



opt out

Consentless inventory
enhances your brand

Whitepaper | 2024

Consentless inventory enhances your brand

What do you know after reading this whitepaper?

More than 20% of people **refuse** to allow the use of their personal data, including cookies, for advertising purposes.

Websites must include a **"reject all" button** in their consent module at the first layer, which leads to an increase in consentless inventory.

Campaigns serves on consentless inventory lead to **cost-efficient, high-quality traffic** to the landing page.

Being visible at consentless inventory has a positive impact on **brand awareness, brand preference, and purchase intent**.

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This whitepaper demonstrates the value of consentless inventory, shows how you can utilize it as an advertiser, and substantiates why you should see it as an opportunity.

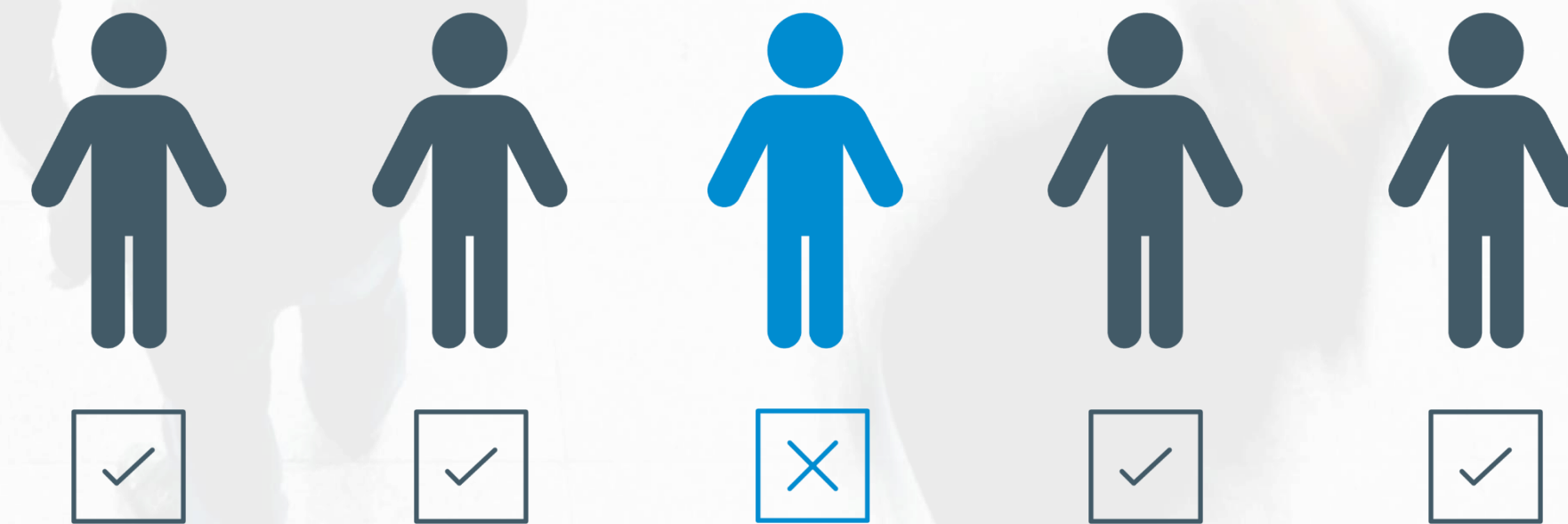
Introduction

Consentless inventory enhances your brand!
That's quite a statement, don't you agree?!

Opt Out Advertising will highlight two recent advertiser cases to demonstrate that it is possible to measure the results of a campaign that focuses on consentless inventory and draw valuable conclusions from them.

Aside from the growing privacy awareness, websites and apps should ensure that their visitors can easily reject all advertising cookies, just as easy as they can accept them. This increases the amount of consentless inventory and creates an urgency to develop innovative methods to still measure campaign effectiveness.

In this whitepaper, we will guide you through market developments and the methods to measure campaign effectiveness without the use of personal data.



