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PRIMED AND READY FOR THE

cookieless future

LUMEN

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SITUATION

HOW THE COOKIE IS CRUMBLING

2019
Firefox blocked third-party tracking cookies by default

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

2023

JUNE 2021
Google Chrome set a final date for ending support for third-party cookies in late 2023

Source: Competition and Markets Authority

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

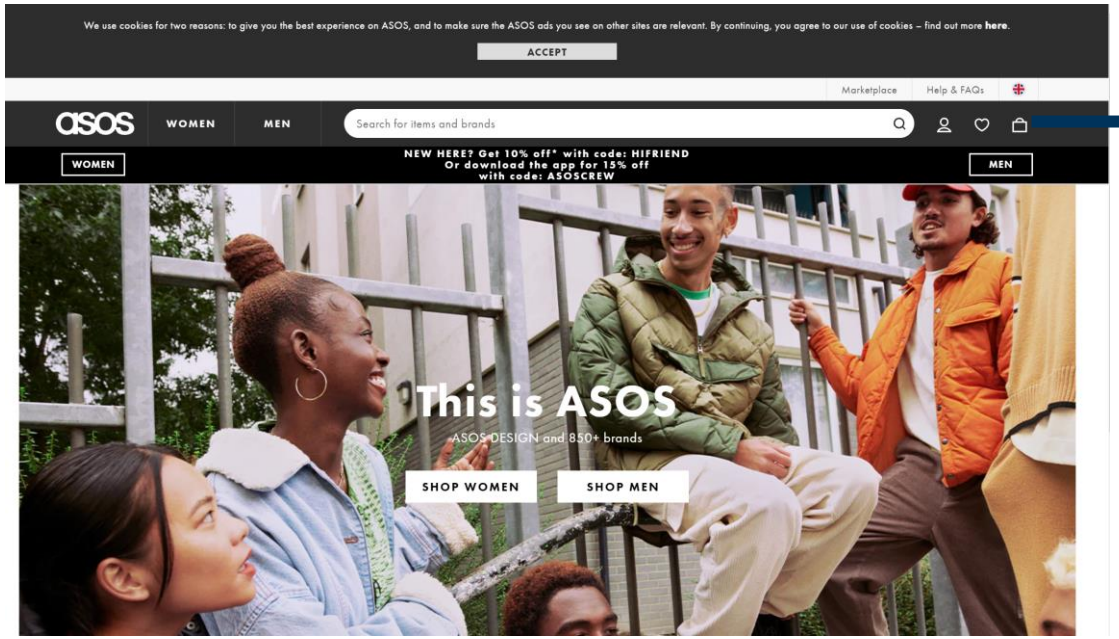
Cross-site tracking: collecting browsing data from numerous sources

