Connected Data:
How to get better insights into your brand's target audiences

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Cint

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VP Connected Data

Cint

Heather started her Cint journey in 2017. Coming from a marketing background at a global digital marketing agency, she played a key role in overseeing commercial growth in the APAC region, as well as establishing data partnerships globally. She has worked on both the supply and demand side of Cint's business, giving her an understanding of the platform. Currently, she leads commercial growth in the connected data space and oversees Connect, Cint's cookie-less solution.

What we will cover today…

- Who is Cint?

- Trends in MarTech

- What is Connected Data?

- Real life use cases

- Case studies

- Cint's Connected Data Solutions

- Key takeaways and how to get started

- Q&A
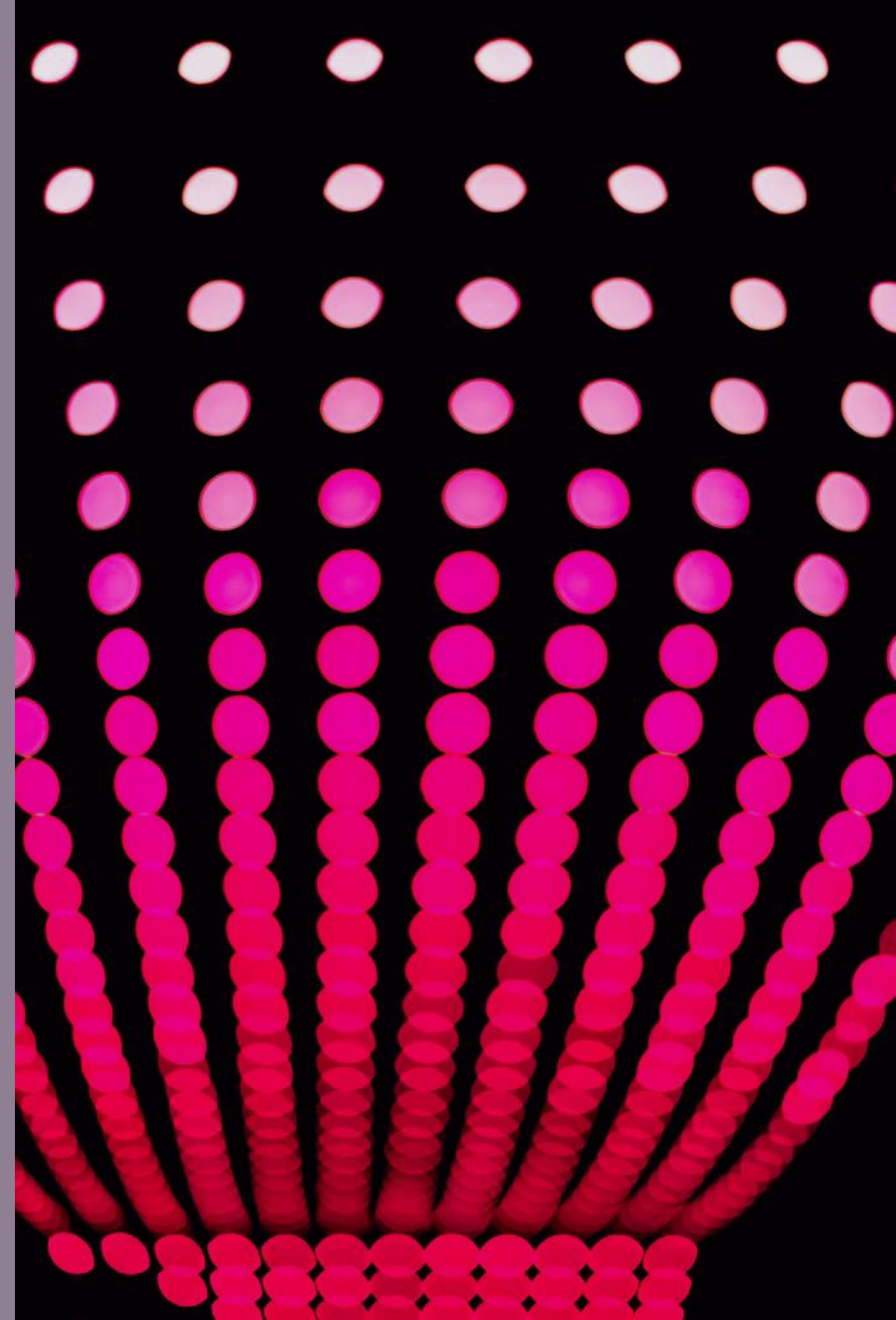
Who are we?

Cint is a global software leader, redefining the way companies collect research and insight data.

Our *Insight Management Platform* automates and transforms insight data collection processes.

Faster, cost efficient data, at scale.