Over 20 percent of internet users consistently refuse advertising cookies and the use of identifiers.

Market developments

Over the years

2018

GDPR implementation

General Data
Protection Regulation

Apps “do-not-track”

2021

2022

DSA and DMA

Digital Service Act
Digital Media Act

2024

Enforcement by data
protection authority

In the past, advertisers used cookies to target specific audiences for their campaigns. Cookies are small files that store user information and track interests.

Before May 2018, website visitors automatically agreed to their personal data being used for advertising. However, after the introduction of the GDPR, publishers had to explicitly ask for permission. As a result, the number of people who can't be specifically targeted is increasing.

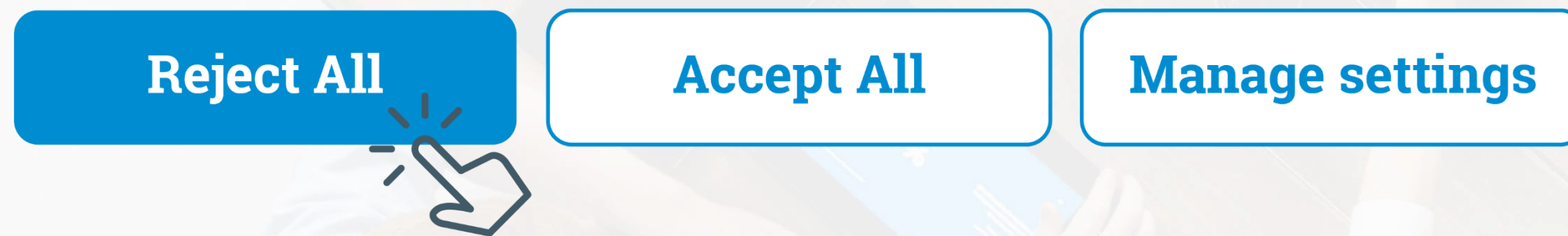
Apart from changes in consent modules, technical advancements are also playing a role. For example, iOS introduced "App Tracking Transparency" in 2021, allowing users to prevent apps from using their data.

Finally, the data protection authority in the Netherlands has received additional funding to specifically monitor cookies and online tracking.

Privacy Legislation & Enforcement



It is a legal requirement to provide the option to directly refuse advertising cookies when requesting consent. Consequently, an increasing number of publishers are complying with this requirement by adding a "reject all" button at the first layer when asking for consent.



The introduction of the "reject all" button is leading to a rapid increase in consentless inventory. It's important to note that this is distinct from cookieless inventory, a distinction that is often overlooked.

As advertisers face growing challenges in targeting people using third-party cookies, various alternatives in the form of ID solutions are emerging. However, it's essential to obtain consent for these solutions. Therefore these "cookieless solutions" cannot be applied to consentless inventory.

"Consentless is always cookieless, but cookieless does not always mean consentless"