Retargeting: using search activity to retarget visitors

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

USER EXPERIENCE

First-party cookies



Third-party cookies

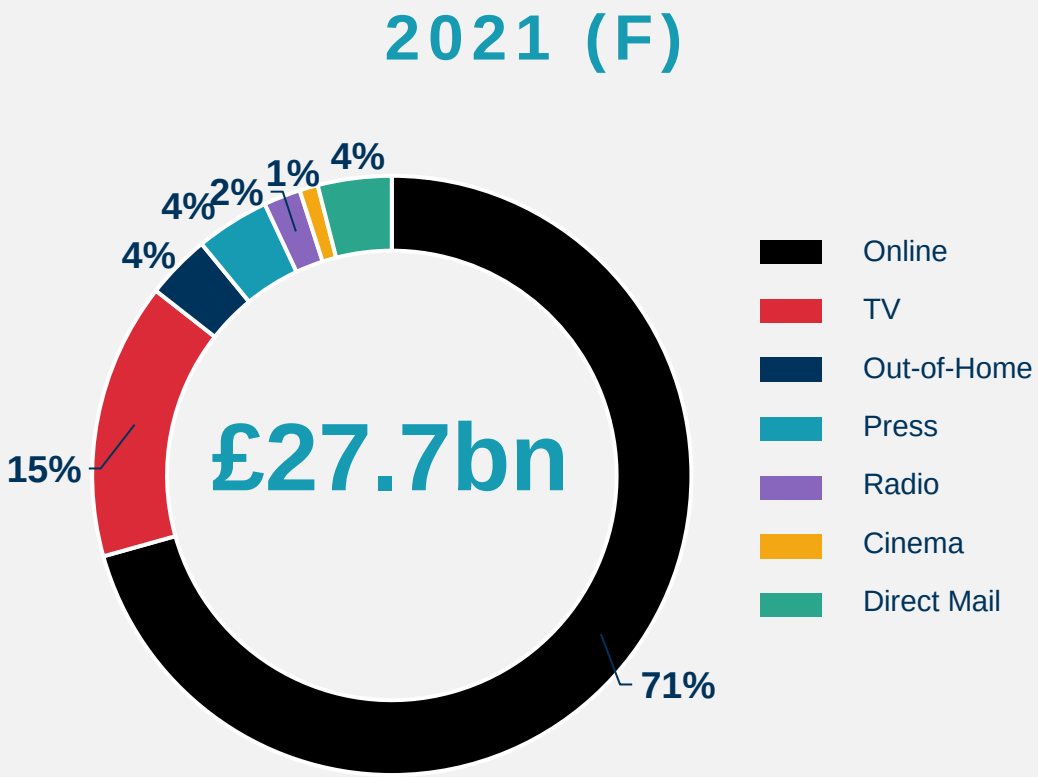
User experience ✓

Retargeting elsewhere ✗

COOKIE-PPEAL

Ad-targeting
Interest-based targeting and retargeting

Measurement
Attribution, frequency capping and reporting



Source: AA/WARC Expenditure Report, July 2021

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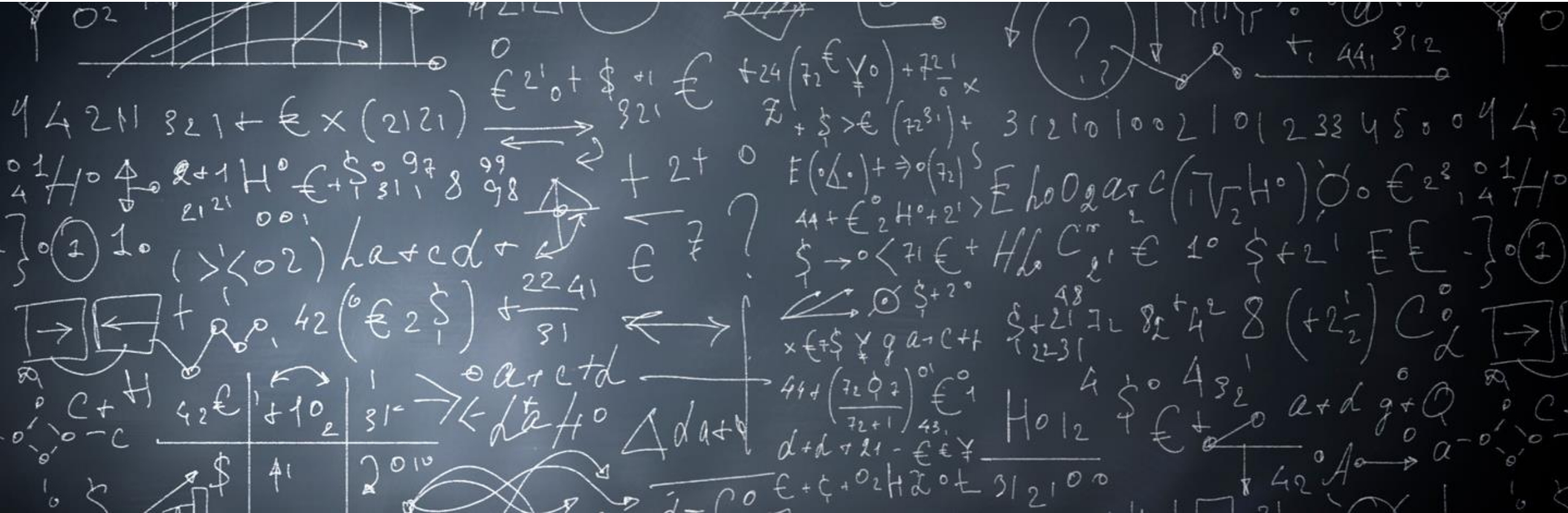
THEORY

