

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

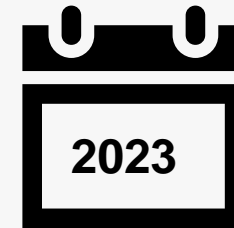
Apple's Safari blocked all third-party cookies by default and launched Intelligent Tracking Prevention (ITP) privacy feature

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



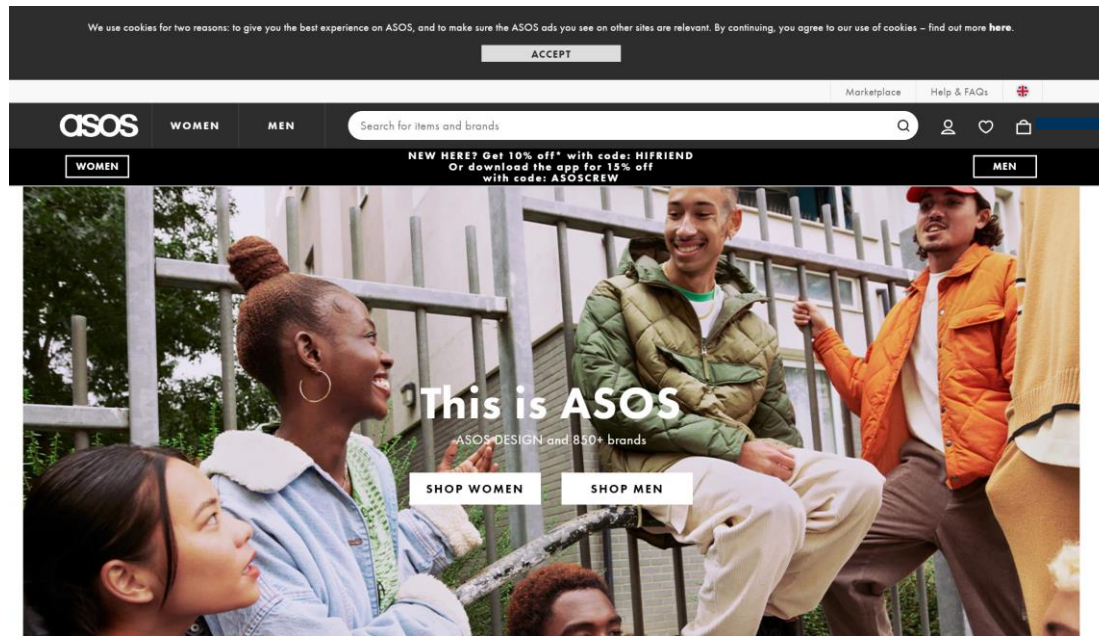
Cross-site tracking: collecting browsing data from numerous sources