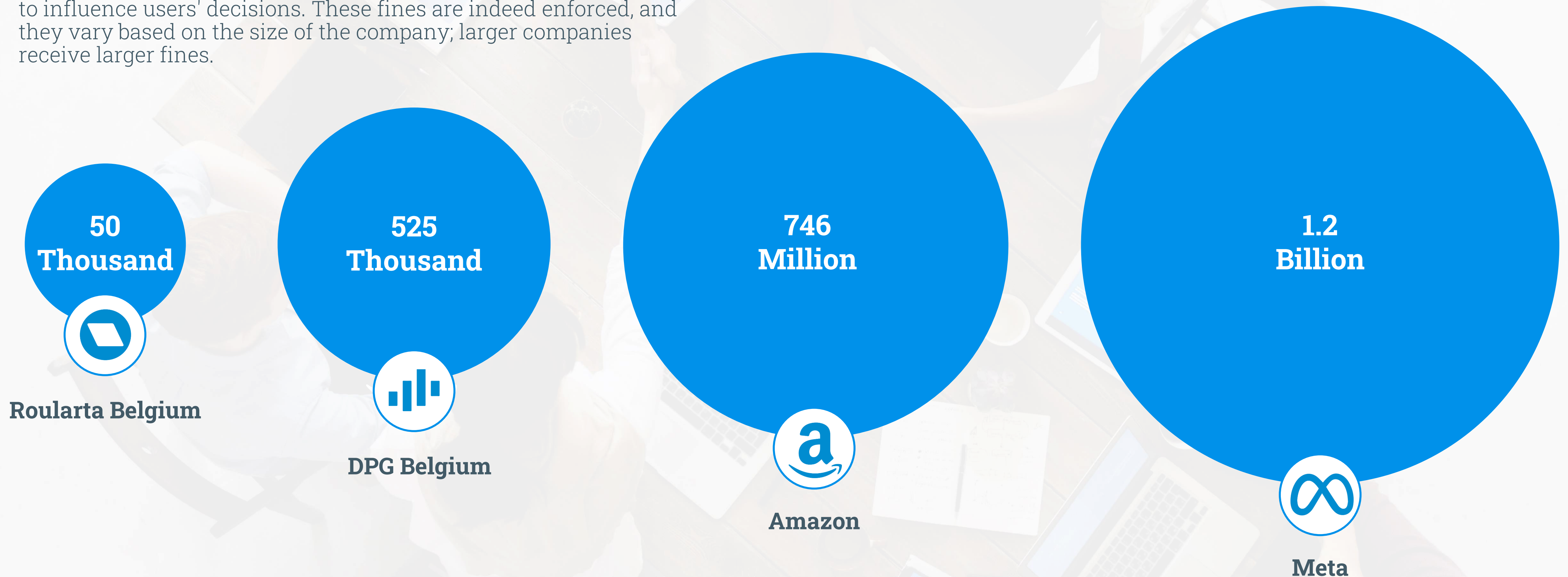
According to the DDMA Barometer (2020), 45 percent of advertisers in the Netherlands have not yet taken action to implement cookieless campaigns, let alone consider consentless inventory. This is despite rapidly changing figures and market developments, which means this group really needs to start moving now. Adobe (2023) even concluded that 70 percent of advertisers in the United Kingdom are not yet ready.

These advertisers, who are still all dependent on third-party cookies, are neglecting a part of their target audience.

Privacy Legislation & Enforcement

Imposed penalties

Publishers (such as news websites, online shops, etc.) may face fines if they fail to offer a direct option to reject advertising cookies and/or if they use manipulative tactics (such as employing 'dark patterns' where the 'accept all' button is intentionally made more prominent) to influence users' decisions. These fines are indeed enforced, and they vary based on the size of the company; larger companies receive larger fines.



Why purchase consentless inventory?



The numbers presented earlier in this whitepaper might have been eye-opening, especially if you have not yet purchased consentless inventory for your advertising campaigns.

Purchasing consentless inventory has multiple benefits:



Unlock 20 percent additional reach

Connect with privacy-conscious consumers, who form an interesting target group. The 20 percent of consumers who refuse cookies are more often than not highly educated and prosperous. With the right technical solutions, it is possible to reach these people efficiently and in a privacy-friendly manner. For certain sectors (such as the government, banks, insurance- and tech companies) that want to position themselves as trustworthy organizations where consumer data is safe, this is certainly a suitable target group.



Make your campaigns privacy-proof and enhance brand preference

You can run campaigns that fully comply with legal privacy standards and address the desire of consumers to protect their privacy. This has a positive effect on brand recognition and appreciation. According to a 2022 Ipsos study, marketing activities where consumers have control over their data significantly increase brand preference and trust. Moreover, a positive privacy experience and transparency about it can increase brand preference by 43 percent.

How do you measure campaign effectiveness with consentless inventory?

Measuring the results of a consentless campaign is challenging since you don't have access to personal- and tracking data for analyses.

However, a **Brand Uplift Study** can help with this. This study maps the value of the campaign by looking at developments in various stages of the brand funnel:



Awareness



Consideration



Preference



Purchase intent

Brand Uplift Study

We have a question for you ...