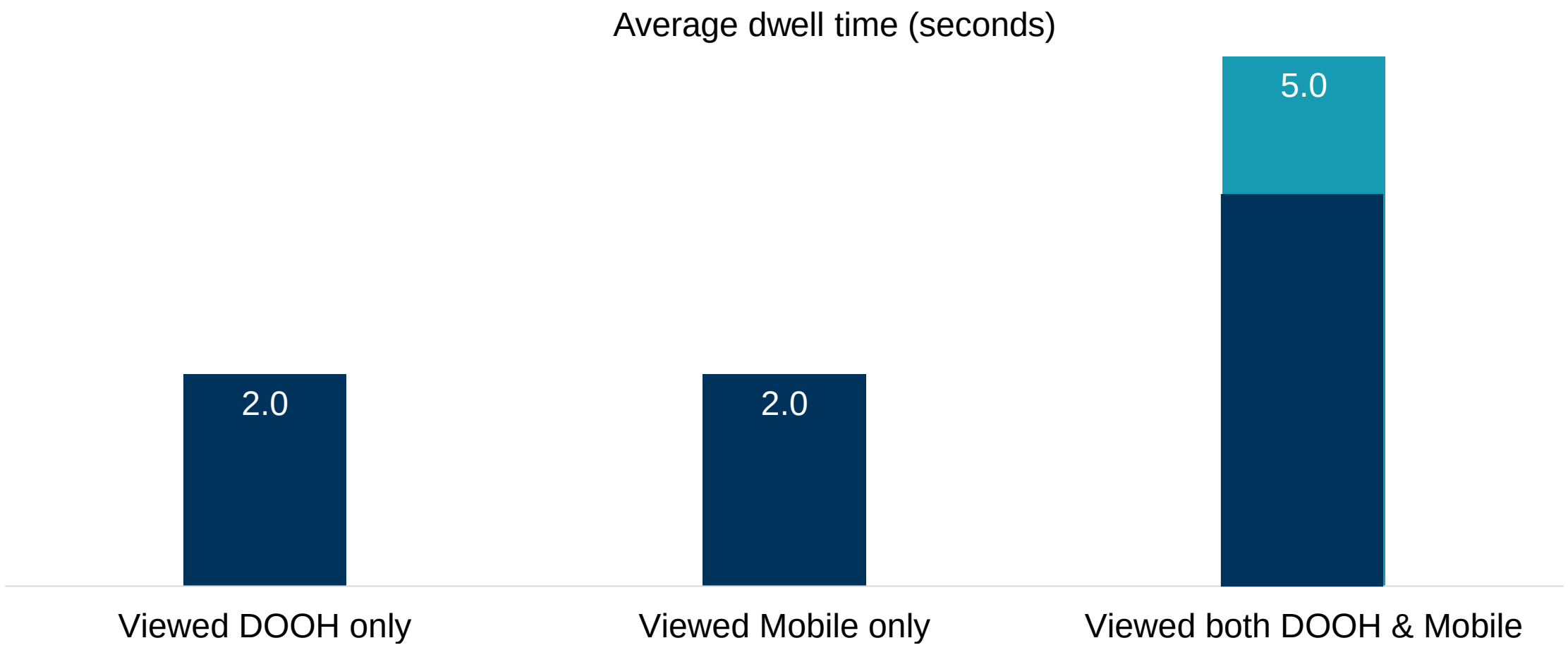
HYPOTHESIS

“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



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RESEARCH

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

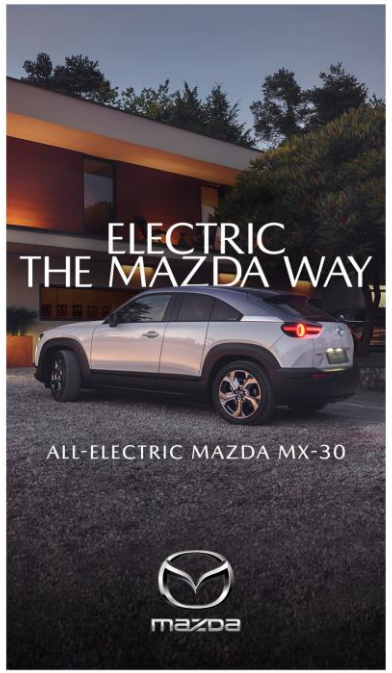
TEST ADS

BOOTS

