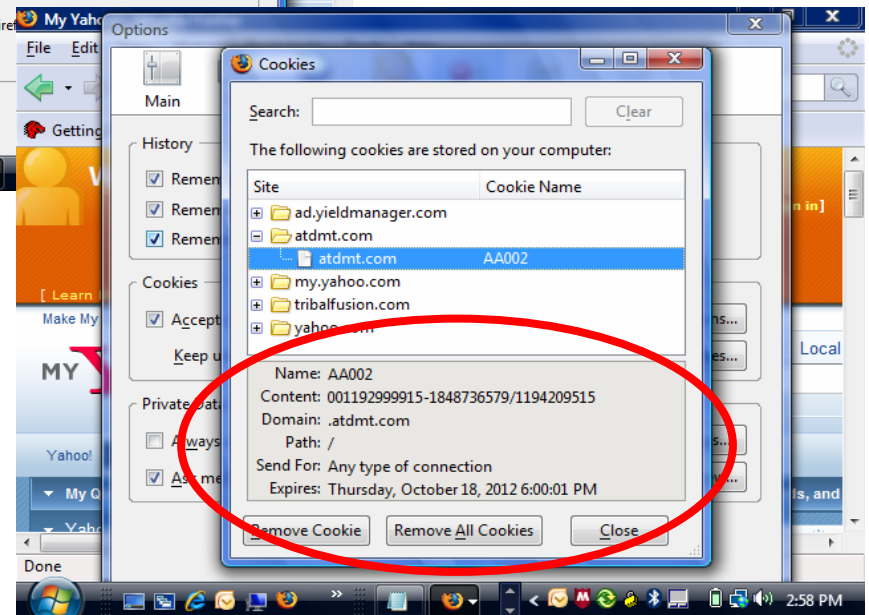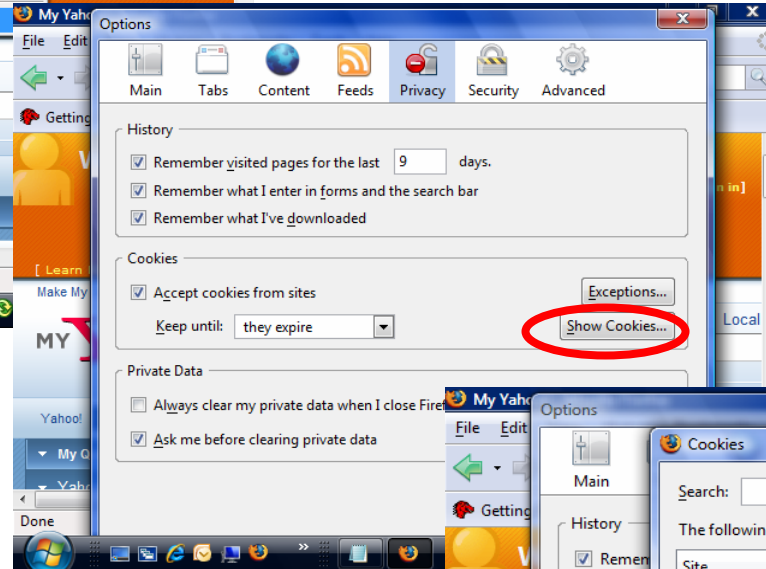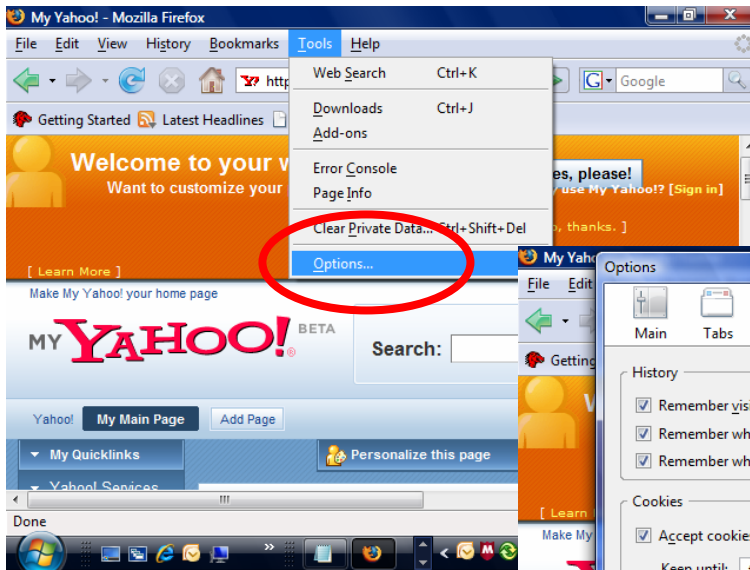# The Rise and Fall of the 3rd Party