What are your thoughts on brand Y?

- Not familiar with it
- Familiar with it, but not interested
- A brand I would consider
- A brand I feel positive about
- I expect to use brand Y in the future

We have a question for you ...

How often do you visit (domain url.com)?

- Rarely
- Monthly
- Weekly
- Daily
- Several times a day

Extra question 1

We have a question for you ...

How often have you seen ads from brand Y?

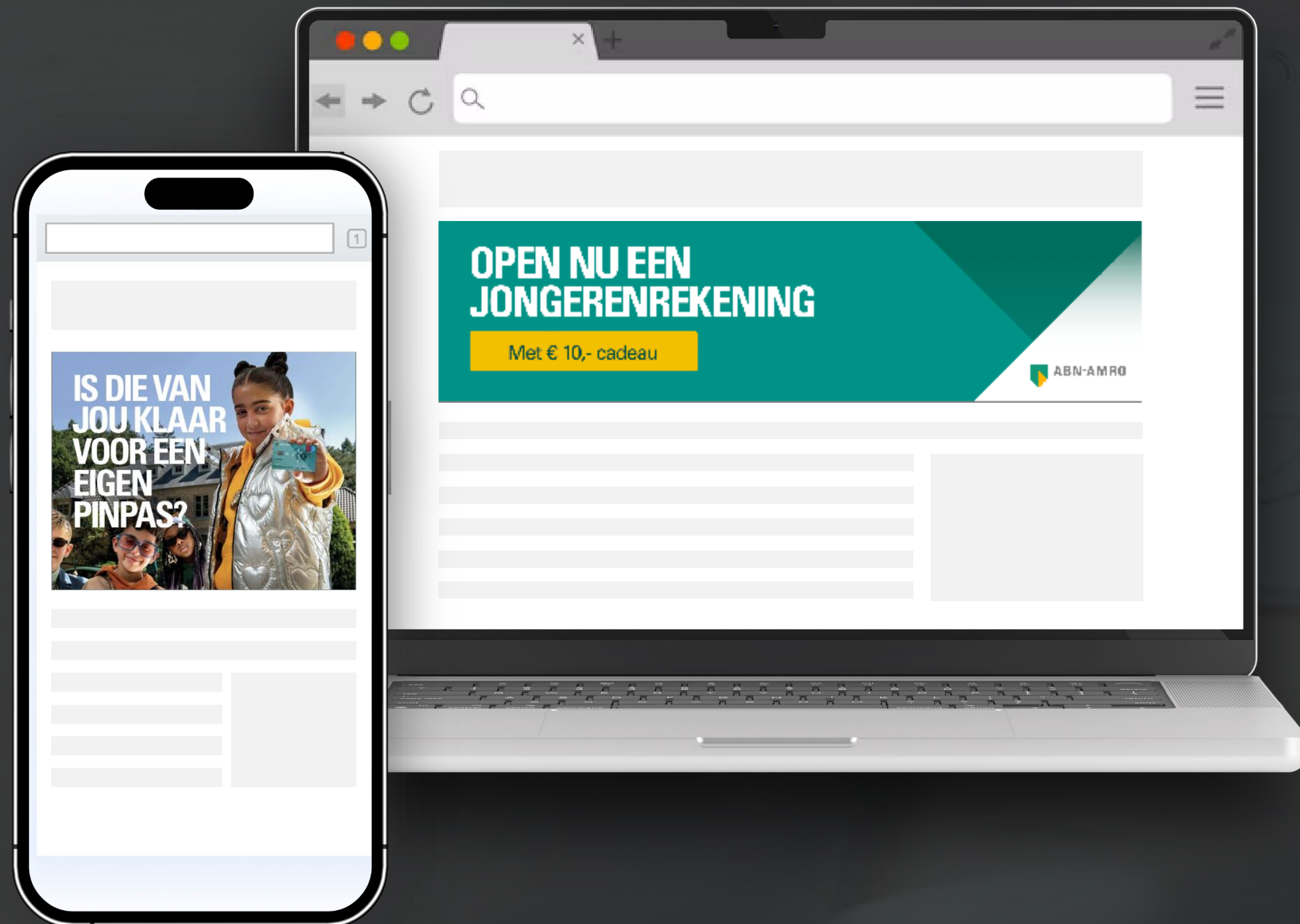
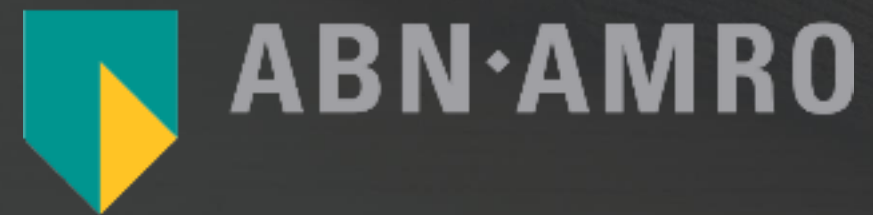
- Never
- Once
- A few times
- Quite often
- Very often