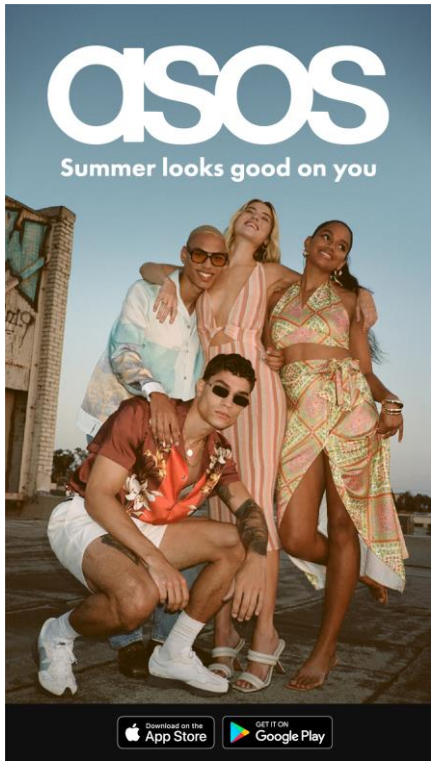
CO-OP

BRITISH AIRWAYS

LADBROKES



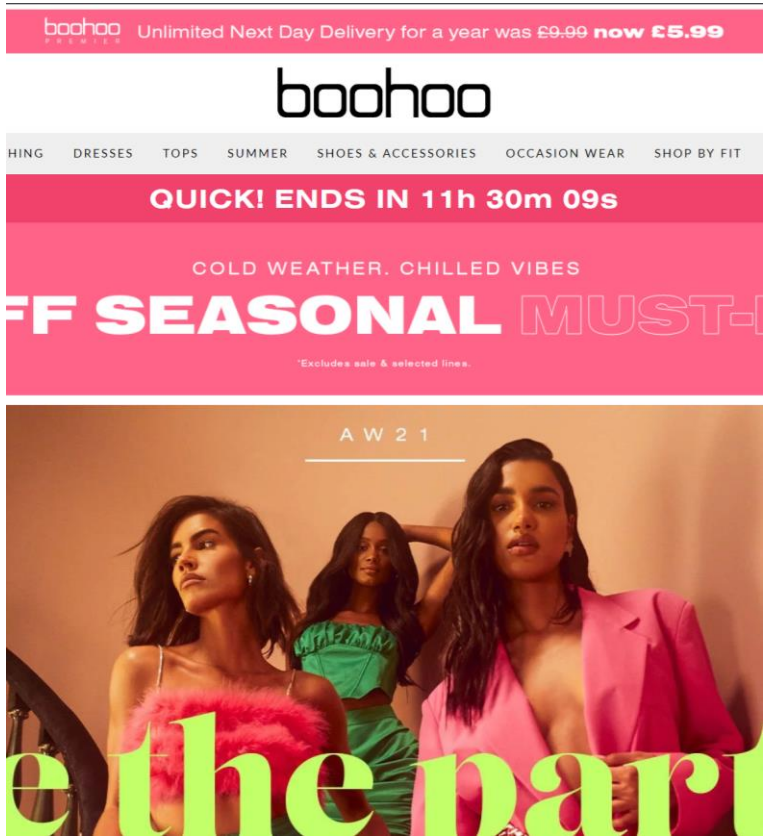
MAZDA



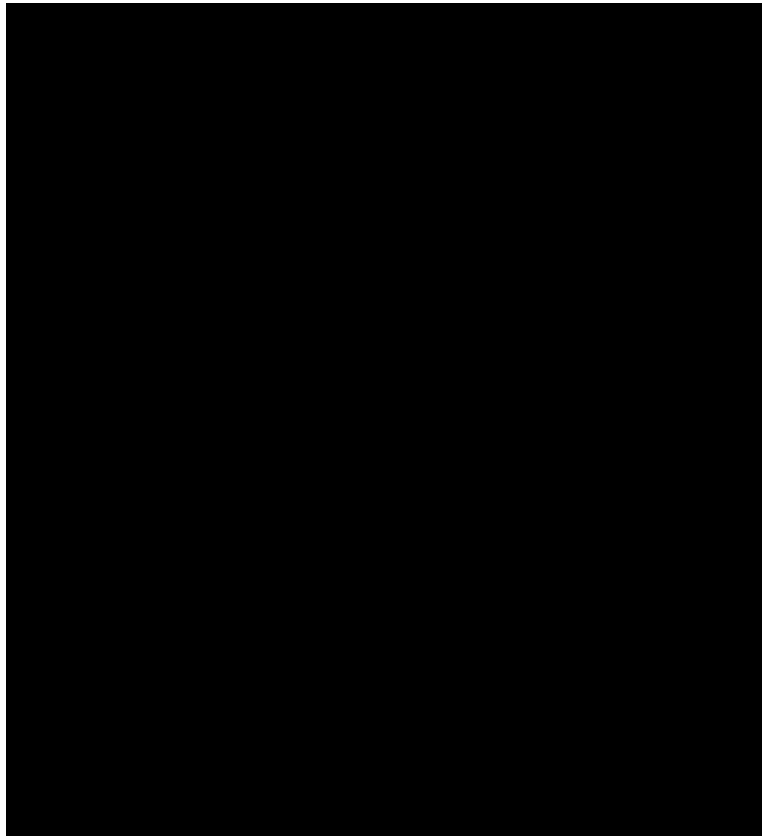
ASOS

CELL GROUPS

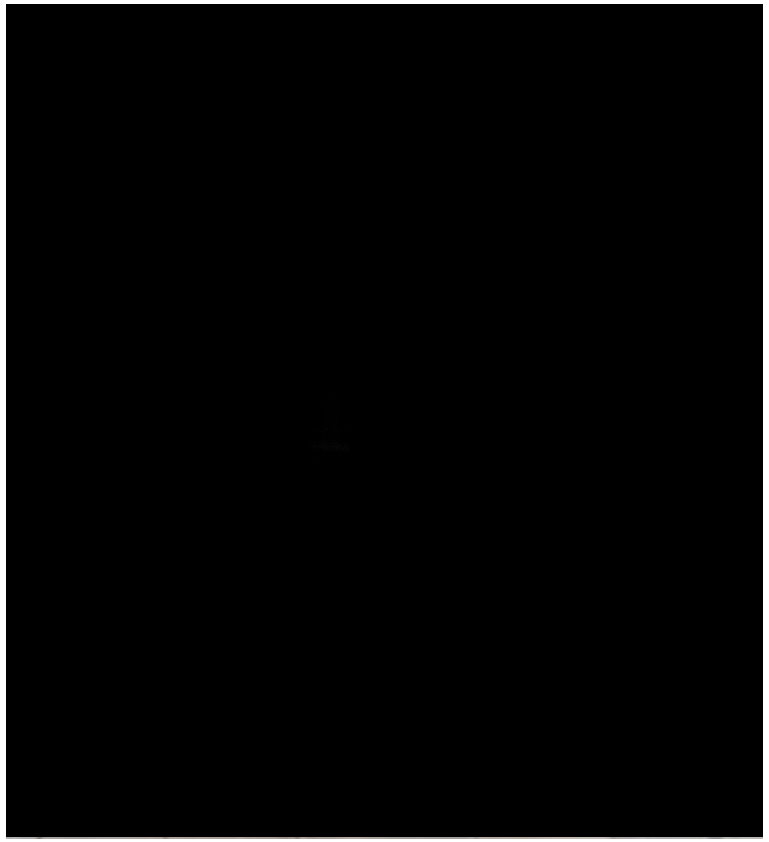
RECREATION OF MEDIA EXPERIENCE



COOKIE



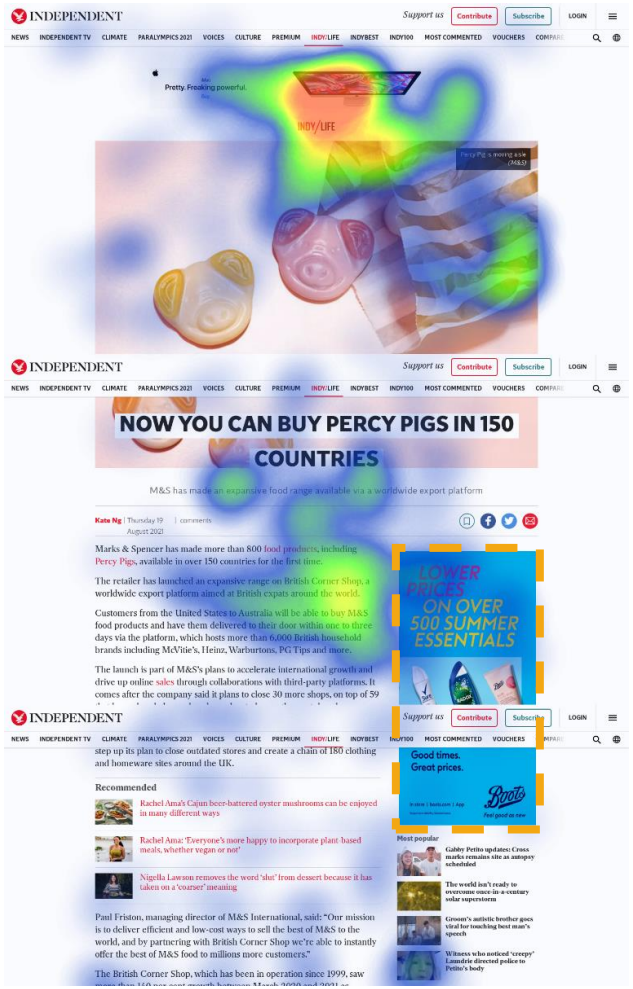