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



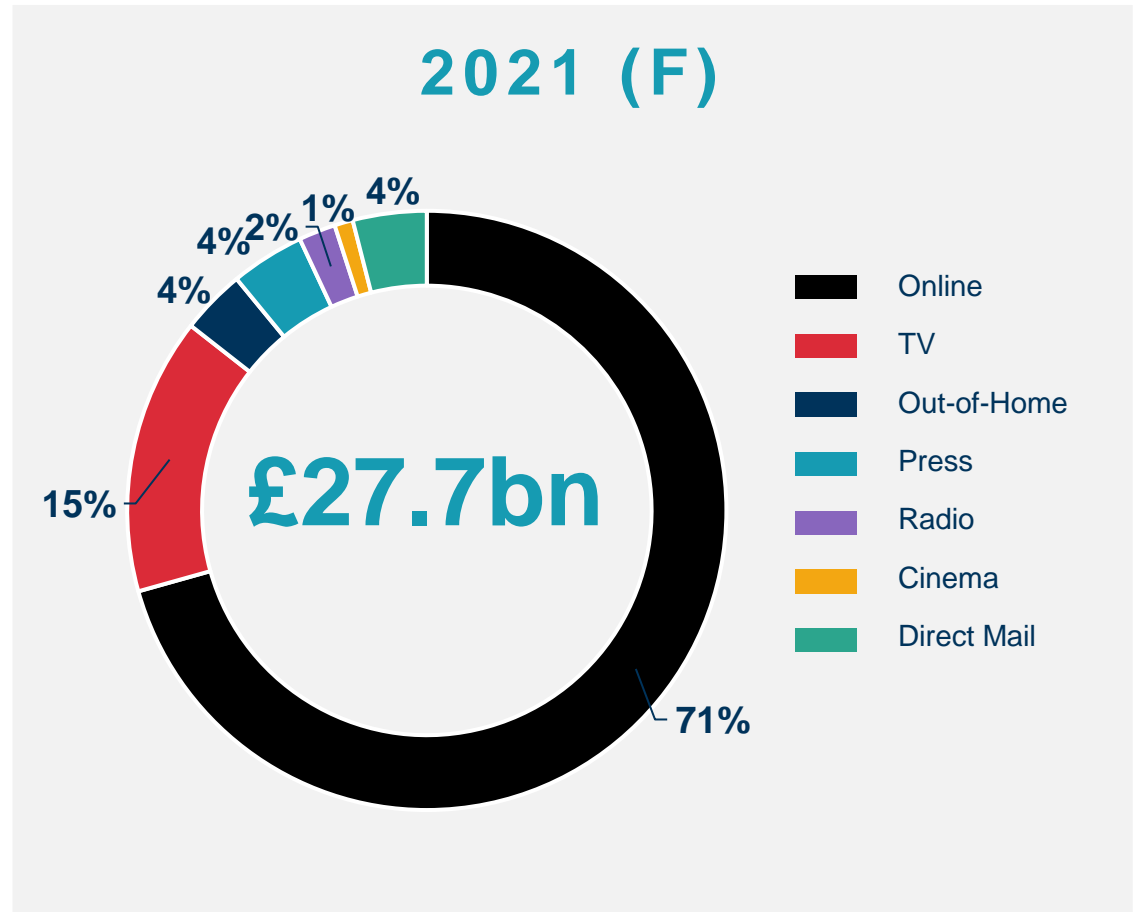
Ad-targeting

Interest-based targeting and retargeting



Measurement

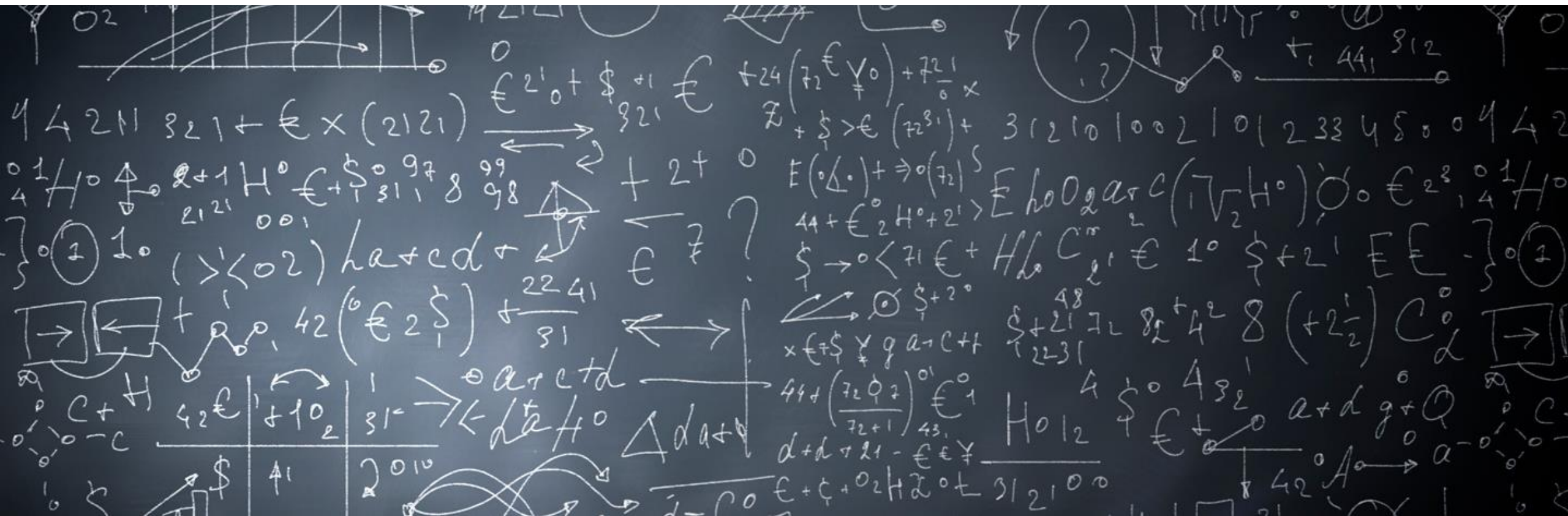
Attribution, frequency capping and reporting



THEORY

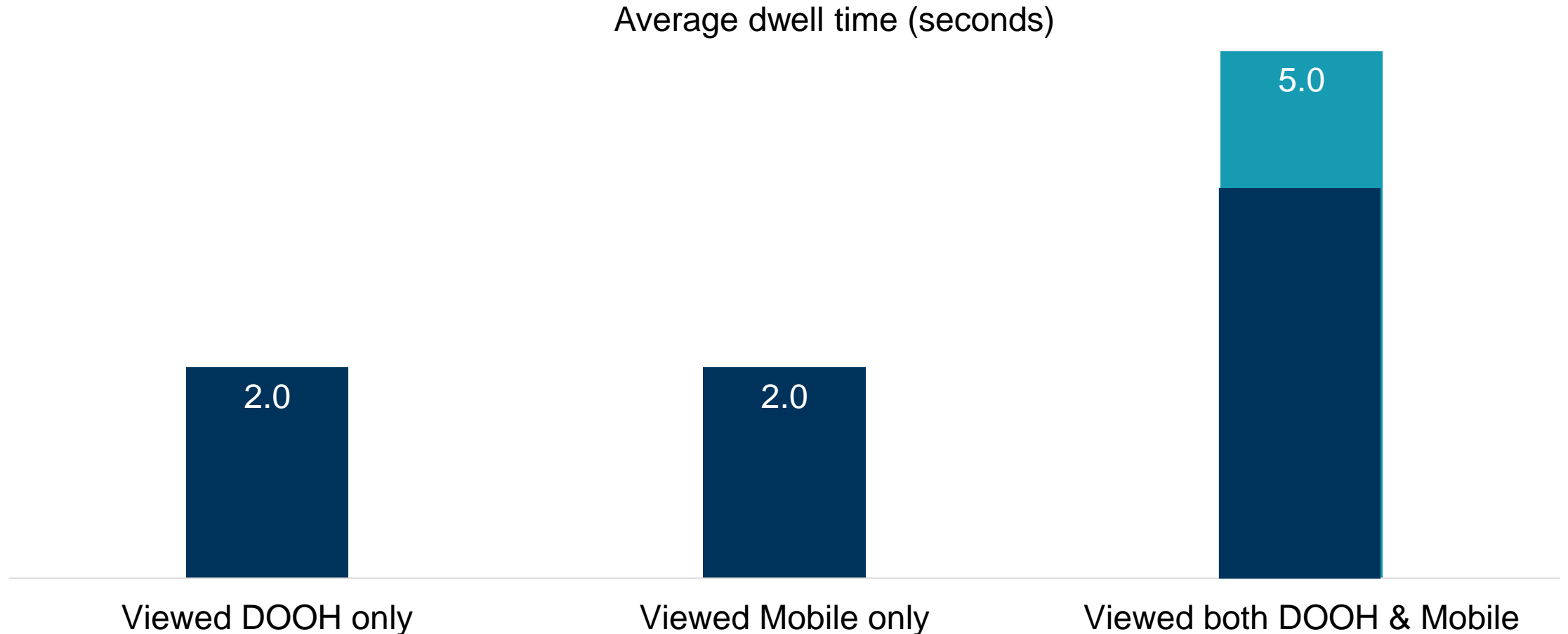
HYPOTHESIS

“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



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

LOWER PRICES
ON OVER 500 SUMMER ESSENTIALS

Good times.
Great prices.