Extra question 2

Without cookies or other identifiers (which are refused by the targeted group), a different method must be applied to measure whether people have been exposed to the ads. For this reason, two additional questions were asked.

Cases

We illustrate the value of consentless inventory through the analysis of two cases: ABN AMRO and Gaslicht.com





Advertiser case ABN AMRO

In 2023, ABN AMRO noticed that advertising with third-party cookies was becoming less efficient. For example, remarketing audiences (people who are targeted again) were no longer fully recognized, and the reach of campaigns decreased due to the rise of Safari's Intelligent Tracking Prevention (ITP) tool.

The bank decided that it was time to embrace privacy-friendly advertising, but in a way that the results could be accurately measured.

Primary objectives

- Increase in awareness
- Consideration
- Preference
- Purchase intention

Secondary objectives

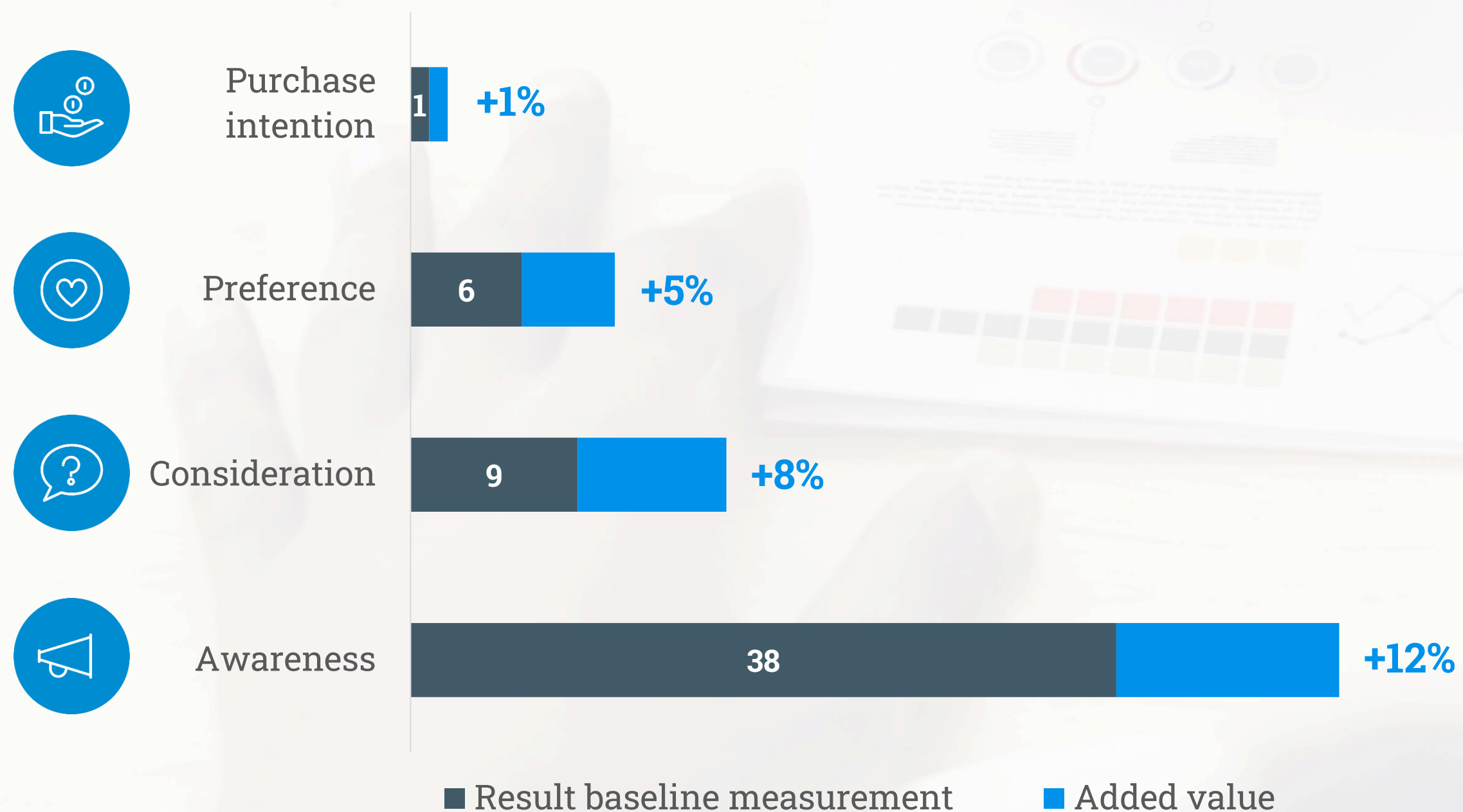
- Time-on-site
- Cost-per-session

As the campaign was served on consentless inventory, the messaging focused on the reliability and safety of the ABN AMRO youth account as a child's first bank account. As a result, it was expected that the campaign would be considered as relevant by those who refuse advertising cookies.

Advertiser case ABN AMRO

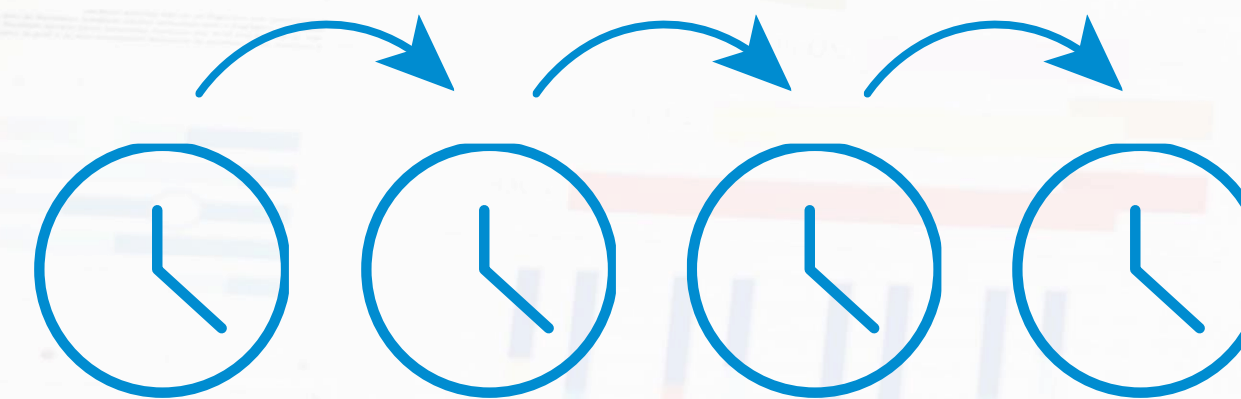
Primary results

Prior to the campaign, a baseline measurement was taken, followed by a first measurement during the campaign. The analysis indicated that the campaign had a significant positive impact on all stages of the brand funnel (awareness, consideration, preference and purchase intention).