COOKIELESS

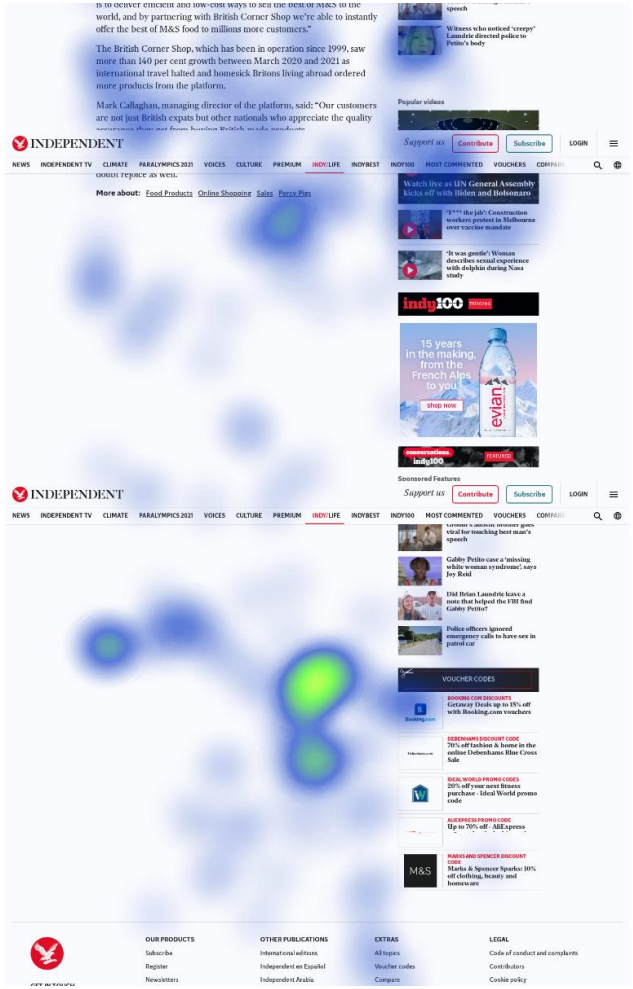


PRIMED

TESTING IMPACT

ATTENTION & PERFORMANCE OF DIGITAL ADS





Source: Lumen

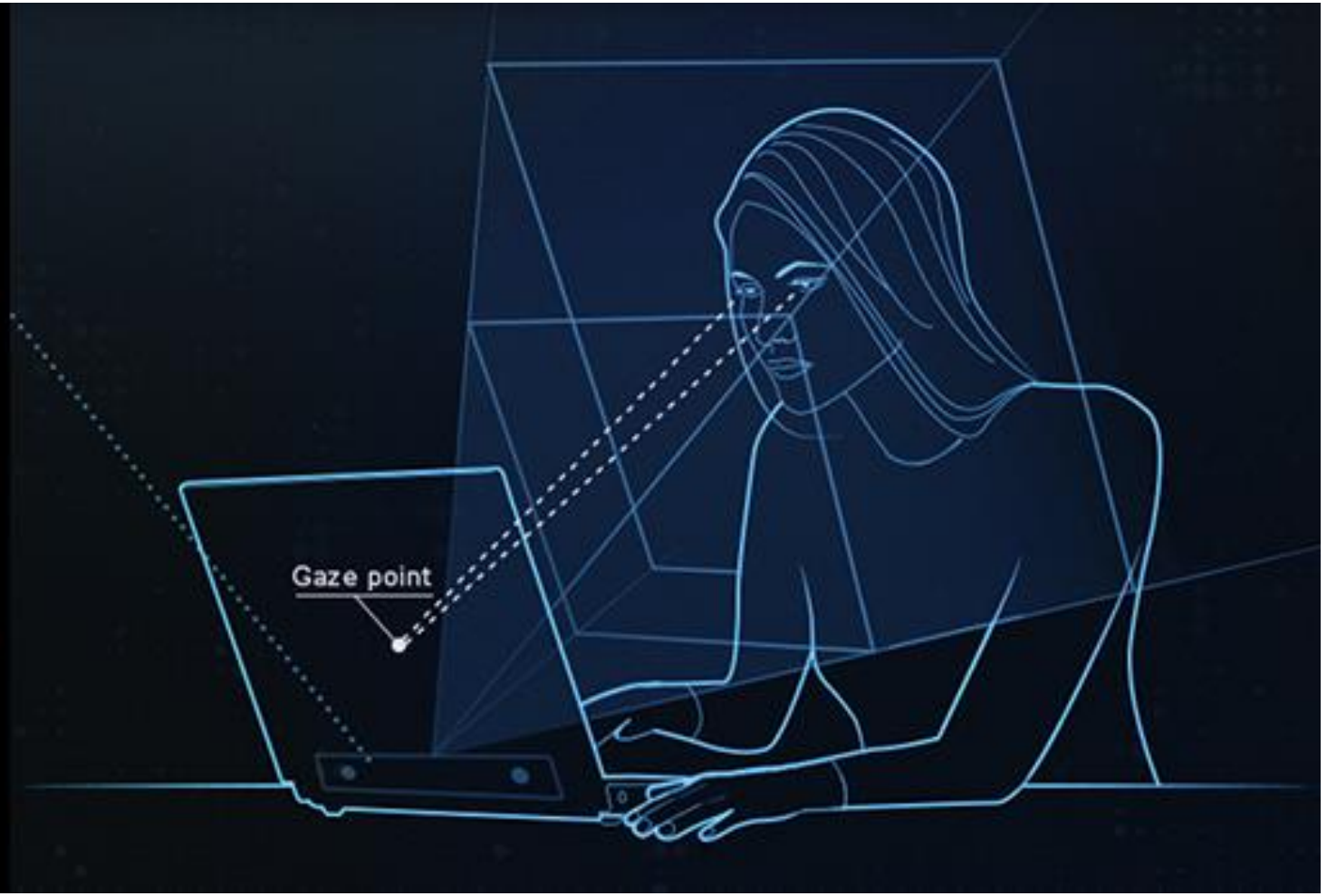
WEBCAM EYE TRACKING TECH WITH LUMEN

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.