Boots
Feel good as new

In store | boots.com | App

Subject to availability. Selected stores.

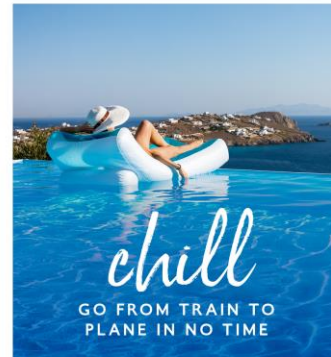
BOOTS

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



Recycling is available at all Co-op Food stores in the UK. Co-op Food stores in the UK are committed to recycling soft plastics, including crisp packets and bread bags. Please use the recycling bins provided in-store. For more information, visit co-op.com/recycling

CO-OP



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

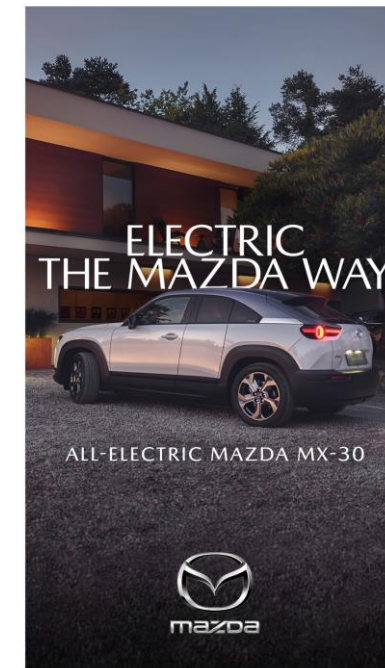
DAN ARSENAL SUPPORTER

Ladbrokes

WHEN THE FUN STOPS STOP

Be Gamble Aware

LADBROKES



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

MAZDA

asos
Summer looks good on you

ASOS

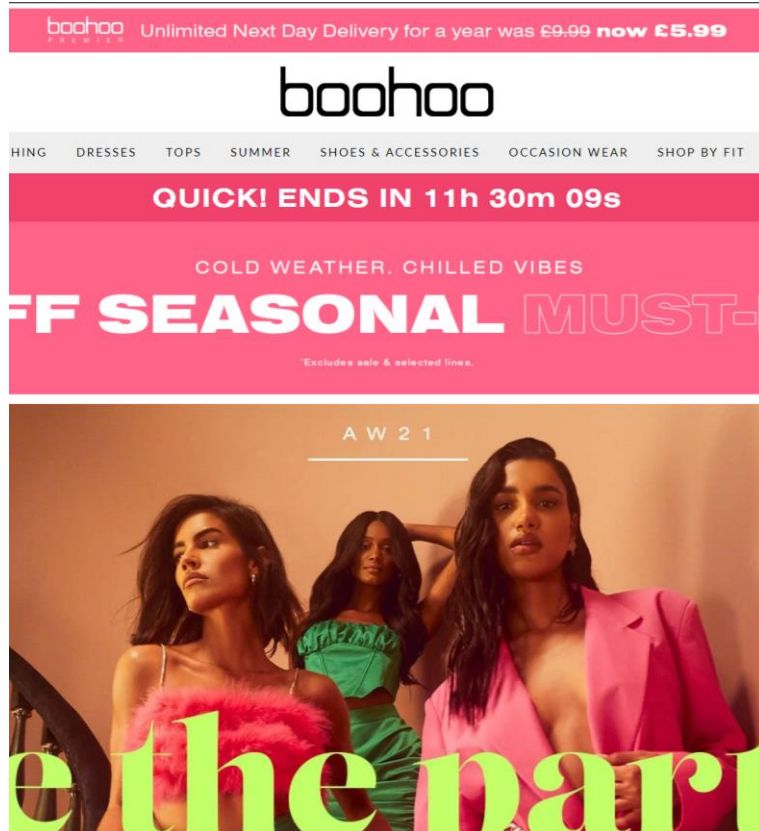
Download on the App Store

GET IT ON Google Play

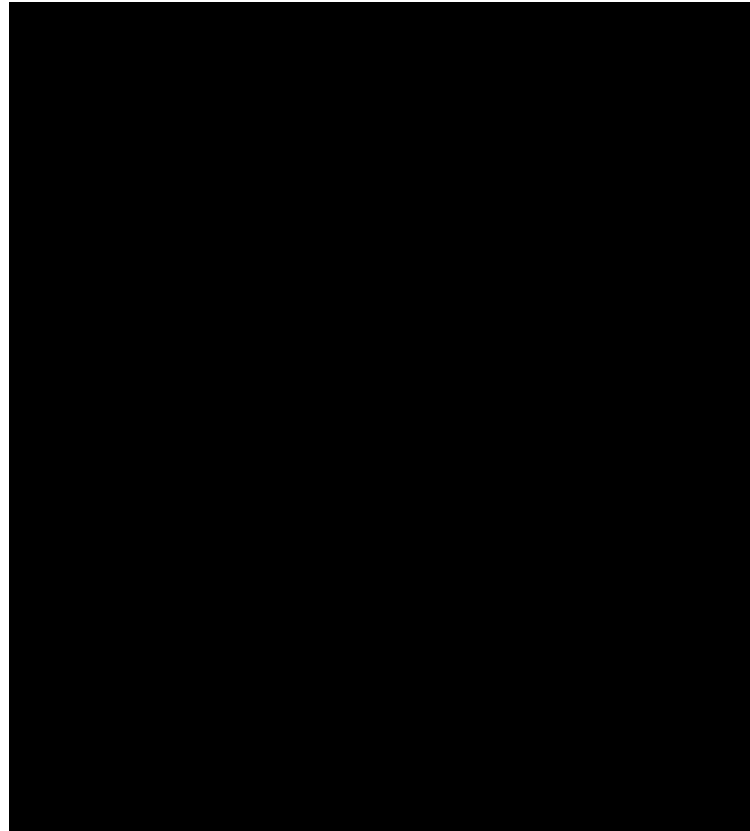
ASOS

CELL GROUPS

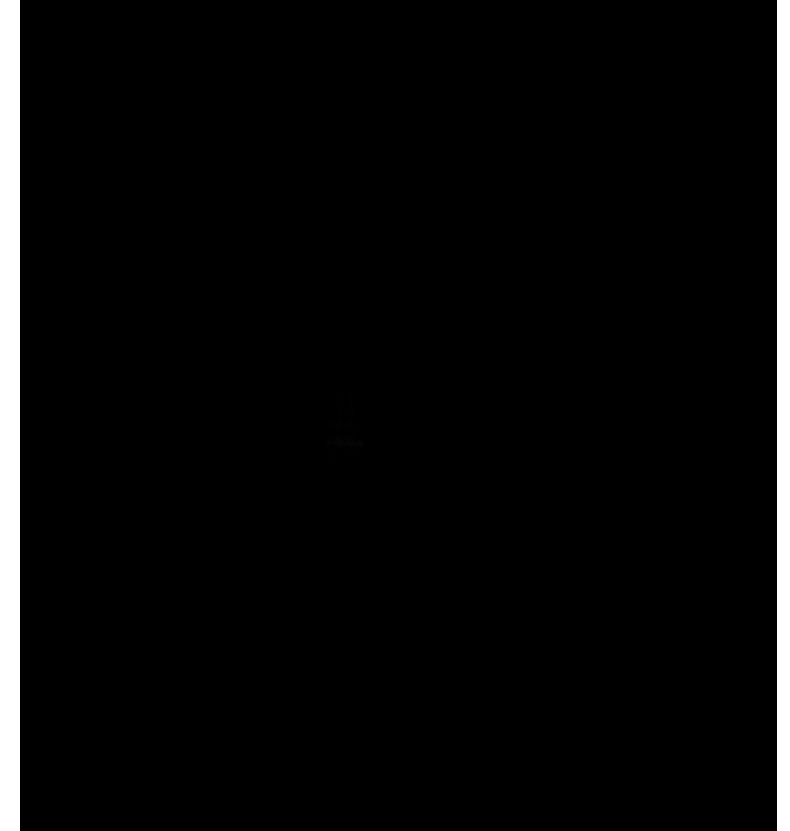
RECREATION OF MEDIA EXPERIENCE



COOKIE



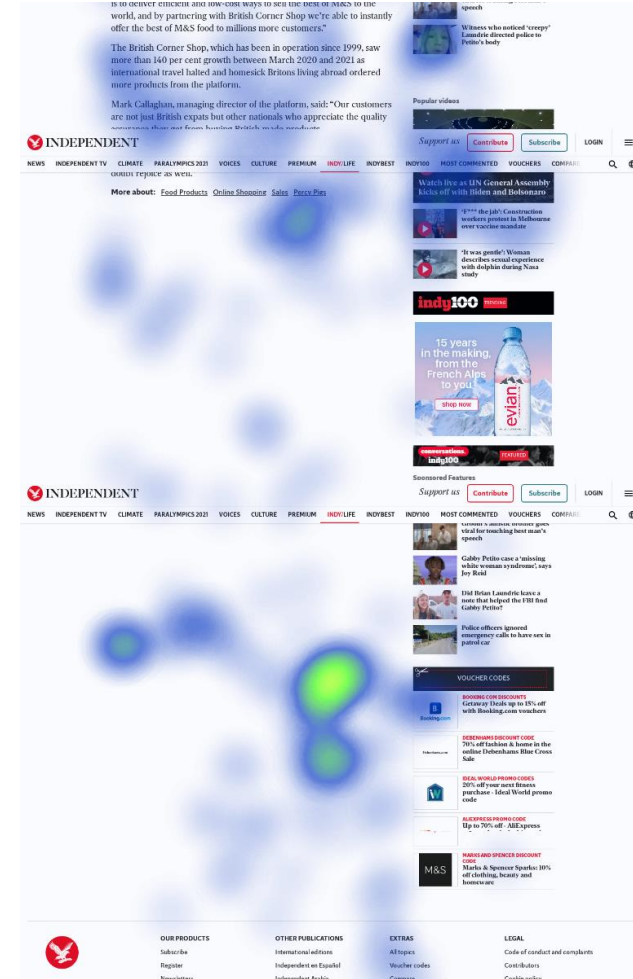
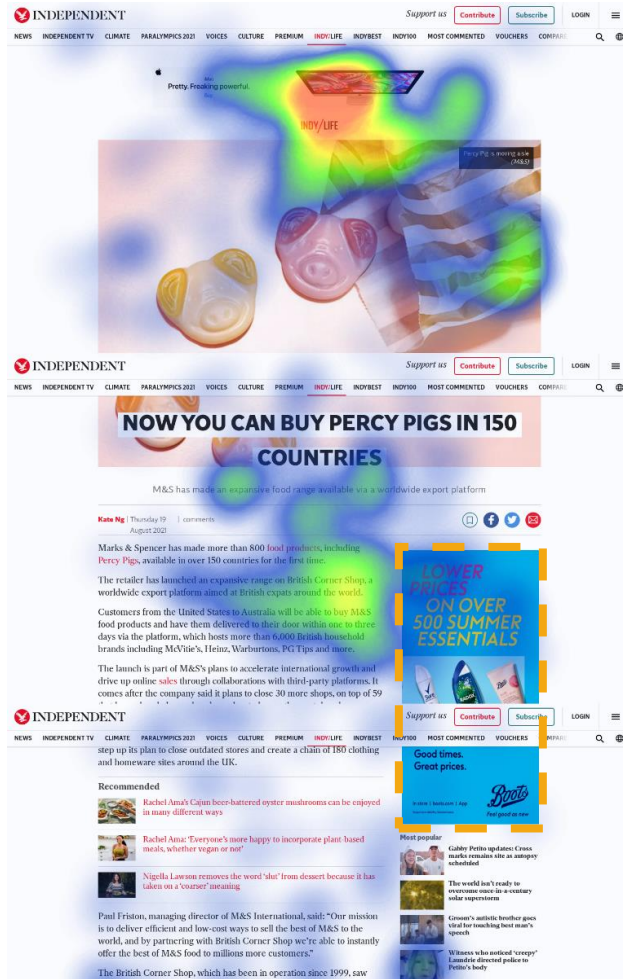
COOKIELESS



