Twitter Thread by Paul Bannister

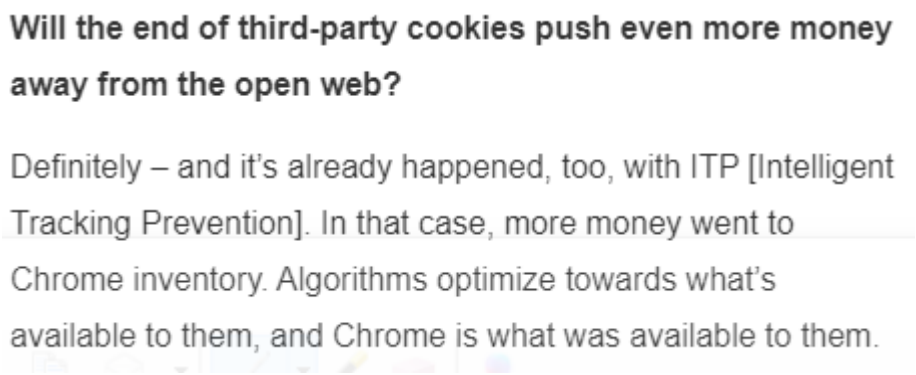


Paul Bannister
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This interview from @OSchiffey has great quotes that directly refute the nonsense that many privacy advocates spout about how the death of cross-site tracking will help ad-supported publishers on the open web. https://t.co/bj1gWPKOei 1/

The interview is with a senior leader at a major global ad agency. Someone who actually knows what advertisers are talking about, where they are directing their spending, and what the future trends will be. Not a privacy advocate who knows nothing about the advertising market 2/

First, privacy advocates spread misinformation and bad research data that ITP hasn't hurt publisher revenue and/or hasn't affected advertiser spending. And yet here is an unequivocal answer as to the impact of ITP on advertiser spending. 3/



The agency exec also clearly shares the opinion that the end of 3PC will push money away from the open web, exactly what privacy advocates claim won't happen. 4/

She also talks about how context matters, but so does audience. Audience targeting is effectively dead without 3PC and non-Chrome browsers are doing nothing to change this. 5/

There are lots of so-called cookieless solutions coming out of the woodwork from vendors. Are they largely legit?

It really depends on what's relevant to an advertiser. The first thing I do is go and talk to the buyers, because if they don't think it's relevant, then there's no point.

A lot of these solutions are contextually based. But although context is important, so is audience, and so we need to get to a good balance there. Cookieless solutions that are more on

So the loss of audience targeting is another major negative for the open web as opposed to walled gardens who are mostly not affected - silence from privacy advocates. 6/

Then this quote, specifically about ID solutions, but also applies to contextual targeting. Context doesn't scale very strongly for advertisers, so where do you think more of their spending will flow? To the walled gardens of course! 7/

"Privacy" is used either as a tool for those who hate advertising, and just don't care about destroying free, quality content on the open web, or as a way to drive revenue growth for global platforms like Apple. https://t.co/TaRiRx5zP3 8/

More privacy is good, but it appears increasingly likely that the death of cross-site/app tracking (with no replacement) will drive more money to major platforms, hurt quality content, and allow those platforms to abuse privacy inside their walled gardens. 9/9