

# SIX

## QUESTIONS TO ASK WHEN EVALUATING IDENTITY PARTNERS

Here are 6 important questions to ask potential identity solution partners in 3 critical categories:

### ADDRESSABILITY

#### PRIVACY

#### INTEROPERABILITY

1

#### DOES YOUR SOLUTION SUPPORT THE AUTHENTICATED OR OPEN WEB?

20%

##### AUTHENTICATED

Only an estimated 20% of web users will be authenticated (via email, opt-in, etc.) by 2022—yikes!



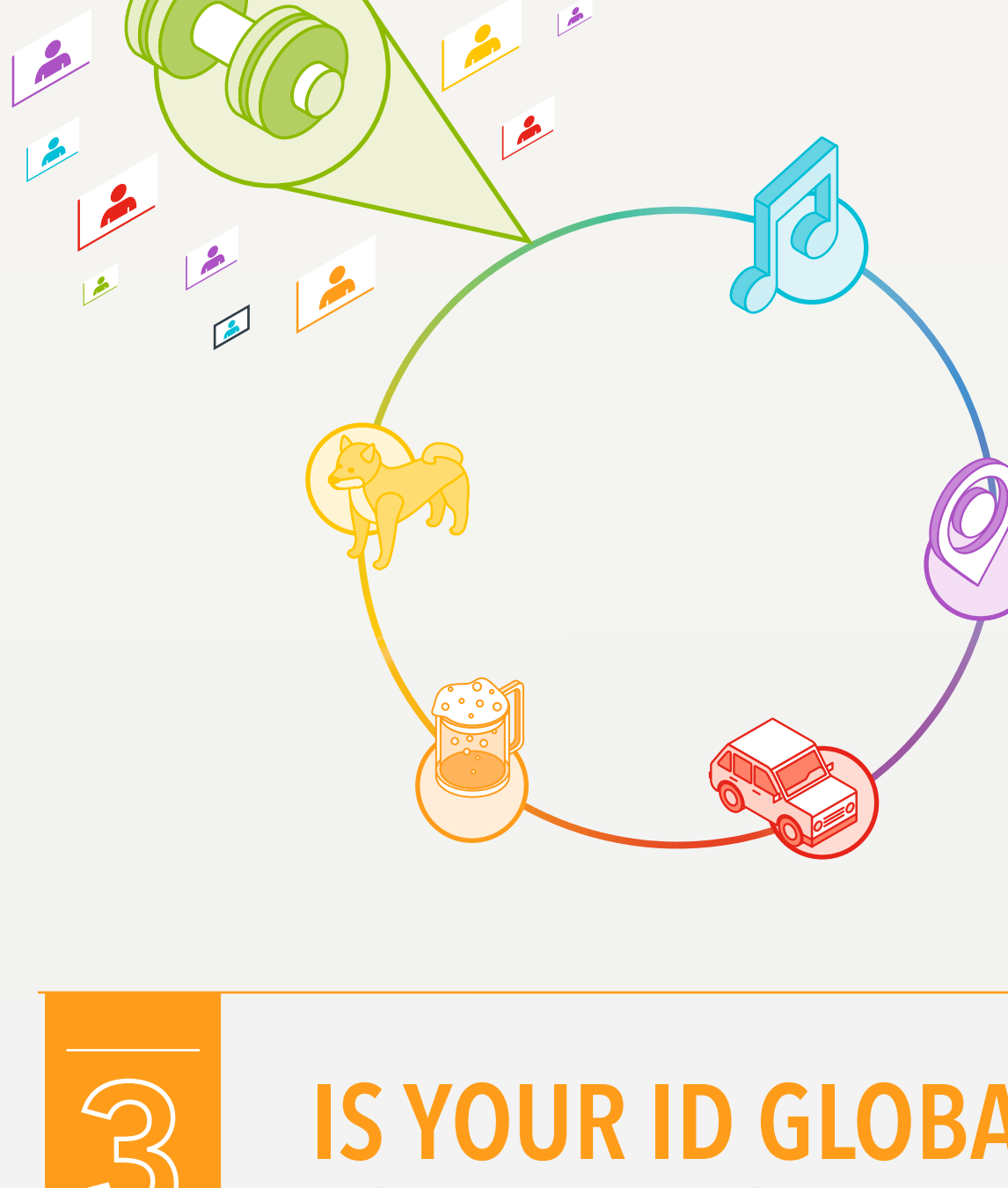
80%

##### NON-AUTHENTICATED

What about the other 80%? Consider options to cover both authenticated and the open web for maximum coverage.

