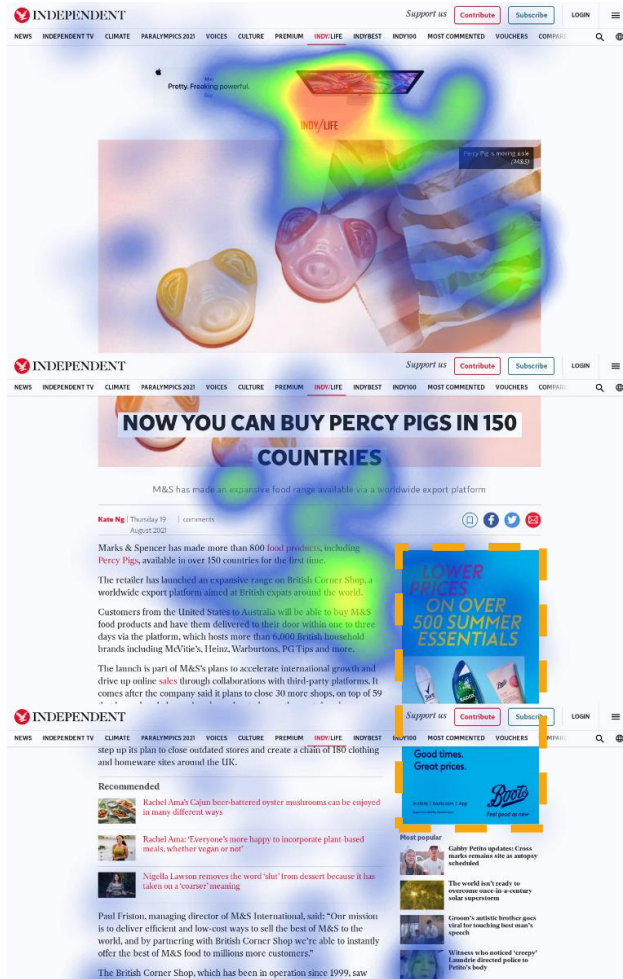
COOKIELESS



PRIMED

TESTING IMPACT

ATTENTION & PERFORMANCE OF DIGITAL ADS



Source: Lumen

WEBCAM EYE TRACKING TECH WITH LUMEN

An Eye Tracker

consists of projectors, sensors and algorithms.