A Description of the Pervasive
Ad Serving Data Model and
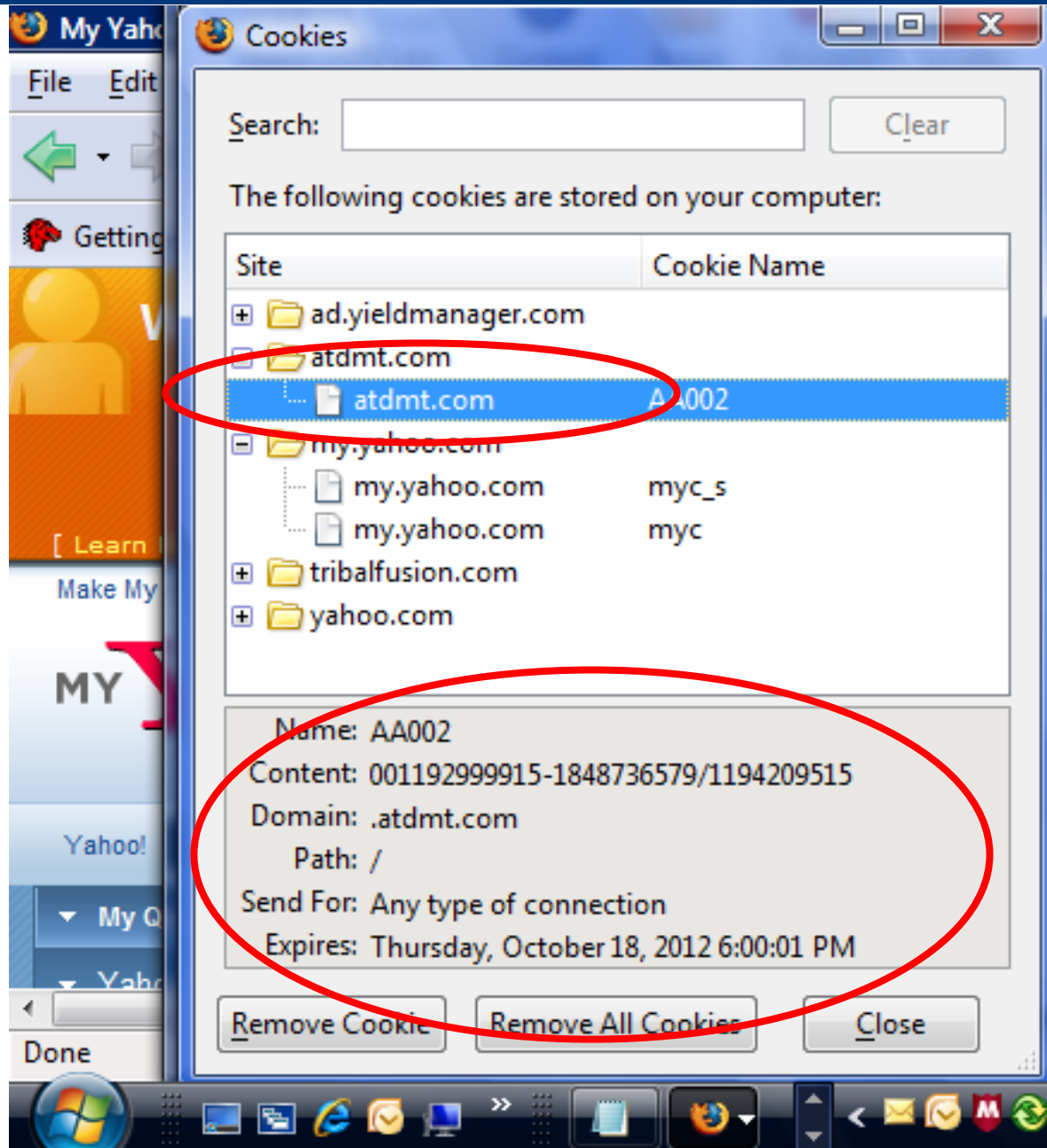Consumer-Centric Alternatives

Scott Nelson
Co-Founder and Chief Operating Officer
TruEffect, Inc.