PRIMED

TESTING IMPACT

ATTENTION & PERFORMANCE OF DIGITAL ADS



Source: Lumen

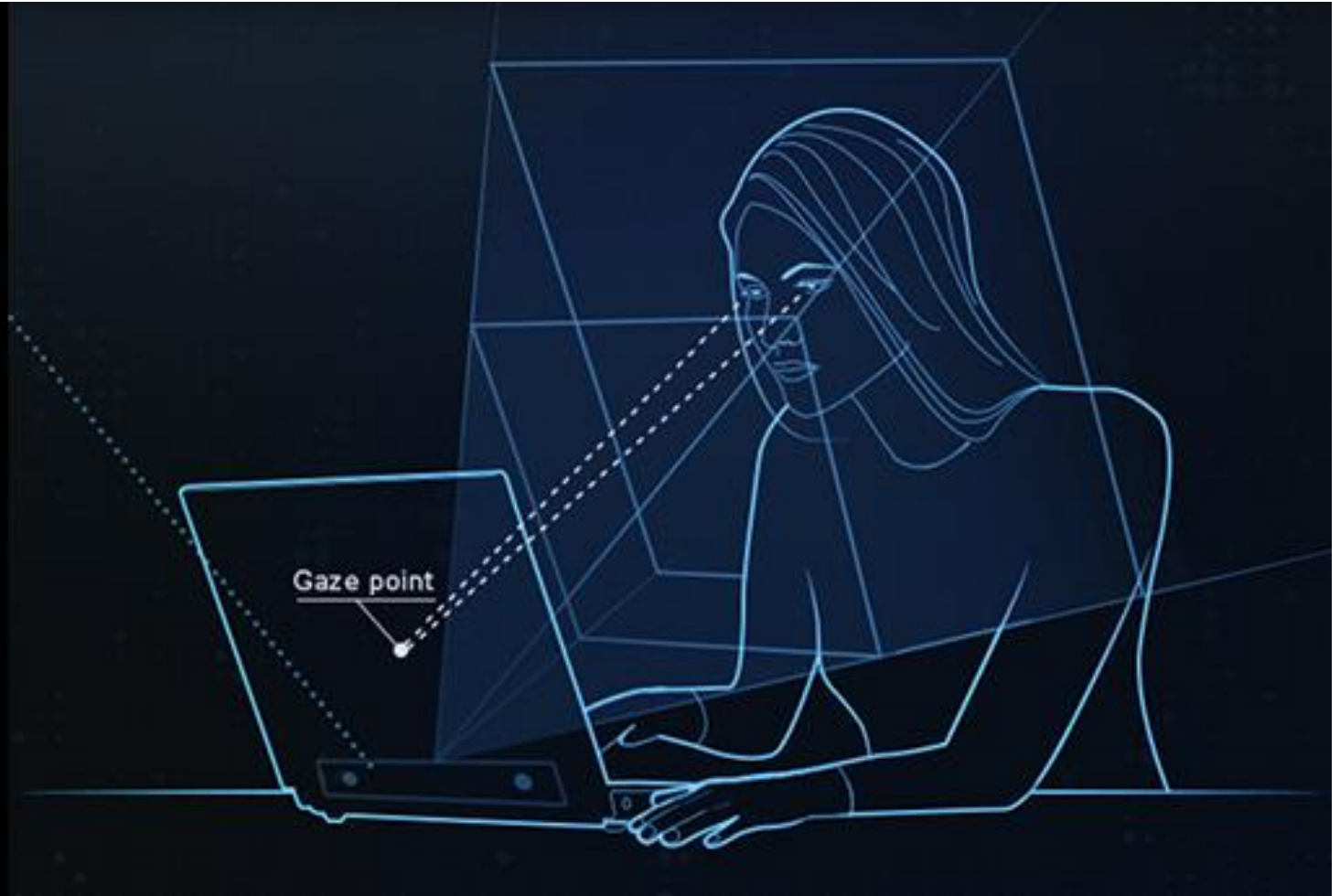
WEBCAM EYE TRACKING TECH WITH LUMEN

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.

