



Trust.id @ edipub

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Agenda

1. Context
2. Definition & the genuine specification
3. Implementation with OpenRTB
4. Validation
5. Momentum
6. Benefits - synthesis



1 - Context

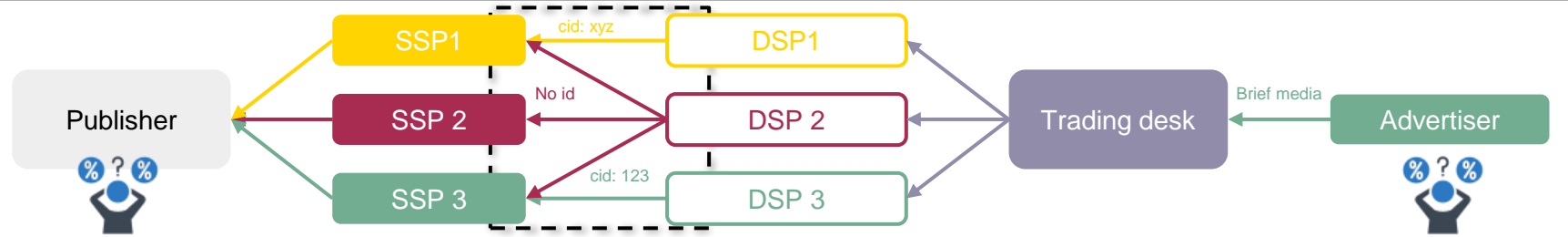
Problem statement	Challenge addressed
Advertisers/buyers and publishers want more traceability and transparency in programmatic ecosystem	<ol style="list-style-type: none"><li data-bbox="668 505 1450 541">1. Traceability of advertiser campaign end to end<li data-bbox="668 554 1619 590">2. Reconciliation of advertiser spend with publisher revenue<li data-bbox="668 603 1760 683">3. Reliable reports provided more easily (even with several DSP and several SSP involved) - facilitate the collect and data reconciliation<li data-bbox="668 696 1331 732">4. Better creative / advertiser assignment

2 - Definition & the genuine specification

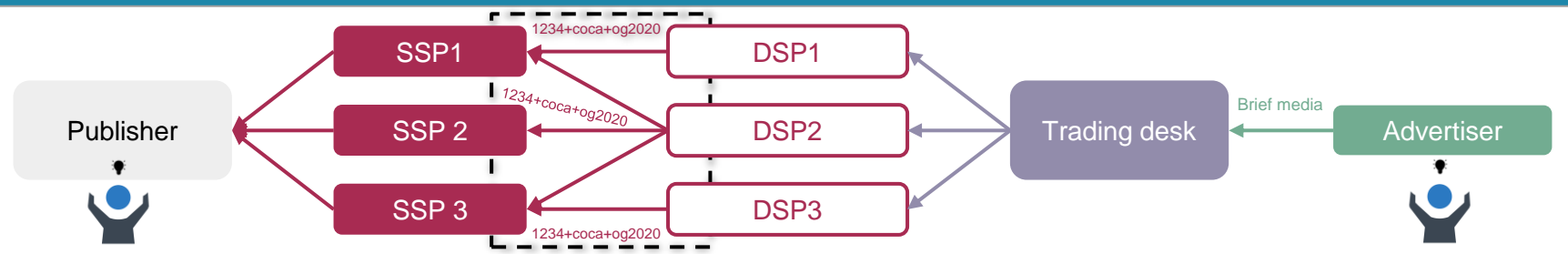
Definition	The genuine specification
<p>Trust.ID (initiative from EdiPub, on demand of UDM ,agencies and publishers) is an unique key enabling to identification and tracking of an advertiser's media campaign during its lifecycle regardless of the SSP and DSP used.</p>	<ol style="list-style-type: none">1. Advertiser ID : an International ID or a Registration number used to identify a company (advertiser), univocally.2. Additional advertiser's specific IDs: For example, this would allow the advertiser to further track each brand or product code separately, depending on the advertiser's needs <p>Example : Publicis has a campaign with Nestlé for the Olympics Games in 2020 => The Trust.ID could be 0050000000951+Nestlé+OG2020+PublicisTD</p>

3 - Implementation with OpenRTB

Without Trust.id (current situation) : One campaign with many IDs or nothing



With Trust.ID : One campaign with only one ID



4 - Validation

Participants	POC
<ul style="list-style-type: none">• 366• Adysseum• Au Feminin• Boursorama• Citroen• EDF• Freewheel• Google• Group M• Index Exchange• Kingfisher• La Poste• Ligatus• MAAF• Média Figaro• Mediamath• Orange• Publicis Media• PrismaMedia• S4M• Smart AdServer• TF1 Publicité• TheTradeDesk• Tradelab• Unilever• Xandr• And more...	<ol style="list-style-type: none">1. Tests through Deal to validate Trust.id. Use case : One buyer targeting several publishers via one DSP.2. Tests through Open Auction to confirm. Use case : One buyer targeting several publishers via many DSPs.3. Test showed that without the TrustID, publishers weren't able to pull an « advertiser's campaign report » making it impossible to reconcile. <u>Trust.id made it easy.</u>

5 - Momentum

1. Last year, the TF “**Buy side transparency**” have been created at IAB Tech Lab to cover all the topics around buy side, **Trust.ID** included. This led to new specifications, such as Buyers.json and Dchain
2. Official OpenRTB extension, validated by IAB techlab.
3. **Smart, Xandr and Freewheel** already implemented it.
4. Expanding the project out of France, with already one test planned in Germany.
5. Study to propose the best way to provide / share the reports to stakeholders.