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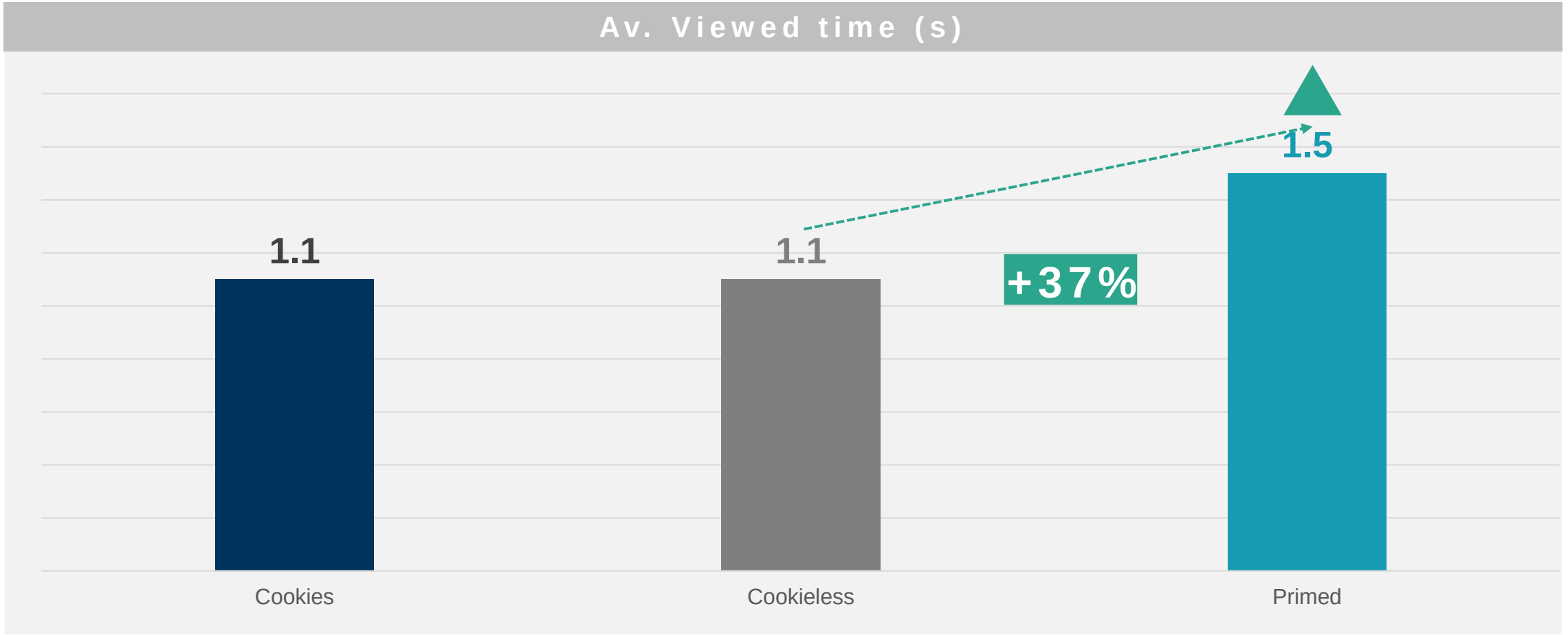
RESULTS

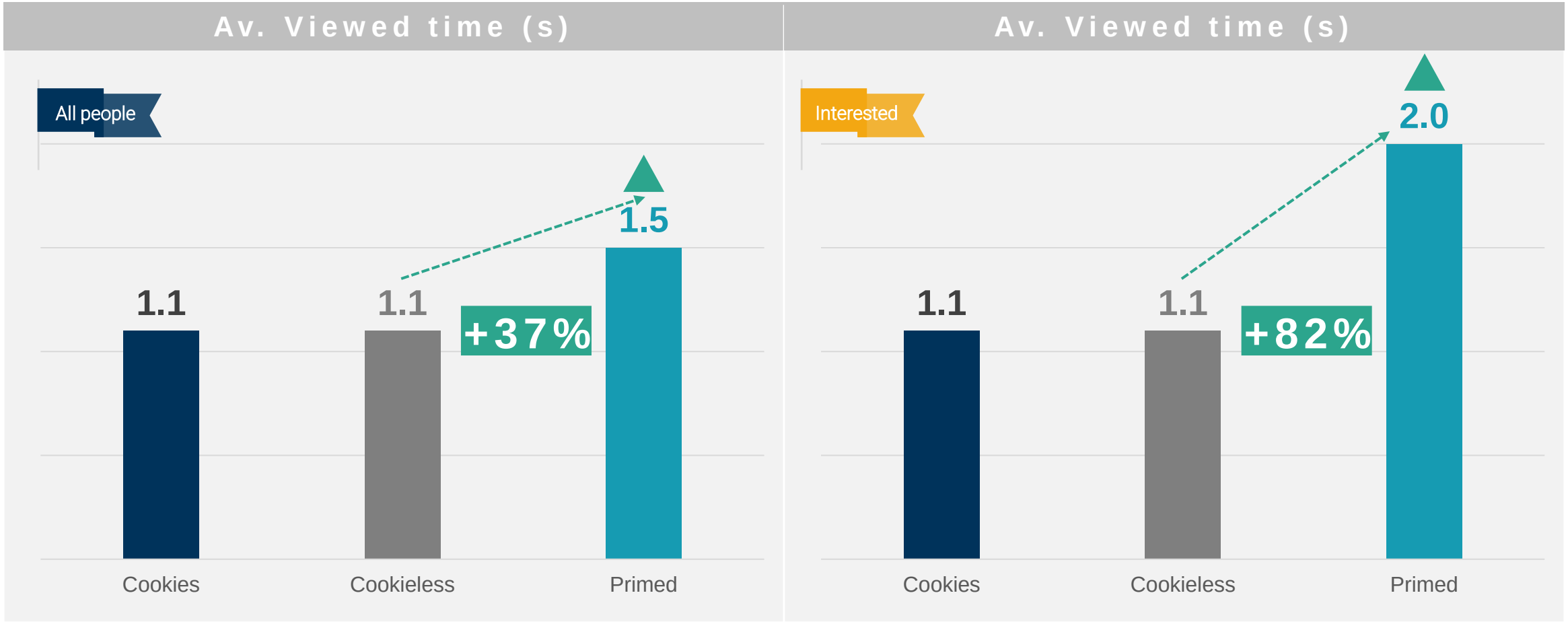
ADS WERE VIEWED AFTER BEING PRIMED WITH OOH