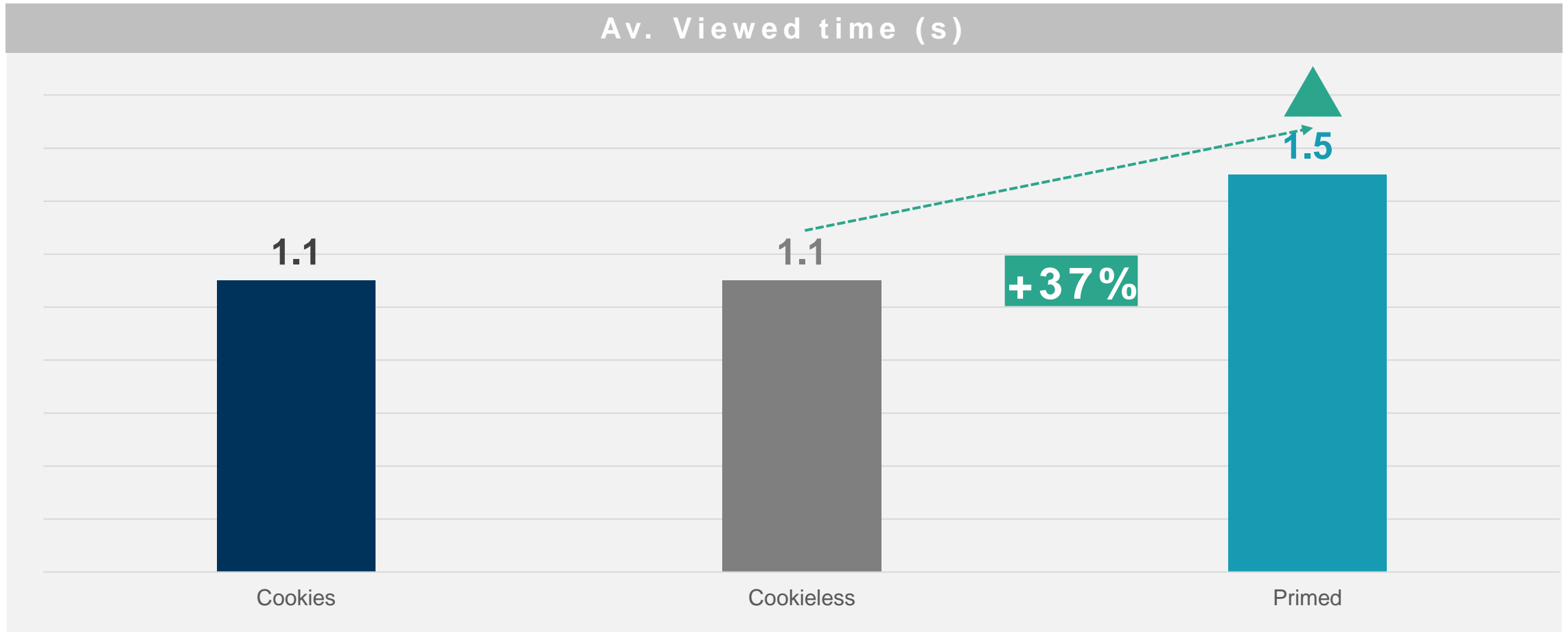
Algorithms
find specific details of the user's eyes
and reflection patterns. This results in,
among other data, the gaze point on the screen.



