SUNDAYSKY

PREPARING FOR THE COOKIELESS FUTURE WITH IDENTITY SOLUTIONS

CHALLENGE

Preparing for the deprecation of third-party cookies, SundaySky tested the feasibility of running dynamic video advertising campaigns using market-leading cookieless identifiers (IDs). Effective bid-stream coverage, consistent adoption by the advertising industry, and high match rates are the key metrics that depict the value of any cookieless IDs.

SundaySky tested each parameter to ensure measurable and significant full funnel performance in a cookieless world with leading IDs.

SOLUTION

Three high impact video advertising campaigns were selected to test the impact of upcoming cookieless identifiers. SundaySky tested different use-cases throughout the customer journey – each with unique business goals – to evaluate performance impact. The three touchpoints included:

Top of the funnel expansion

Prospecting new customers into the funnel to drive brand website visits

Buyer conversion

Site visitor retargeting focused on driving new customer account sign-ups

Loyal customer engagement

Mid-funnel program focused on driving current customers to a local store

EXPERIMENT DESIGN: Each campaign audience was split into two groups – one group was targeted using cookieless IDs and the other using SundaySky cookies. The test was designed to use the same audience definition, keeping all other variables constant with the only difference being the identifier type that was used for targeting.

SUNDAYSKY.COM

RESULTS

Across each campaign type, cookieless IDs significantly increased reach on cookie-disabled browsers and devices.

For example, the prospecting campaign saw a 280% increase in opportunities, in alignment with test expectations given target audience composition of mostly third-party data segments. The retargeting campaign focused on driving site visits delivered a 30% lift in audience reach targeting by leveraging cookieless IDs only.

Overall, these results validated that the cookieless IDs Identity Infrastructure is both a viable solution for a world without cookies and can be leveraged today to improve reach and deliver better results.
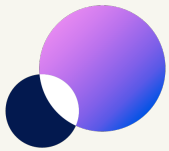
FULL FUNNEL PERFORMANCE delivered on cookie-disabled browsers & devices:

280%
Lift in audience reach & impressions
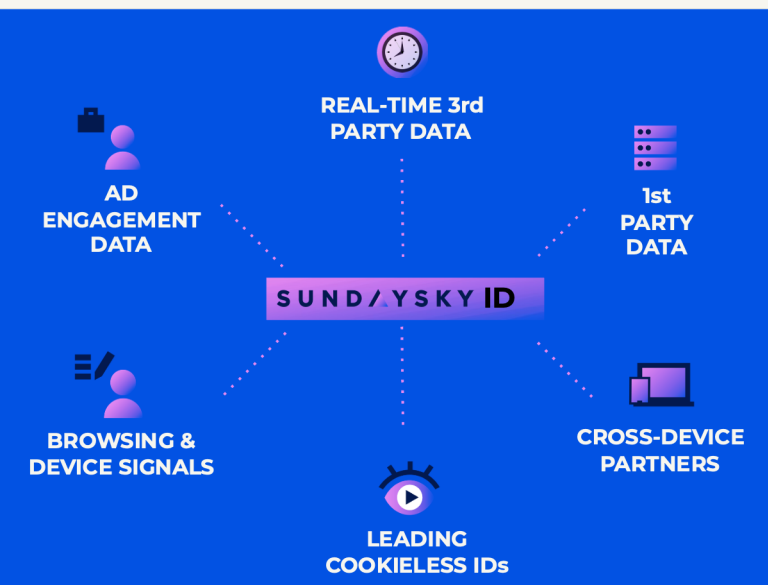
30%
Increase in overall site visits

FUTURE PLANS

After proving out the capabilities to run performance video advertising campaigns without relying on cookies while significantly increasing reach and maintaining performance, SundaySky continues to adopt and test the impact of emerging ID solutions in conjunction with its proprietary identity graph.

THE SUNDAYSKY IDENTITY GRAPH

SundaySky offers a proprietary identity graph solution synchronized with leading identity solutions and ad-ecosystem to keep your strategy on track with:

REAL-TIME 3rd PARTY DATA

AD ENGAGEMENT DATA

1st PARTY DATA

SUNDAYSKY ID

BROWSING & DEVICE SIGNALS

CROSS-DEVICE PARTNERS

LEADING COOKIELESS IDs

Robust identification
Connects data from site tags, cross-device partners, data feeds, first or third-party data, and leading cookieless IDs.

Strong match rates
Leverages widely adopted user IDs to maximize identification of audiences in the bid stream.

Interoperable integrations
Integrates into existing architecture of preferred data and identity partners with a rich set of data connectors and APIs.

Deep expertise
Guidance on targeting and personalization according to data structure, availability and needs.