How to View Cookies

Firefox Browser
- Tools
- Options
- Privacy
- Show Cookies

Fully Qualified
Host Domain -
   atdmt.com

Domain Name System

Traditional
3rd Party Model

- Proprietary domain
- Proprietary cookies
- Proprietary data asset

Sample Ad Serving Transaction Path

Logs generated for each event:

1. Impression of Amazon Banner
2. Impression of Amazon Banner
3. Impression of Amazon Banner
4. Impression of Amazon Banner
5. Impression of Amazon Banner
6. Click
7. Landing on Home Page
8. Product Information Page A
9. Product Information Page B
10. Product Order Page 1
11. Product Order Page 2
12. Product Order Page 3
13. Order Confirmation Page
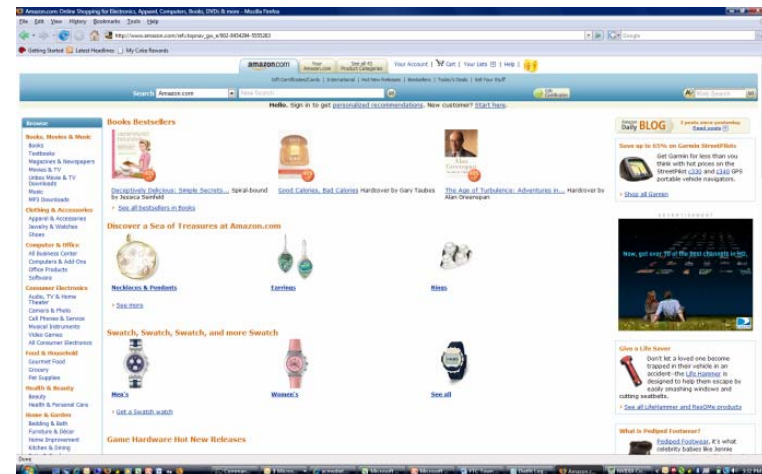
1-13240456   N   C   65.164.54.206   -
http://www.acmediet.com/join.cfm?src=DIET   0.002448   232   2007-08-18-15-
42-54   302   1001655_1001012_1x1_1001008_1000968
http://www.google.com/search?hl=en&ie=UTF-8&oe=UTF-8&q=jane+brody+diet
Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0)   -   1001115
&random=CACHEBUSTER   R
1001115:http://media.trueffect.com/ta/71/155/universal-
1x1.gif#ta/1001655/tmp1002086-1x1.gif   ml   -:-   -   1   -   1002086 -
1001655   -   -:-:-:rN   -:n:-:- -:-:-:-:-   -   -:-   -:-   -:-:-:-:-:-:-:- n:n
-   -   -   -   -   -   -   -   -

Data embedded in a log file includes

- IP address
- Browser type
- Time and Data stamp
- Encoded representation of banner asset
- Cookie name
- Cookie data
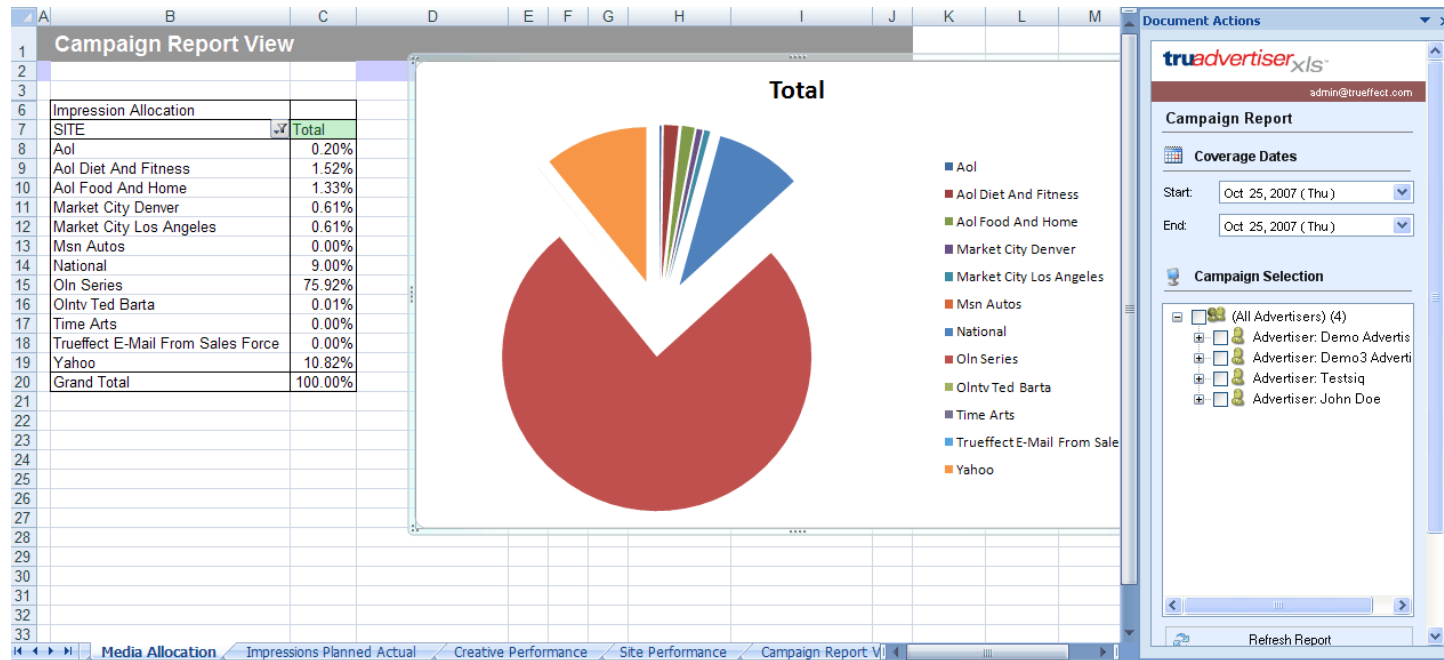
Aggregate Reports

