EQUATIV

Equativ supports the Criteo ID to help clients tackle cookie deprecation and increase revenue

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Context

While Google may have delayed its cookie deprecation deadline yet again, the impact of the shift towards cookieless can already be felt across the industry. **Cookieless isn't the future. It's part of the present and we want to equip buyers and sellers alike with insights to understand the results of cookie and mobile ID deprecation.**

Equativ supports solutions to these problems with a partner-specific external user ID which is attached to the ad call and included in the bid request. **Equativ is agnostic with any Alternative ID provider and especially Criteo ID.** The Criteo ID for Exchanges module **enables publishers to access Criteo's unique demand - more than 20,000 advertisers & brands - to monetize their exchange inventory with an optimal take rate across all browsing environments.**

Several publishers have started to test it.

The objectives of alternative IDs:

- Find the best way to **override the deprecation of third party cookies**
- Deliver personalized ads to the right user, while **respecting privacy and consent choices**
- **Access to more demand** with no blockage on bids in case of no cookie match

Where we stand

At Equativ, **we encourage our publishers to adopt Criteo** in order to increase their revenue without third-party cookies

Looking at auctions excluding third-party cookies, here is a snapshot of where we stand at Equativ:
- 33% of auctions at Equativ include at least 1 vendor*
- 5% of auctions at Equativ include the Criteo ID*

Source: Equativ November 2022

During an A/B test they ran, both Gridmidia and Premium Ads made:

+5x
Revenue peak from Dec. 2021 to Apr. 2022 (PremiumAds)

+29%
Contribution in total revenue from Criteo ID from Feb. to Apr. 2022 (PremiumAds)

+38%
Revenue peak with the Criteo ID vs. without it

+55%
Contribution in total revenue from Criteo ID from Feb. to Apr. 2022

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gridmidia

*"**We have had a solid partnership with Equativ for years**. As one of the few in the market with a full stack solution, together we were able to develop projects that started in a coffee break chat to monetize billions of impressions. With the solution we have implemented this year suggested by them, and especially the Criteo ID, **we had a monthly increase in revenue of 30%.**
We have the confidence to always listen to what is proposed because we know that it is something exclusively designed according to our needs."*

Jhonatas Bispo
CEO Gridmidia

premiumads

*"**We have been partners with Equativ since the beginning of PremiumAds, and together, we have come up with several solutions for our network.** Every year, we have grown the results with excellent service, and especially this year thanks to the Criteo ID. Now we are very happy to say that **the total growth has been breaking records**. Thanks for the partnership, Equativ."*

Leandro Lanceloti
Co-founder and CEO PremiumAds