The projectors

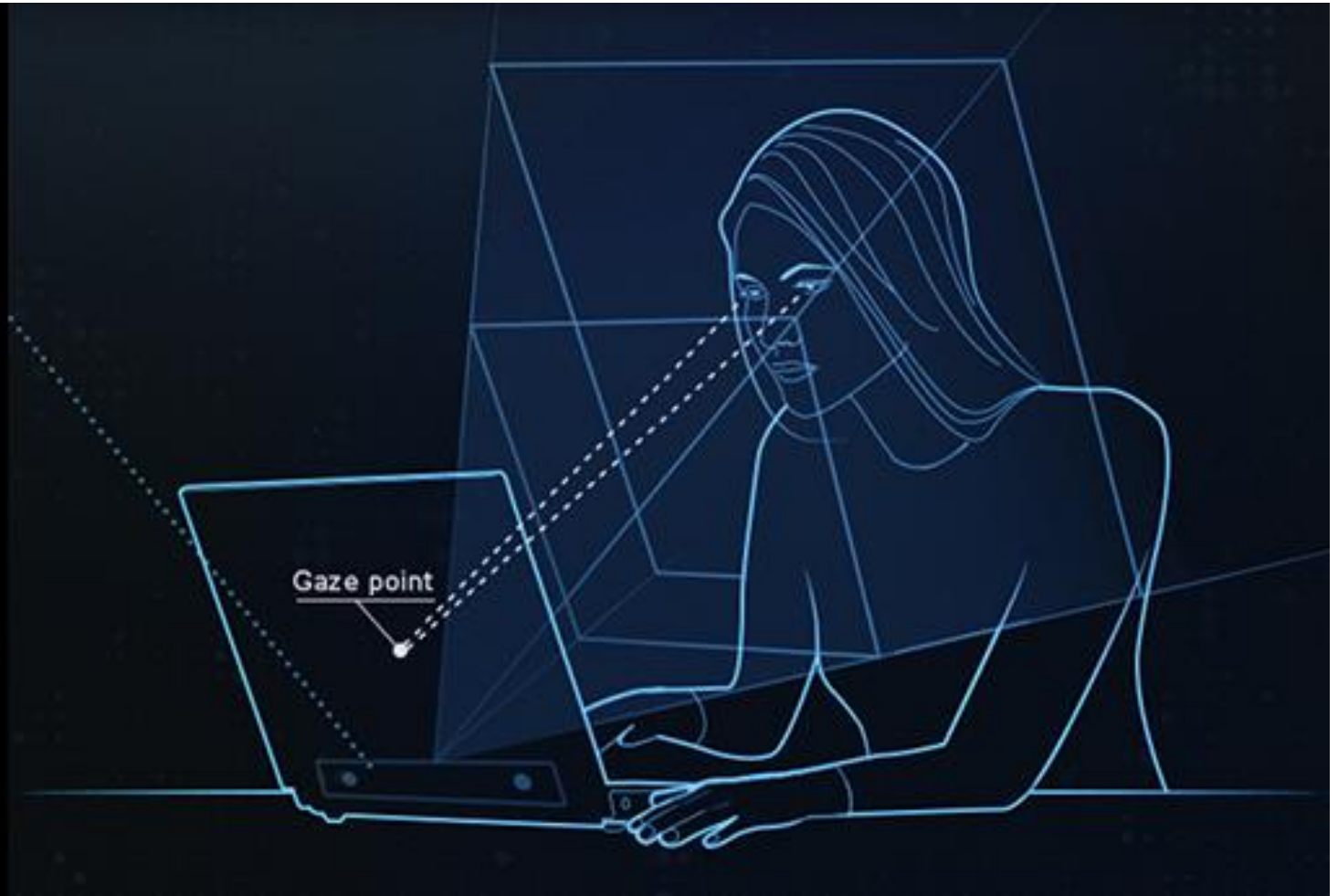
create a pattern by projecting near-infrared light on the eyes.

The Sensors

takes high-frame-rate images of the user's eyes and patterns created.

