pHd

# Mercedes-Benz
# Anticipating the Cookie Apocalypse

**By Kevin Rollier**

phdmedia.com

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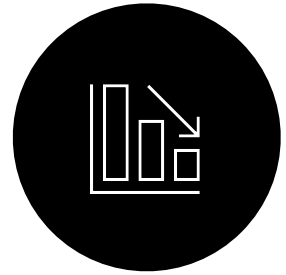
# Adapting to the shift towards privacy-first measures

## Challenges

**Reaching luxury car owners & potential buyers**

**Signal loss with cookie deprecation in apple & firefox**

**Activating CRM data and privacy regulations in digital advertising.**



**Traditional cookie-less solutions like contextual delivers considerable wastage**

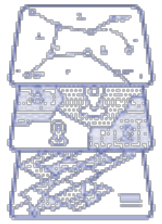
# Our solution

**Calculate IPs**
Mathematically produce all possible IP addresses in each country. No data is collected

208.67.222.222
208.67.222.223
208.67.222.224
208.67.222.22X

**Locate IPs**
Probalistic geo-position to link IP addresses to neighborhoods

**Create maps**
Match offline data from national statistics offices with digital geolocation, building neighborhoods of 100-500 households that share similar statistical attributes



**Segment IPs**
Once households are located and neighorhood cohorts are created, location data is removed, leaving only IP addresses matched to household characteristics

**We create neighbourhood maps based on demographic cohorts surpassing the granularity and accuracy of postcodes**

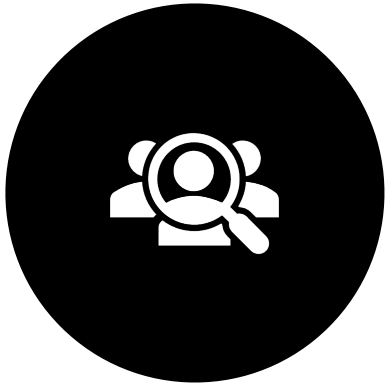
**The methodology is 100% probabilistic, containing zero personal information; the IP addresses are calculated, not collected from events,**

**And there is no logging or tracking, making it the most privacy-secure data in the industry**

# An innovative targeting strategy

**A clear win for the cookie-less future**

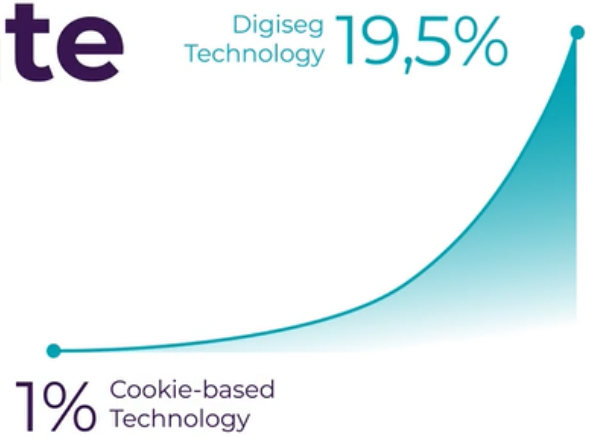
**IP addresses backed by demographic insights**



**real-world data for online targeting**

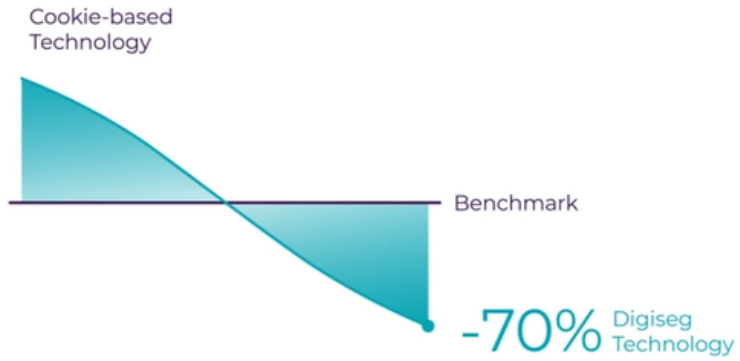
# The results

## Conversion Rate




**180%** better

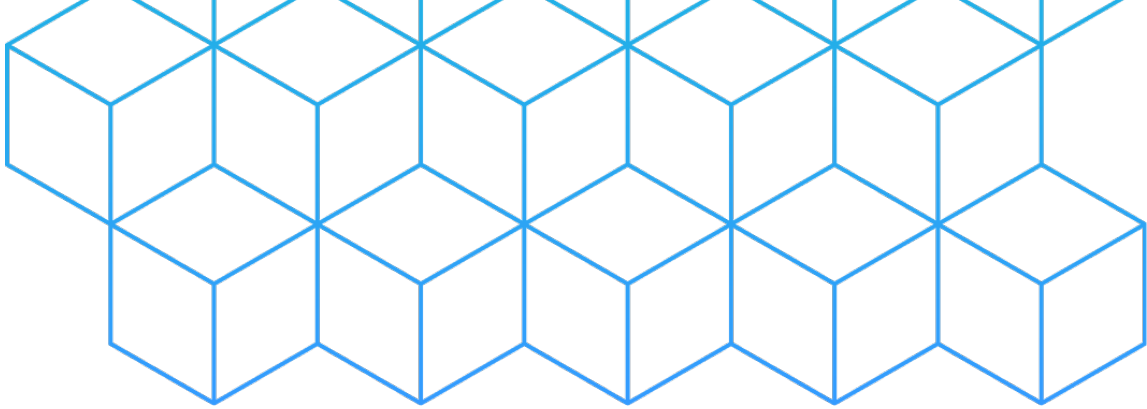
## CPL




**70%** better

# Case movie

# Why an AMMA?



**Forward-thinking approach that achieved its marketing objectives with remarkable success**

**PHD is the first one in Belgium to use Digiseg's privacy-compliant, probabilistic targeting methodology.**

**Mercedes-Benz and PHD are ready for post-cookie apocalypse.**