Secondary results

Looking at the secondary objective, the quality of the traffic was examined. Google Analytics showed that users who arrived at the website via the Opt Out Advertising system and network demonstrated higher engagement compared to other users.



Time-on-site is **4 times longer**
The cost-per-session is **23% lower**



Advertiser case Gaslicht.com

Gaslicht.com also launched a consentless campaign with Opt Out Advertising because the company wanted to reach the total potential target audience.

They would miss out on a specific privacy-conscious online target group if they only focused on consented inventory.

Since Gaslicht has a very broad target audience, they are already strongly present on online consented inventory.

This was also evident in the baseline measurement and made it particularly interesting to see if they could still grow in awareness with visibility on consentless inventory. Or had they already reached those people with their mass-market approach in other places?

Primary objectives

- Increase in awareness
- Consideration
- Preference

Secondary objectives

- Purchase intention
- Time-on-site

The "opt out" logo is written in a white, lowercase, sans-serif font against a blue circular background. The "o" in "out" has a white dot in the center.

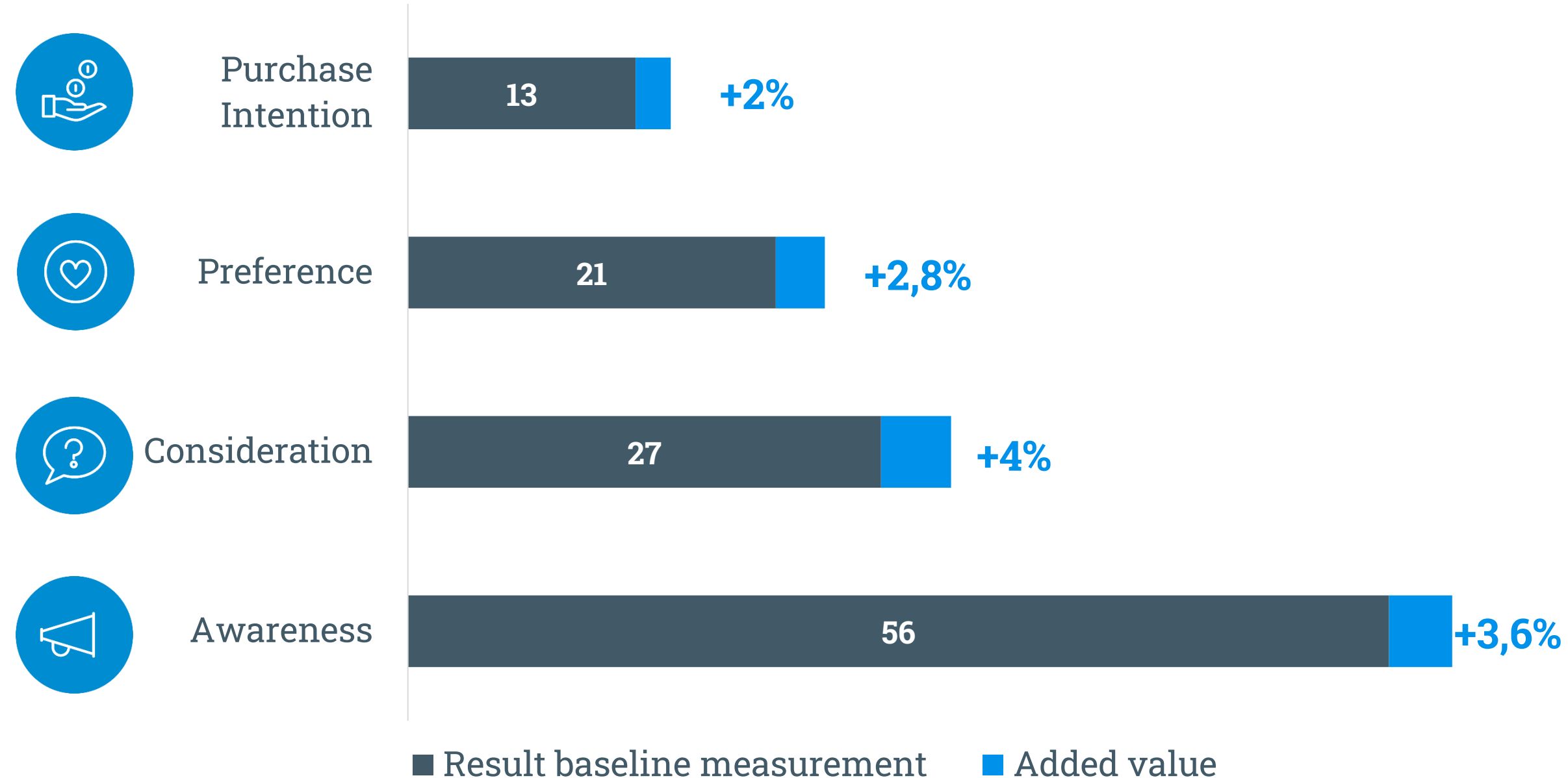
opt out

A campaign strategy on consentless inventory is a must when you want to reach your total audience.

Advertiser case Gaslicht.com

Primary results

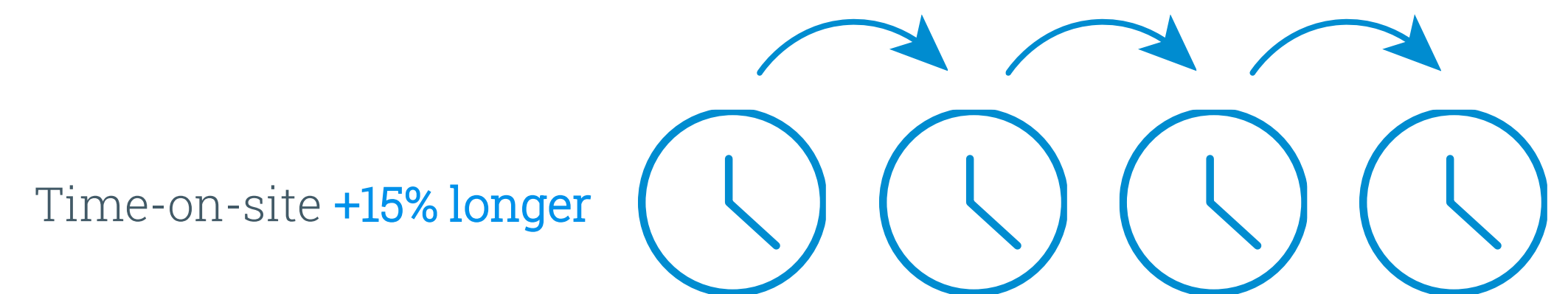