Algorithms

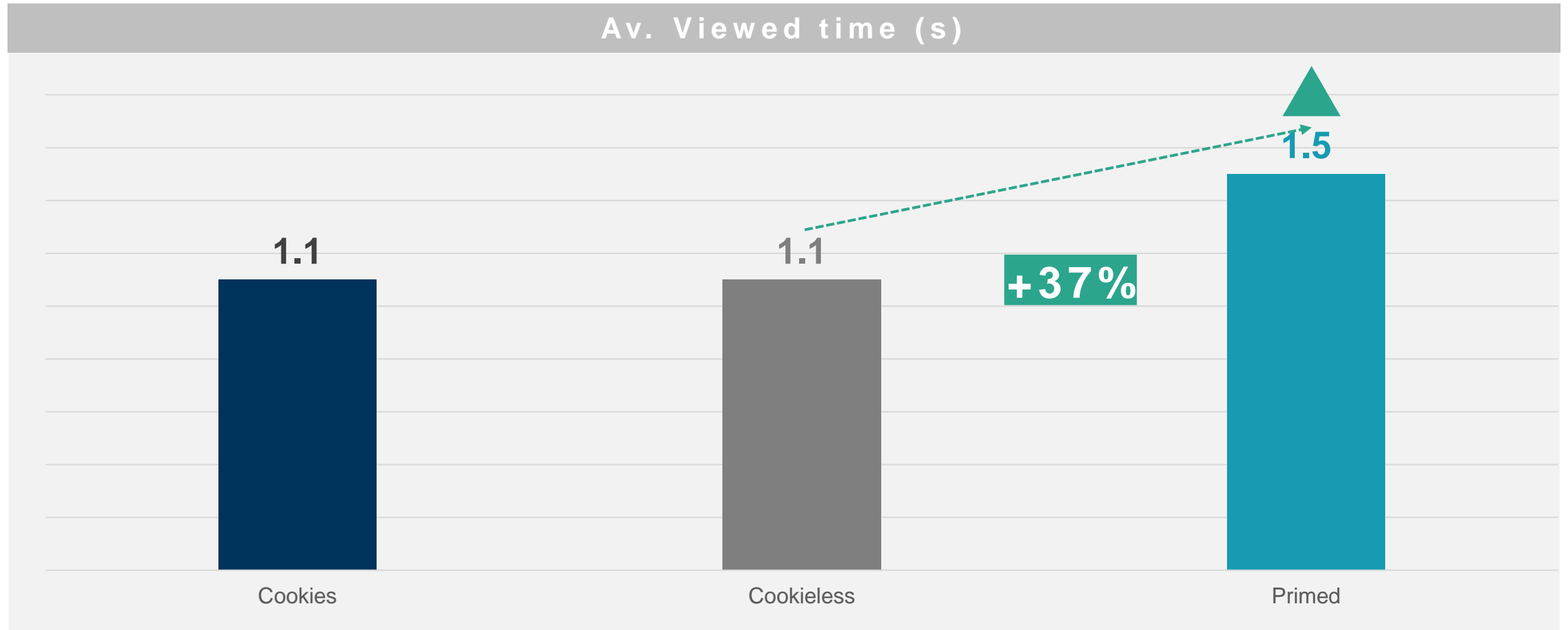
find specific details of the user's eyes and reflection patterns. This results in, among other data, the gaze point on the screen.



