MAJOR BENEFITS OF COOKIELESS TARGETING

- Increased scale against your audience
- Fills cookies’ gaps with Cross-Browser support
- Compliant with GDPR & CCPA
- Increased campaign performance
- Increased consumer favorability
- Future-proofed targeting strategy

Privacy-first solutions are the future of ad targeting,

**Browsers** are removing cookies, with Chrome to be the latest in 2023

**Consumers** are valuing their privacy more than ever.

**Regulations** are being put into place to protect consumer privacy.

and are proving to be a win-win for advertisers and consumers.


Undertone
A Perion Company
We will always believe a blended targeting approach is the best way to maximize reach against your audience - which is why we offer varying cookieless solutions in addition to our traditional targeting solutions.

**SORT™ (Smart Optimization of Responsive Traits)**
Our proprietary cookieless technology that segments users into targetable SmartGroups based on their shared attributes

- ✔ Fully Ready
- ✔ Extremely Scaleable

**CONTEXTUAL**
Reaches relevant users by targeting ads based on the content of the they are viewing

- ✔ Fully Ready
- ✔ Scaleable

**UNIVERSAL IDs**
Industry wide identifiers that allow advertisers to identify users across the supply chain without syncing cookies

- ✔ Partially Ready
- X Limited Scale

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**COOKIELESS SUITE THAT GOES BEYOND PRIVACY**

- Scaleable across browsers & devices
- Support across all Undertone products
- Direct & Programmatic deal types
- Drives performance for all KPIs
- Deliver Relevant Ads
- CCPA & GDPR Compliant

CONTACT US
We’ve proved users in the same SmartGroup respond similarly to ads - enabling us to:

- **PREDICT** how a user will respond to an ad
- **OPTIMIZE** towards specific KPIs
- **SCALE** delivery across browsers & devices inaccessible with cookie-based targeting

**HOW SORT™ TECHNOLOGY WORKS**

When a person lands on a page in Undertone’s network, SORT clustering technology analyzes all of their cookieless attributes in real-time. Based on the combination of attributes seen, SORT will match the person into one of our predefined SmartGroups, and decide which ad is the most relevant to serve.

**DRIVING PERFORMANCE USING AI & MACHINE LEARNINGS**

**CONTACT US**
SORT™ IS OUTPERFORMING COOKIE-BASED TARGETING FOR ALL KPIs & VERTICALS

**LIFT IN CTR BY VERTICAL COMPARING SORT™ VS COOKIE-BASED TARGETING**

- CPG: +14% vs. +112%
- Financial: +87% vs. +106%
- Insurance: +44% vs. +93%
- Tourism: +106% vs. +112%
- Robotics/ Tech: +87% vs. +93%
- Software: +112% vs. +93%

*Source: Undertone Internal Study comparing performance of cookie-based targeting strategies vs. SORT™.

**CLICK BUTTONS TO SEE CASE STUDIES:**

- CPG
- INSURANCE
- TOURISM
- TECH

GAIN INSIGHT ON KEY MOMENTS OF RECEPTIVITY FOR THE TOP PERFORMING SMARTGROUPS

We’ll provide a deep dive into the combination of attributes that led to the top SmartGroup’s high performance:

- PERSONA & KEY INTERESTS
- DEVICE TYPE & DEVICE MAKER
- OPERATING SYSTEM
- DAY OF WEEK / TIME OF DAY

CONTACT US
Inclusive vs. Exclusive approach to targeting - reaching users who were inaccessible with traditional targeting

Scaleable Across All Browsers, Devices & Ad Formats

Users are placed into a targeting group every time they land in our network based on their specific combination of attributes present in that moment

Real-time solution enables optimizations during key moments of receptivity

Cookieless solution protects consumer privacy

It’s outperforming cookie-based targeting by up 2X

Contact Us
ADVERTISERS ARE LOVING THE INCREASED PERFORMANCE FROM SORT

“The Colorado Tourism Office has been hard at work discovering targeting solutions that are future-proofed. So, when presented with the opportunity to test out Undertone’s new cookieless technology, SORT™, we jumped at it. In the tests we ran, we were able to reach entirely new audiences by scaling our delivery on previously inaccessible browsers, AND results also significantly exceeded our cookie-based targeting tactics. Scale, privacy & performance? Can’t beat it!” – COLORADO TOURISM

“Undertone’s SORT technology perfectly achieved our need for a solution that protects user privacy, while maintaining relevancy and performance... it allowed us to find consumers we were never able to reach with previous methods... [and] we saw this new technology overwhelmingly exceed third-party cookies’, across all of our main KPI’s.” – OWL LABS

& CONSUMERS LOVE THAT THEIR PRIVACY IS BEING PROTECTED

A 2021 study with Lucid on consumers sentiment towards ad targeting & privacy showed:

- 74% would like ads to have a clearly visible seal guaranteeing that the brand is not tracking.
- 87% have noticed when an ads follows them around, and 46% of those find it suspicious.
- 53% of consumers favor brands who protect their privacy.

We’re putting a Privacy Protection Guarantee shield on all campaigns utilizing SORT – so consumer’s know they’re not being tracked.

CONTACT US

Source: Lucid Study 2021