



EVOLVE YOUR ADDRESSABILITY STRATEGY WITH ID5 AND OS DATA SOLUTIONS ON THE TRADE DESK

Identify, engage, and connect with your audience in a privacy-conscious way through our ID5 partnership integration. With our launch partner OS Data Solutions (OSDS), you can now use ID5-enriched segments to reach audiences in the German market.

THE CHALLENGE

With the anticipated deprecation of third-party cookies, MAIDs, and other conventional identifiers, scrutiny over privacy has increased. The challenge facing advertisers is how best to connect with audiences in a meaningful way – leveraging alternative identifiers built on consent – without compromising scale.

THE PARTNERSHIP

The Trade Desk has partnered with market-leading identifier ID5 ID in Germany, giving advertisers a new way to target their audiences in environments without traditional IDs.

This local programmatic partnership unlocks extensive opportunities for advertisers. ID5's powerful identity resolution enriches OS DS' audience segments and services based on cookies/MAIDs, while OS DS' data quality and extensive reach complements The Trade Desk's access to premium inventory across the open internet.

It helps advertisers to identify and reach prospective customers across Germany with increased cross-device and multichannel addressability. It also aims to help them to build the trust their customers demand when it comes to their data – and can enhance their marketing efforts for greater results

ABOUT ID5

ID5 was created with the aim of helping publishers to grow sustainable revenue. How? By giving the advertising ecosystem a transparent, scalable, and privacy-conscious identity infrastructure that improves online advertising for consumers, media owners and advertisers. Its solution enhances user recognition and match rates by providing a stable, consented, and encrypted user ID in place of third-party cookies and MAIDs. As a result, ID5 helps publishers to better monetise their audiences, helps advertisers to run effective and measurable campaigns, and supports platforms to maximise the value of data and inventory for their customers.



ABOUT OS DATA SOLUTIONS

OS Data Solutions aims to offer premium targeting with quality data and maximum reach. With over 1,500 standard segments and individual services, you can work towards reaching your target group in a more precise manner with user- and environment-based approaches via all relevant DSPs and SSPs – across display, video, in-app or DOOH. As a long-term partner of ID5, OS DS are the first data partner to send us their targeting segments on the basis of ID5.

ACCELERATE THE TRANSFORMATION TOWARDS A MORE CUSTOMER-CENTRIC, SECURE, AND OPEN INTERNET

As privacy becomes ever more regulated across Europe, with local laws and nuances at play, we are continuously evolving how we approach identity. That's why we are partnering with leaders in identification services with a high acceptance in market.

With The Trade Desk and ID5, you can reach consumers at scale even before cookies go away. Through our ID5 integration and our launch partnership with OS Data Solutions, ID5-enriched segments are now available for targeting. So now you can identify, reach, and connect with users in a sustainable, privacy-conscious way – and aim to build trusted relationships that can impact your bottom-line.

KEY FACTS ABOUT THIS PARTNERSHIP:

- OS Data Solutions is the first German launch partner for ID5 on The Trade Desk.
- All OS DS Audiences will now be handed over by default with ID5 in The Trade Desk.
- OS Data Solutions have seen a significant increase in range when using cookie-free inventories (Safari, Firefox).

- **Capitalise on ID5-enriched audience segments:**

Select your audience from OS Data Solutions users based on their interests or behaviour. These third-party segments are available upon request directly via our integrated data management solutions and are enriched with ID5s.

- **Build a holistic addressability strategy:**

Target users in a privacy-conscious way without sacrificing scale and reach.

- **Gain your customer's trust through transparent consent:**

With increasing scrutiny around privacy, it's vital to build trust with your customers through a robust identity solution that can have a long-term effect on your ROAS.

HOW IT WORKS

STEP 1

The advertiser selects the audience segments they want to target via The Trade Desk platform.

STEP 2

These segments are enriched with ID5s for greater audience definition and reach.

STEP 3

The advertiser can target their desired audiences in a sustainable manner.