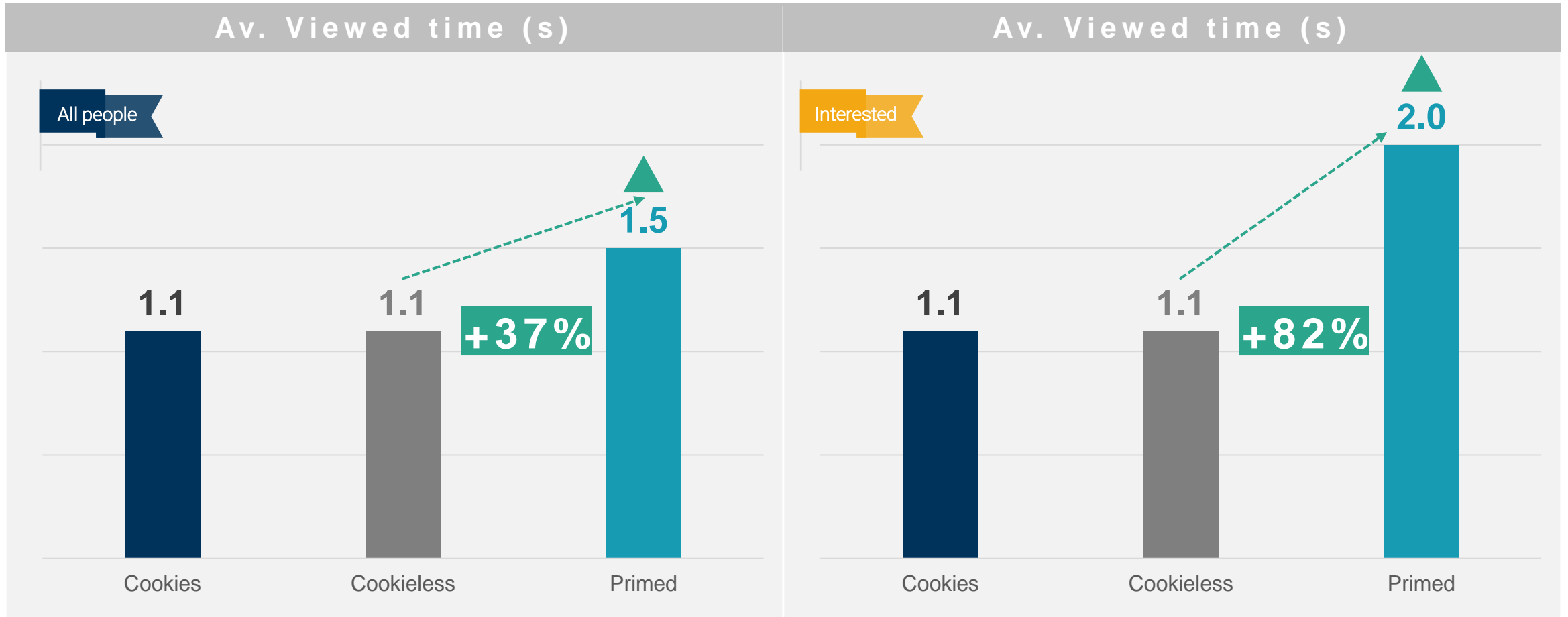
RESULTS

ADS WERE VIEWED AFTER BEING PRIMED WITH OOH

PRIMED OOH GENERATES 0.4 SECONDS OF EXTRA ATTENTION vs COOKIES

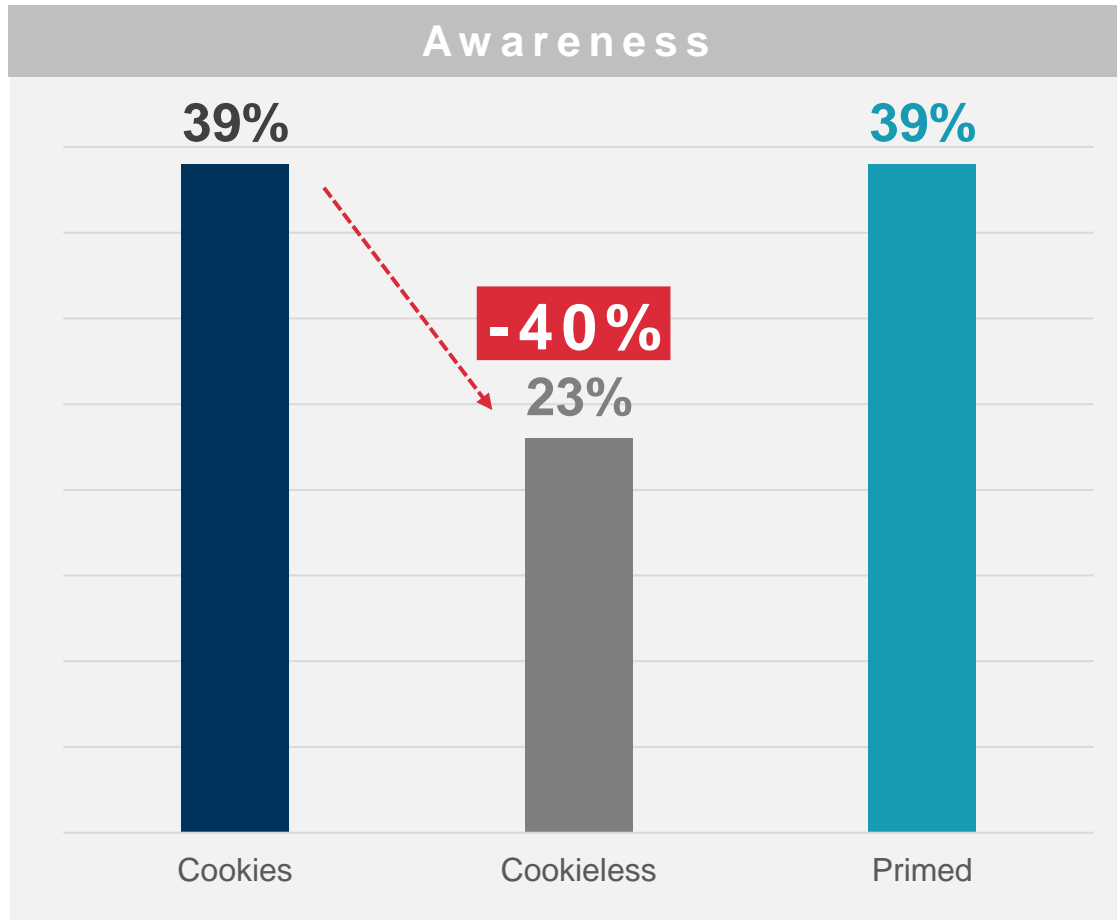