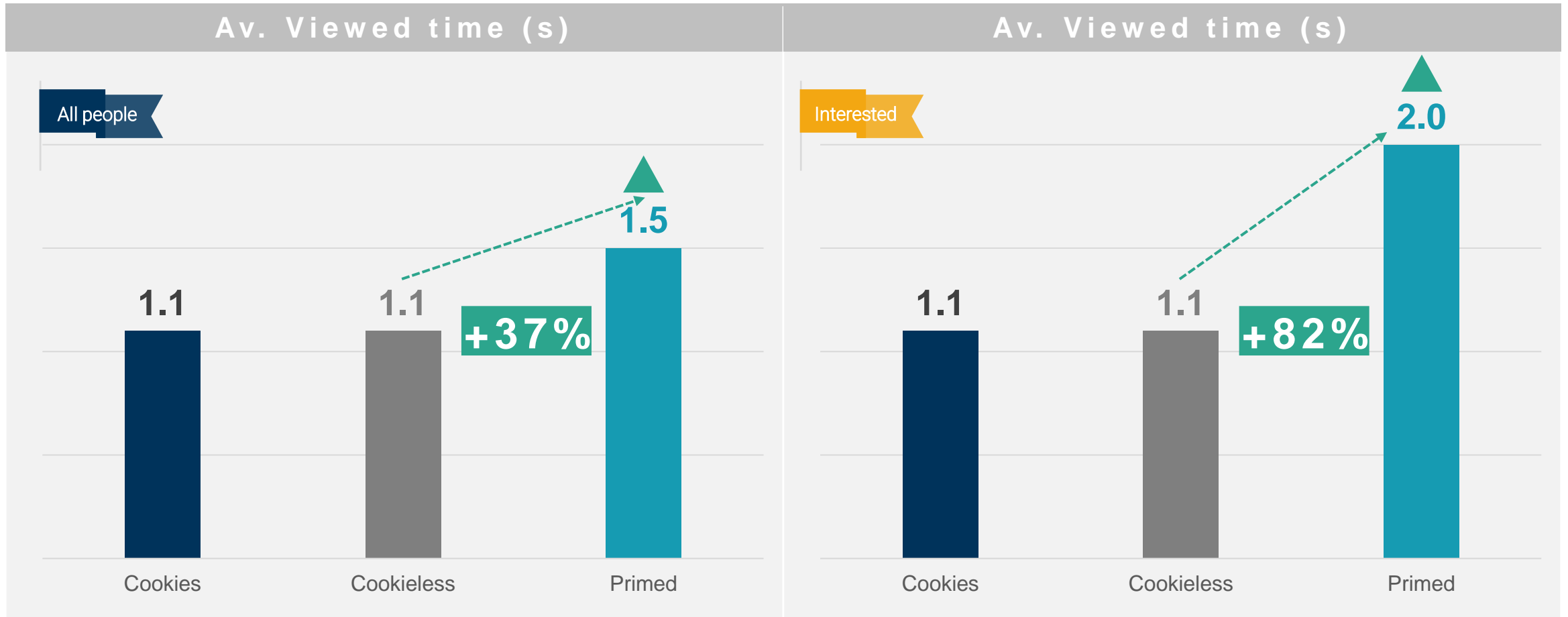
RESULTS

ADS WERE VIEWED AFTER BEING PRIMED WITH OOH

PRIMED OOH GENERATES 0.4 SECONDS OF EXTRA ATTENTION vs COOKIES

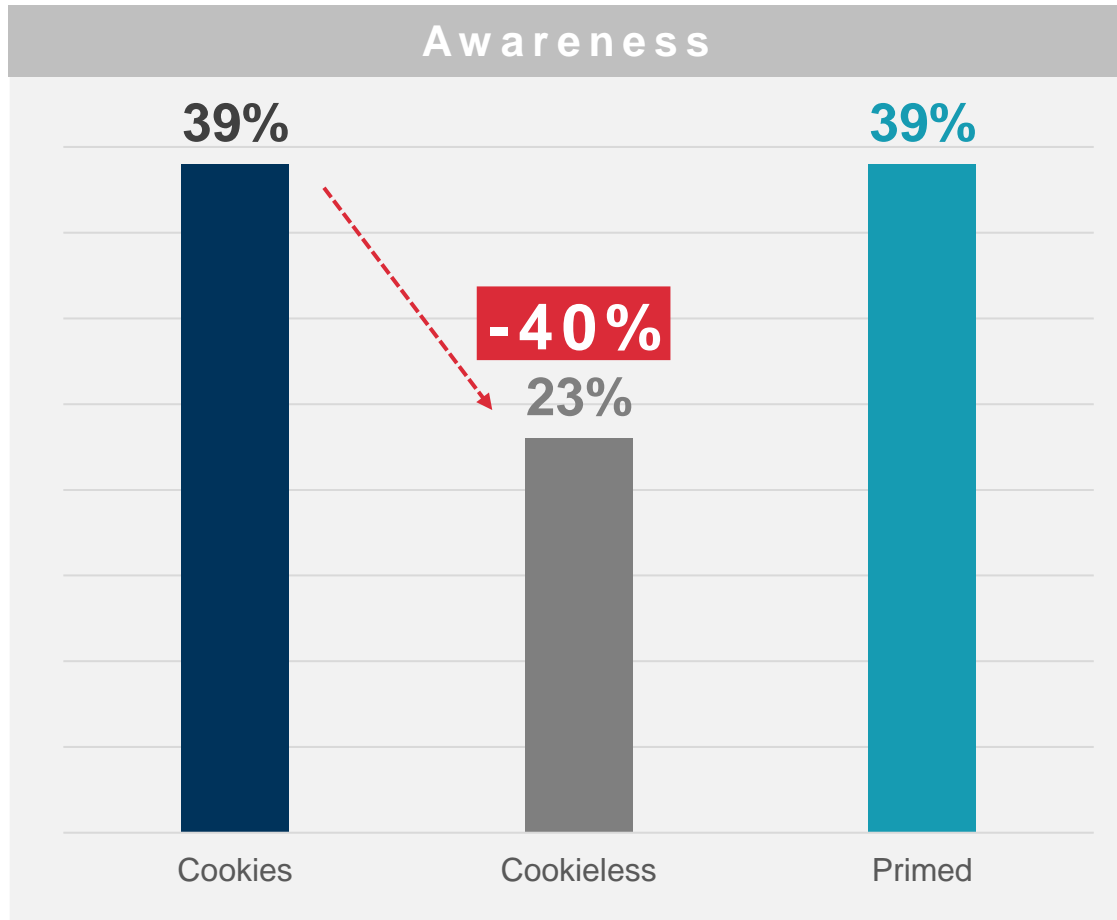