- Impressions
- Clicks
- Conversions
- Banner performance
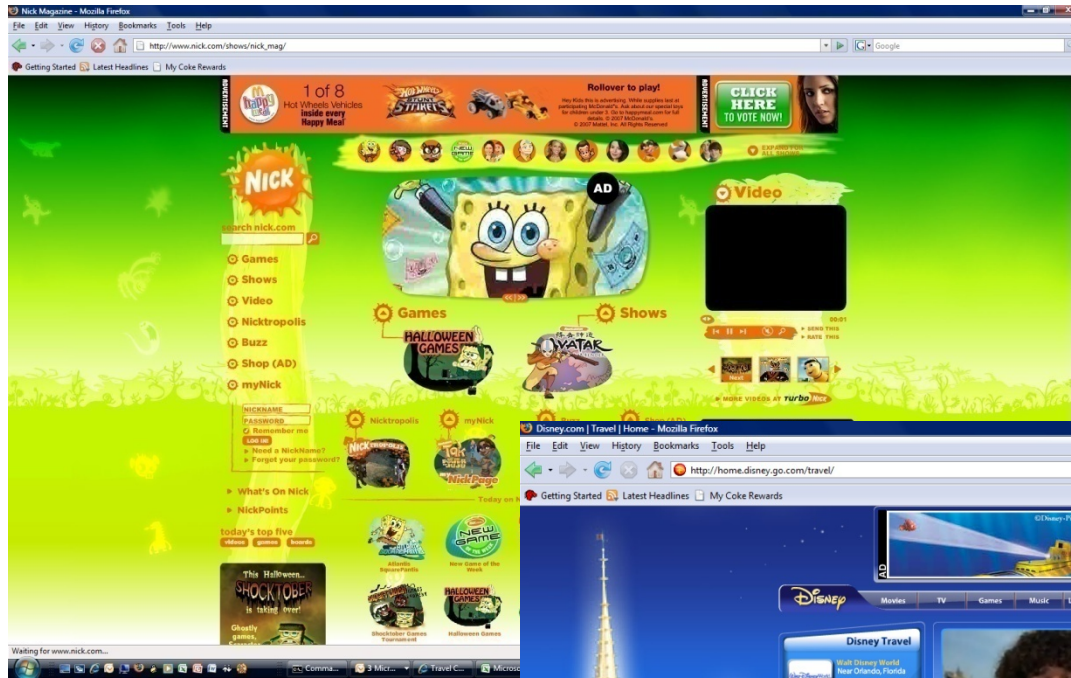- Media performance

Cookie-based Reports

- Predictive models
- Segmentation
- "fingerprinting"

Attribute:

Household with children

Traditional 3rd
Party Model:

Re-sell
targeting using
scored cookies

Success of anti-spyware and anti-adware software has depleted value of anonymous cookie profiling databases.

Enterprise Caliber 3rd Party Ad Serving is:

- Complex
- Expensive

Advertisers are shackled with fur-lined handcuffs to the existing 3rd party model.

Removing 3rd party data model opens the door to a wealth of possibilities.

Ford.com

Target.com

- ➤ Advertiser's domain
- ➤ Advertiser's privacy policy
- ➤ Effectiveness of 3rd party model
- ➤ No 3rd party derivative works

LLBean.com

- ➢ No Cookies Written
- ➢ No Cookies Read
- ➢ No Cookies Logged
- ➢ No Profiles Available

➢ New digitally addressable media
➢ Browser cookie facility not always present
➢ Transfer consumer privacy expectations