PRIMED OOH GENERATES 0.4 SECONDS OF EXTRA ATTENTION vs COOKIES



Source: Lumen research

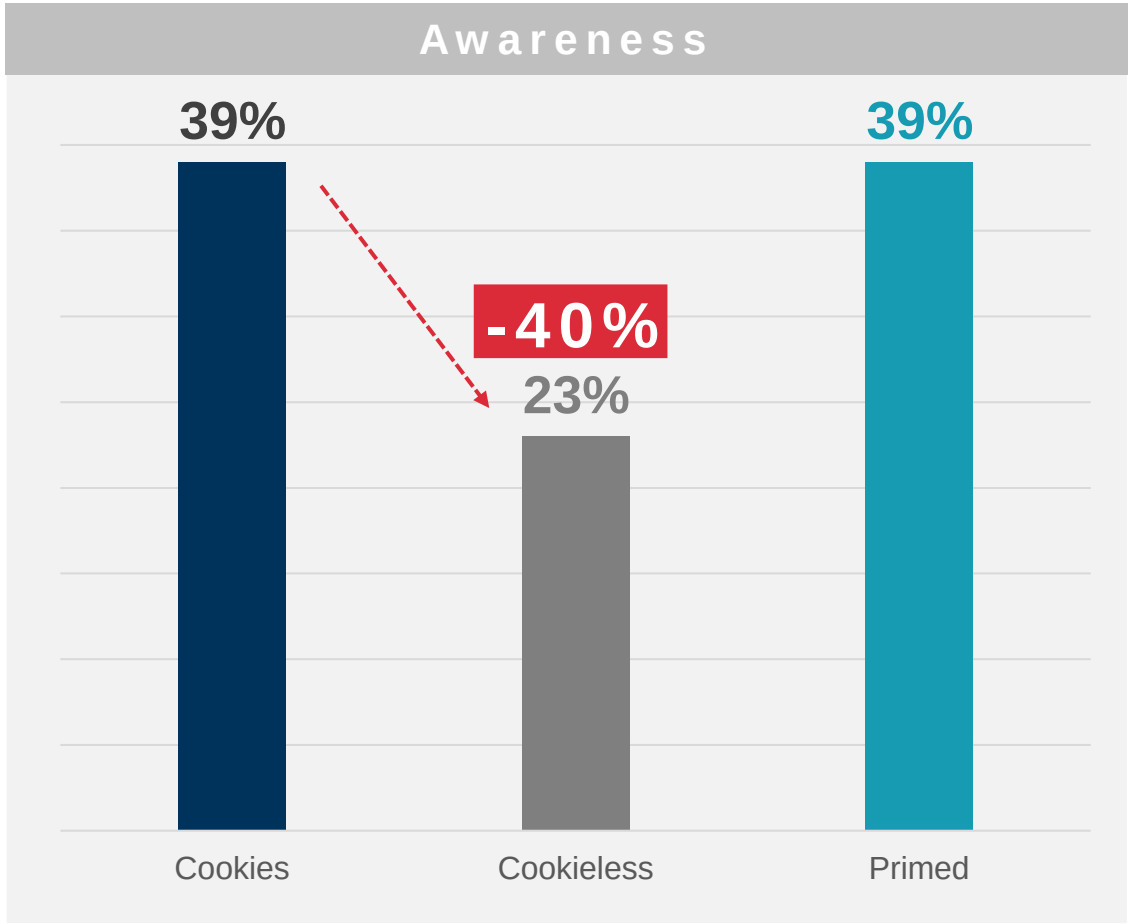
PEOPLE INTERESTED IN ADS GAVE ANOTHER +33% MORE ATTENTION



Source: Lumen research

COOKIES WORK

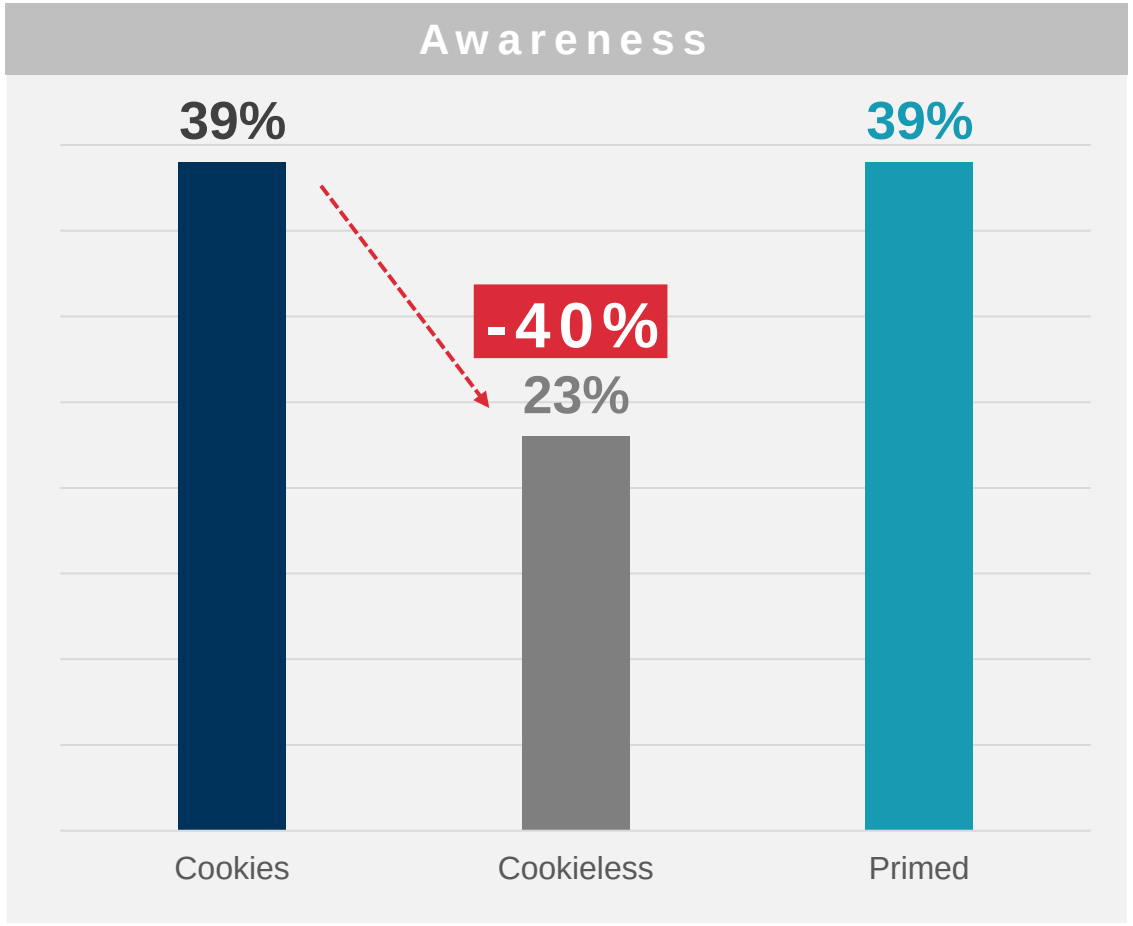
SIGNIFICANT DECLINE IN AWARENESS

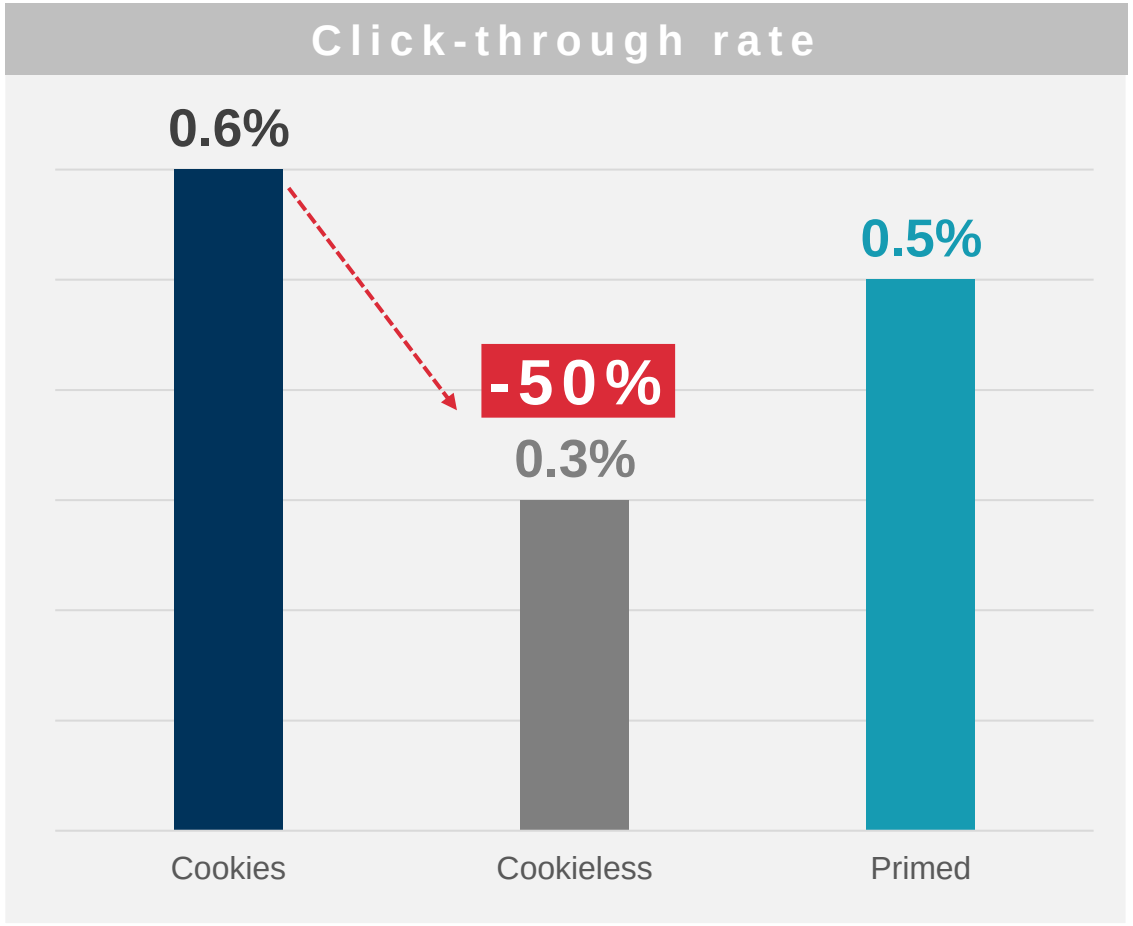


Source: Lumen research

COOKIES WORK

SIGNIFICANT DECLINE IN AWARENESS AND CTR





Source: Lumen research

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SUMMARY

ACT NOW BEFORE THE COOKIE CRUMBLES

TEST & LEARN

Prime with OOH

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PRIMED AND READY FOR THE

cookieless future

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