PEOPLE INTERESTED IN ADS GAVE ANOTHER +33% MORE ATTENTION



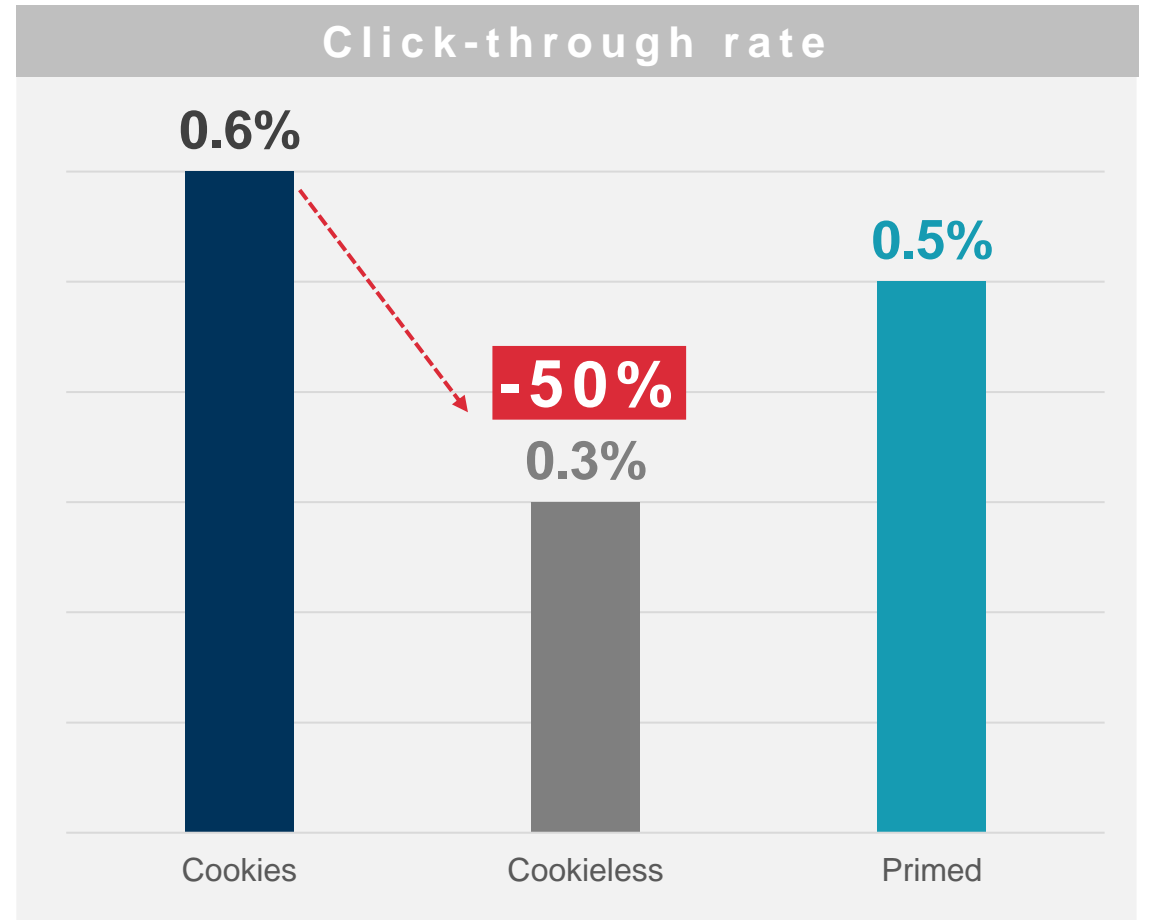
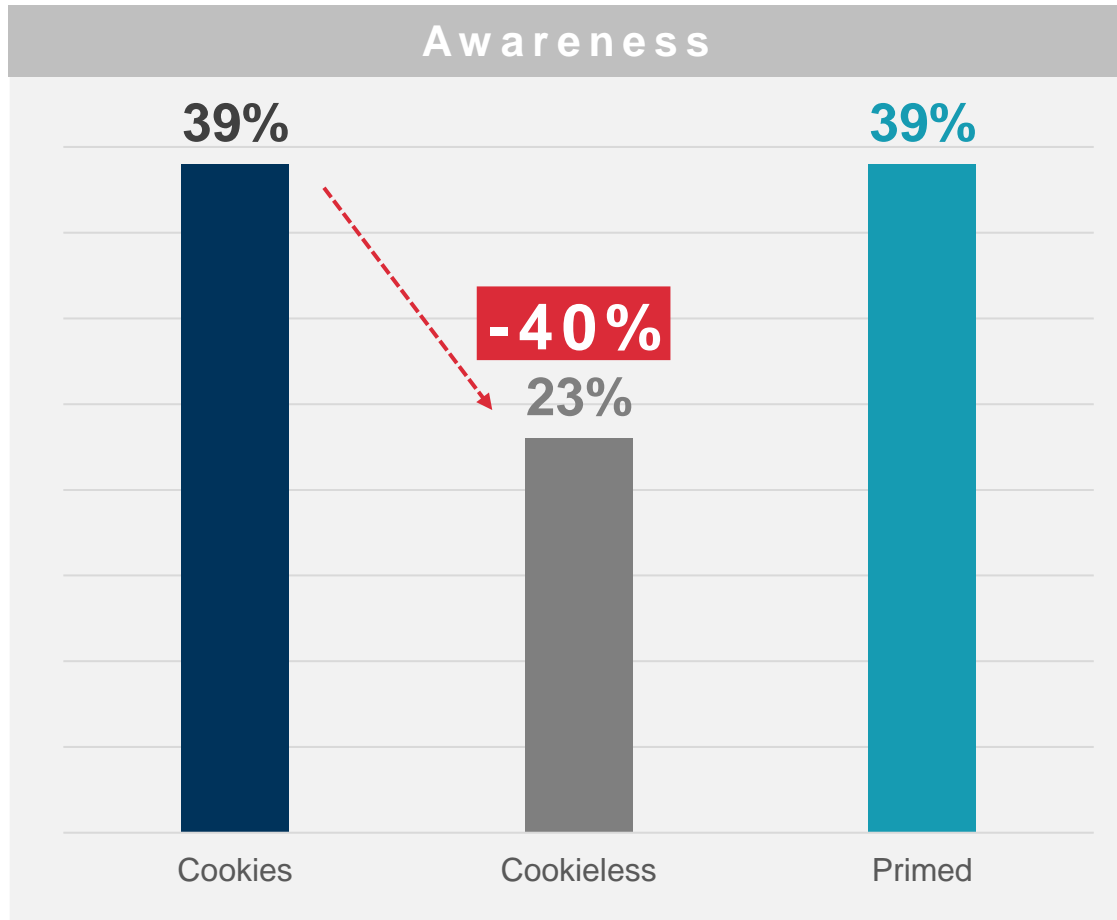
COOKIES WORK

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