PEOPLE INTERESTED IN ADS GAVE ANOTHER +33% MORE ATTENTION



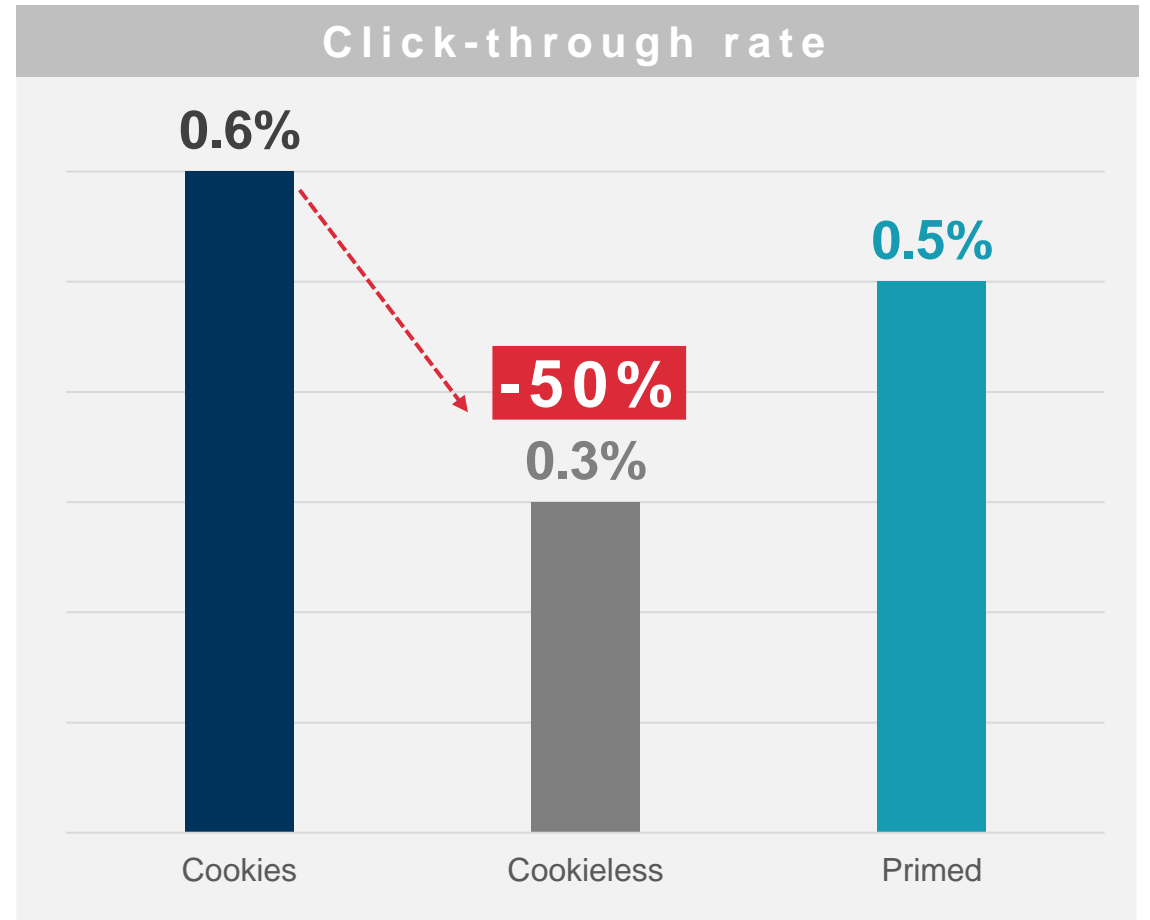
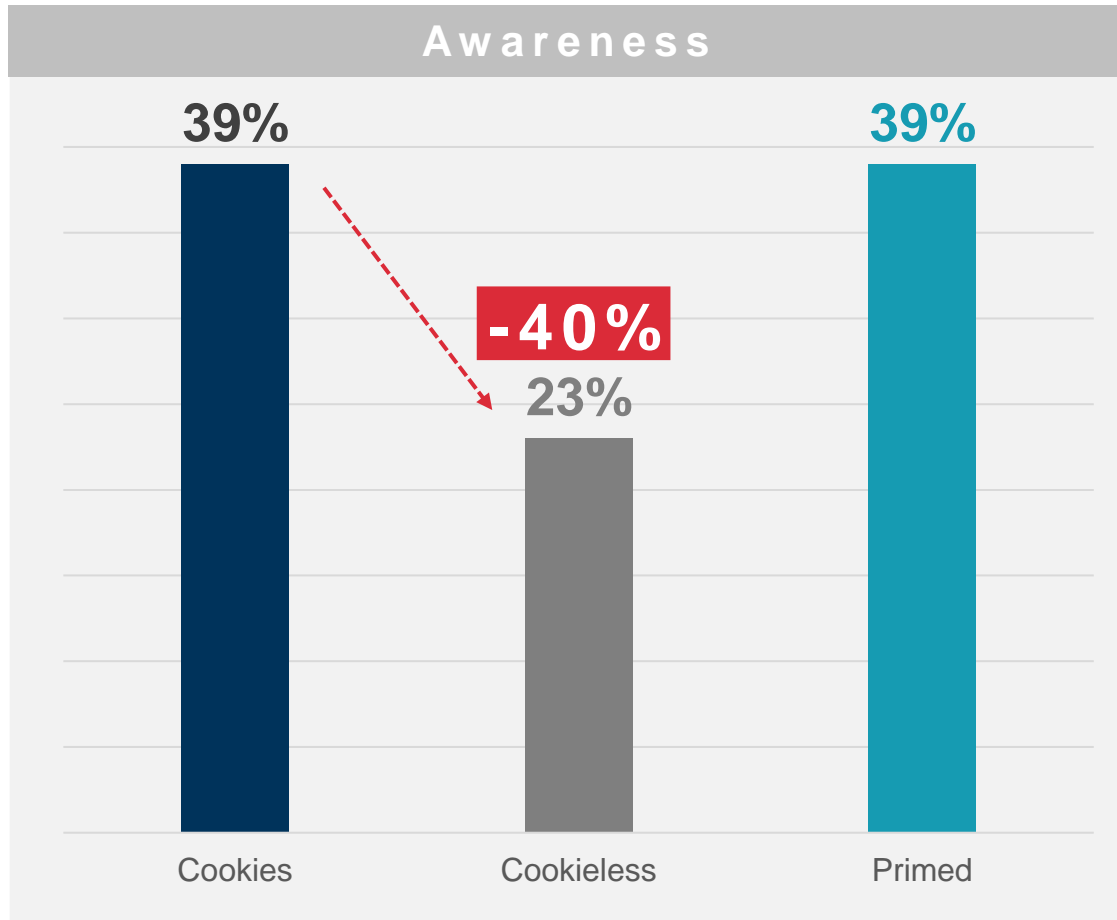
COOKIES WORK

SIGNIFICANT DECLINE IN AWARENESS



COOKIES WORK

SIGNIFICANT DECLINE IN AWARENESS AND CTR



SUMMARY

ACT NOW BEFORE THE COOKIE CRUMBLES

TEST & LEARN

Prime with
OOH



PRIMED AND READY FOR THE
cookieless future



LUMEN