#### DOES YOUR SOLUTION SUPPORT ENRICHED OR EMPTY IDS?

2



Some identity solutions were built with data enrichment at the core to power addressable, relevant advertising.

Others exist to leverage your first-party data alone, which may sacrifice accuracy AND scale. Weigh these factors when evaluating.

3

#### IS YOUR ID GLOBAL OR RESTRICTED TO A PARTICULAR REGION?

Most IDs and delivery methods in the industry today support North America alone. But multinational brands and agencies are hungry for rich profiles across the world for global coordination and growth.



## PRIVACY

4

#### IS YOUR ID SOLUTION OPAQUE OR TRANSPARENT?



GDPR tenants to internet privacy:

- Control
- Accountability
- Transparency

Look for a solution that prioritizes **privacy** and **transparency**, including data minimization, encrypted IDs, and open communication to every channel—not one that obscures itself to users, reduces the ability to see data sharing across platforms, and hides tracking methods.

#### DOES YOUR SOLUTION RESPECT AND PROPAGATE CONSENT?

5

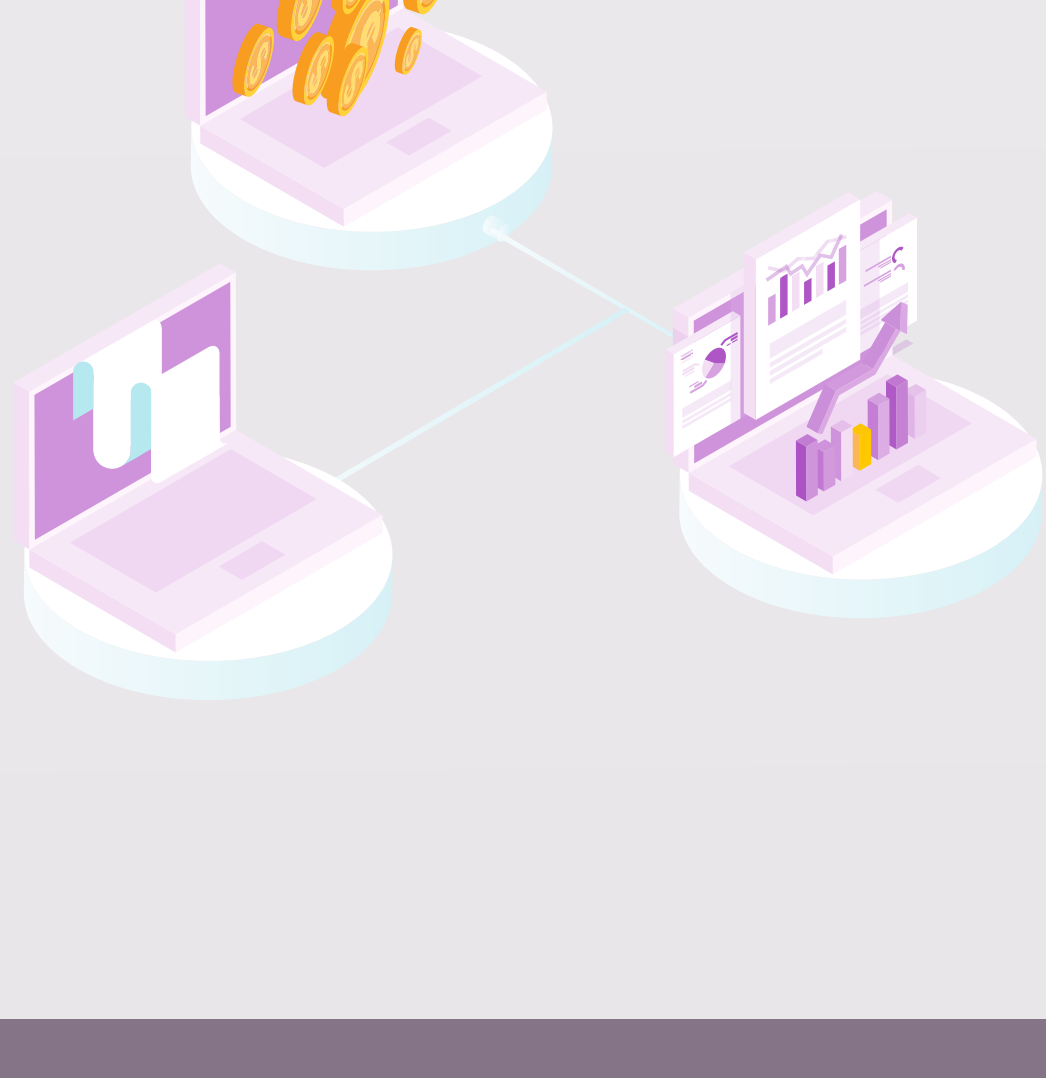
Privacy compliance is table stakes. Understand whether or not the partner uses universal-opt out and how their words and actions align on respecting consumer rights.



