



## Case Study

# Marcus Thomas proves 1st/3rd party data is addressable in cookieless browsers – without email

Identity solution achieves ~34% lift in reach across Safari / Firefox in publisher direct campaigns

### Industry

Pharma

### Challenge

Test viability and performance of first- and third-party data in cookieless environments without email authentication

### Lotame Solutions

- Lotame Audience Management
- Lotame Data Exchange
- Lotame Panorama ID

### Results

- Exceeded 20% lift in addressability benchmark
- +37% lift with 3rd-party data targeting across Safari, iOS and Firefox vs. cookies
- +30% lift with first-party data targeting across Safari, iOS and Firefox vs. cookies

“ The ad industry is undergoing profound transformation, with cookie deprecation, increased privacy regulation and loss of IDs. Lotame was — and has been — the ideal partner to tackle all of our brand’s challenges and prove data-rich targeting is alive and well and privacy safe.”

— Caitlin Baker  
Media Supervisor  
Marcus Thomas LLC



## Client

Creative agency Marcus Thomas thrives on the impossible. The deprecation of IDs and third-party cookies alongside a highly regulated pharma marketing industry are the types of challenges they lean into. For its Medical Device Company client, the agency sought innovative solutions to several key problems: creating valuable experiences for consumers in memorable and privacy-first ways, at scale in a cookieless world.

## Solution

Marcus Thomas and its client were fluent in Lotame's data connectivity solutions as a longtime Spherical platform user. For their first-ever identity campaign, the agency turned to Lotame for high-quality audiences in a niche market and proven identity technology to execute in privacy-first ways. Lotame's platform enabled the agency to discover and access Veeva Crossix Audience Segments to deliver tailored advertising to relevant health consumers. These segments are created using a privacy-forward, machine learning approach. The client also leverages Lotame's platform to collect and activate against relevant top-funnel first-party site visitors.

Another ask of the agency was delivery in premium environments that were meaningful to its brand client and to the target consumer. Lotame introduced its client, a premium healthcare publisher, to work directly with the agency on curating the audiences and inventory needed for campaign delivery.

An A/B test was set up with lift in addressability as the KPI. Crossix and first-party cookieless audience segments using Lotame Panorama ID™ were shared publisher direct across premium inventory via Magnite's SSP Deal IDs, while identical third and first-party cookie segments were sent direct to the DSP, The Trade Desk.

## Results

Both cookieless campaigns exceeded expectations in addressability and other performance metrics. Not only did Panorama ID reach more of the brand's target audience than cookies, both tests delivered more clicks and were on par or had better performance than cookies in CTR.

## Lift in Addressability With Panorama ID

Third-party data targeting:

- +37% lift across Safari, iOS and Firefox versus cookies

First-party retargeting:

- +30% lift across Safari, iOS and Firefox versus cookies

Both tests exceeded Lotame's 20% lift in addressability benchmark.

## Takeaways

- First and third-party data is addressable in cookieless environments without email authentication.
- First-party data can be pseudonymized, and privately distributed directly to a publisher for activation across premium inventory without third-party cookies.
- First and third-party data has higher addressability in cookieless environments using Panorama ID.
- Panorama ID targeting is on par or exceeds performance of cookies across all browsers.

Want similar results for your business?  
Get in touch: [info@lotame.com](mailto:info@lotame.com)