The Gaslicht.com campaign was a success. After the campaign, we saw an increase in awareness, consideration, preference, and purchase intention. Before the campaign started, Gaslicht.com already had high name recognition, with 56 percent. After the campaign, we were able to add an additional 3,6 percent.



Secondary results

In addition to these brand-level figures, we also compared Gaslicht.com's performance with industry benchmarks. Looking at this comparison, we noticed that Gaslicht.com outperformed the average uplift in consideration, preference, and purchase intention.

Purchase intention



Summary

Client cases

These two cases demonstrate that people who do not want to provide personal data for advertising purposes are still a very relevant audience to include in advertising campaigns- or even to target a campaign entirely at this group. The campaigns were **exceptionally effective** and **surpassed** the **expectations** of both advertisers.

The analysis of the Brand Uplift Study shows that the audience reached with consentless inventory leads to **cost-efficient, high-quality traffic** to the landingpage. This has also a positive impact on **awereness, brand preference, and purchase intention**.

Partners



Curious about the possibilities of purchasing consentless inventory from premium publishers for your campaigns?

Take advantage of this whitepaper offer and receive **10% extra impressions on your next display campaign scheduled for 2024 by mentioning this whitepaper.**

Don't hesitate and contact Opt Out Advertising via info@optoutadvertising.com.



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