## INTEROPERABILITY

6

#### IS YOUR ID SOLUTION INTEROPERABLE OR SILOED?



Put a few other ways:

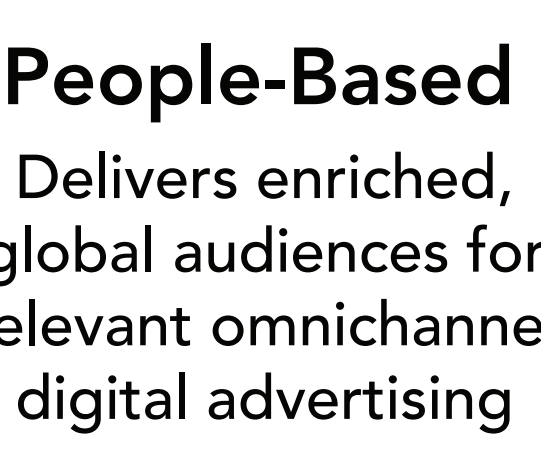
- Does your solution permit communication across IDs?
- Is your ID free to use, without translation activity fees?
- Is your ID shared openly across all platform partners?

If yes to all, great! That way you can plan, execute, and measure performance across every channel and across a portfolio of ID options!

## EMBRACE A COOKIELESS FUTURE NOW!

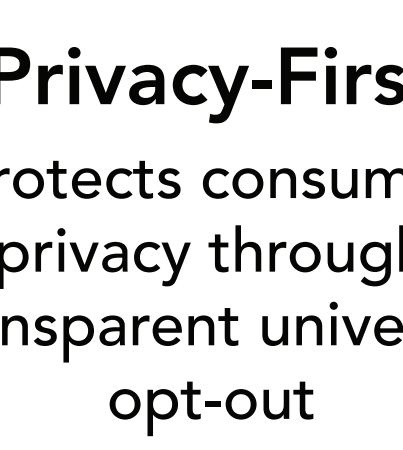
Check out **Lotame Panorama ID**—the first global people-based identity solution for the open web, powered by patented graph technology.

## LOTAME PANORAMA™ ID



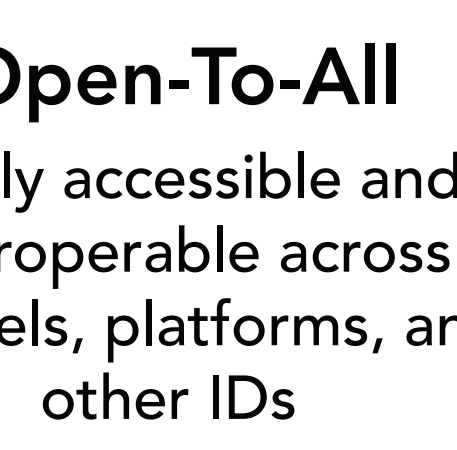
##### People-Based

Delivers enriched, global audiences for relevant omnichannel digital advertising



##### Privacy-First

Protects consumer privacy through transparent universal opt-out



##### Open-To-All

Freely accessible and interoperable across channels, platforms, and other IDs



## INTERESTED IN LEARNING MORE ABOUT IDENTITY?

### THE IDENTITY CONNECTION NEWSLETTER

Get bite-sized content on all things identity so you can prepare for the cookieless future!

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