



Ads & Data

Let's Data

The Let's Data presentation of Ads & Data was all about the exciting advancements and opportunities in data collaboration.

Facing the deprecation of third-party cookies, first-party data becomes even more important. As a thought leader in data, Ads & Data is fully prepared on all relevant fronts. Our goal is to simplify the complex world of data. We want to make life of advertisers easier on both the technical and legal fronts. By leveraging our expertise and partnerships, we ensure that advertisers can focus on what truly matters.

We explored how our strategic partnerships and innovative solutions are transforming the way advertisers can leverage data for enhanced targeting and measurement.

Data Strategy

Ads & Data's goal is aimed at helping advertisers make the right choices in the cookieless era.

Data Sources

Ads & Data combines data from different partners (Mediahuis, Play Media, Proximus, Telenet, VRT) to create richer user profiles.

The Ads & Data ID

is the key that allows us to put this into practice, enabling us to identify users across different networks and platforms, both online and telco.

Ads & Data's Augmented User Identity

This information is based on first-party data and is **crucial for connecting the dots** and making user identity easily available to advertisers. We use a virtual personality of a user tacked across different platforms (eg. GoPlay, Gazet van Antwerpen, Play4, RouteYou, Zimmo,...) to build a detailed profile.

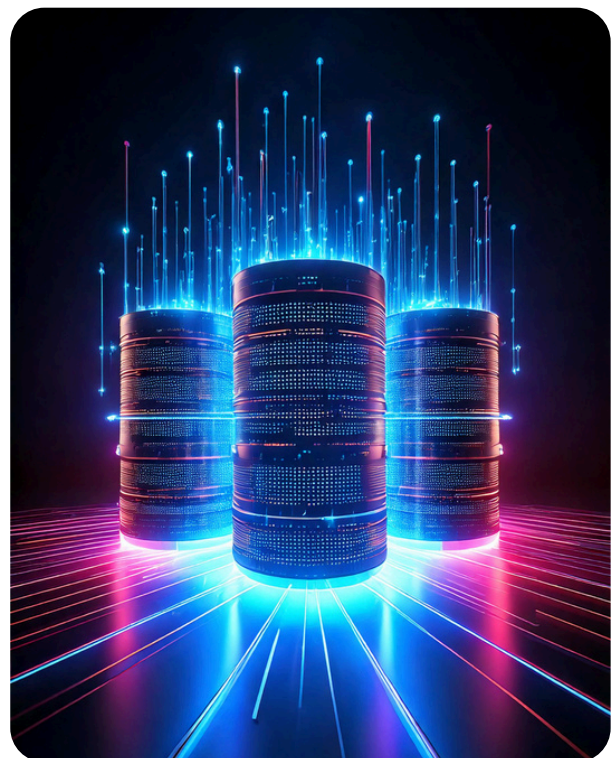
Making life easier for advertisers

Segment creation is based on bringing together similar profiles, resulting in relevant combinations of user profiles offered to advertisers for targeted and effective campaigns.

Closed Loop Measurement

What's the impact of advertising on sales results?

By linking marketing efforts directly to sales, Ads & Data can measure the impact of advertising on sales results, which is essential for optimizing marketing strategies and ensuring the best return on investment.





Purchase data from **retail partners** can play an important role in closed-loop measurement, offering consumer behaviour insights that CPG brands typically don't have. Thanks to data clean room technology we can do this in a privacy-safe environment.

Data Clean Room Agnostic

Thanks to our partnerships with InfoSum and LiveRamp, we are able to seamlessly onboard databases of any advertiser in Belgium. This means we can work with multiple data clean rooms or cloud storage locations, providing our clients flexibility and ease of use.

Simplification is key when it comes to the **legal aspects**. We have worked diligently to streamline the legal steps that advertisers need to take.

This ensures that the process is as simple, straightforward and efficient as possible, allowing advertisers to focus on their core activities without being overwhelmed by complex legal requirements.

Inspiring Use Cases

Various use cases were presented to inspire attendees, demonstrating how database matching and closed-loop measurement can be effectively implemented. Starting from more straightforward approaches such as targeting your customers or targeting prospects based on lookalike audiences while excluding your own customer base. The presentation also showcases a more innovative concept approach for audience building. By leveraging as many data insights as possible, Ads & Data aims to deliver highly targeted and effective campaigns, resulting in the highest ROI.

Ads & Data's partners InfoSum and LiveRamp shared valuable insights and inspiration for database collaboration, data insights, and measurement.

InfoSum's case studies



[TSB increases account applications with innovative data partnership](#)



[Renault and Axel Springer improve advertising performance with first-party data](#)



[Deliveroo increases sign-ups by 20% with Channel 4](#)



[RET4IL: Nectar360 and Channel 4 deliver up to 122% sales uplift for CPGs](#)

LiveRamp's case studies



[Capturing people in the 2.5% auto purchase window](#)



[Snapchat + TV Campaign Performances, with Bouygues Telecom & Hub One](#)

IN CONCLUSION

Three core messages are central.

- Firstly, our data clean room agnostic approach allows seamless integration of any advertiser's databases in Belgium.
- Secondly, we have simplified the legal steps.
- Lastly, with closed-loop measurement, we can accurately measure the impact of advertising campaigns on sales results.

Need more info?

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