A true global insights platform

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2,,900+ B2B customers in 70+ countries …

… get real-time programmatic connection …

Cint
Automated matching based on deep profiling data

… to answers from …

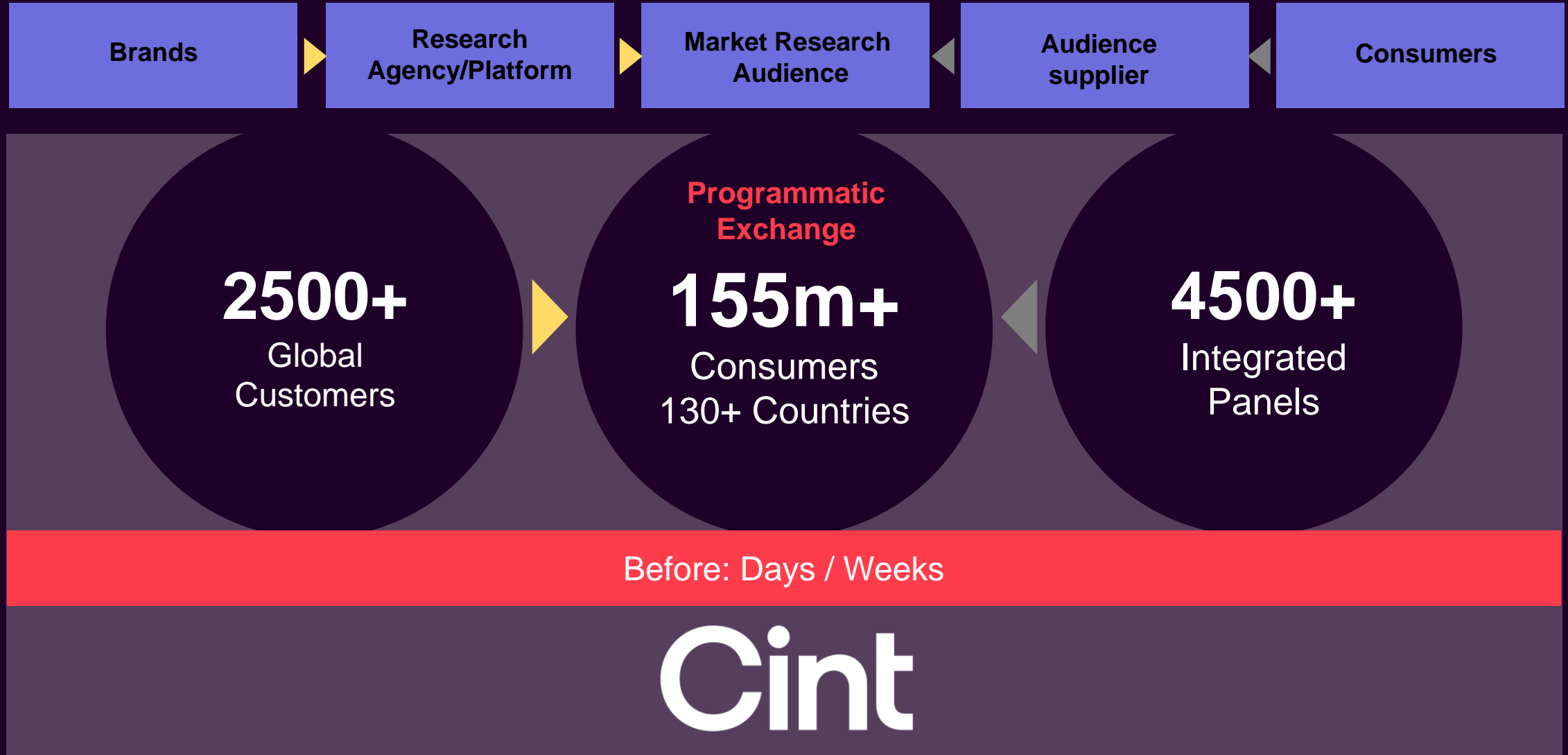…155+ million consumers across 130+ countries forming over 4,500 panels

Transforming the research process

Cint

| Brands | → | Research Agency/Platform | → | Market Research Audience | ← | Audience supplier | ← | Consumers |

2500+
Global Customers

→

Programmatic Exchange

155m+
Consumers
130+ Countries

←

4500+
Integrated Panels

Before: Days / Weeks

Cint

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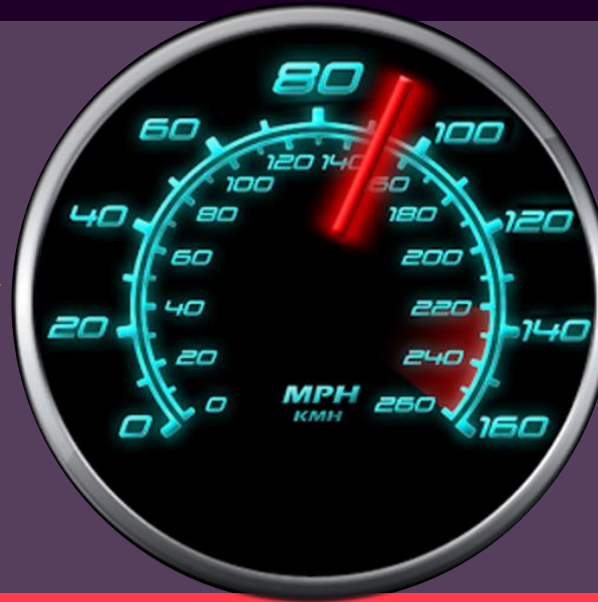
4500+
Integrated Panels

After: Minutes / Hours

Cint

Transforming the research process
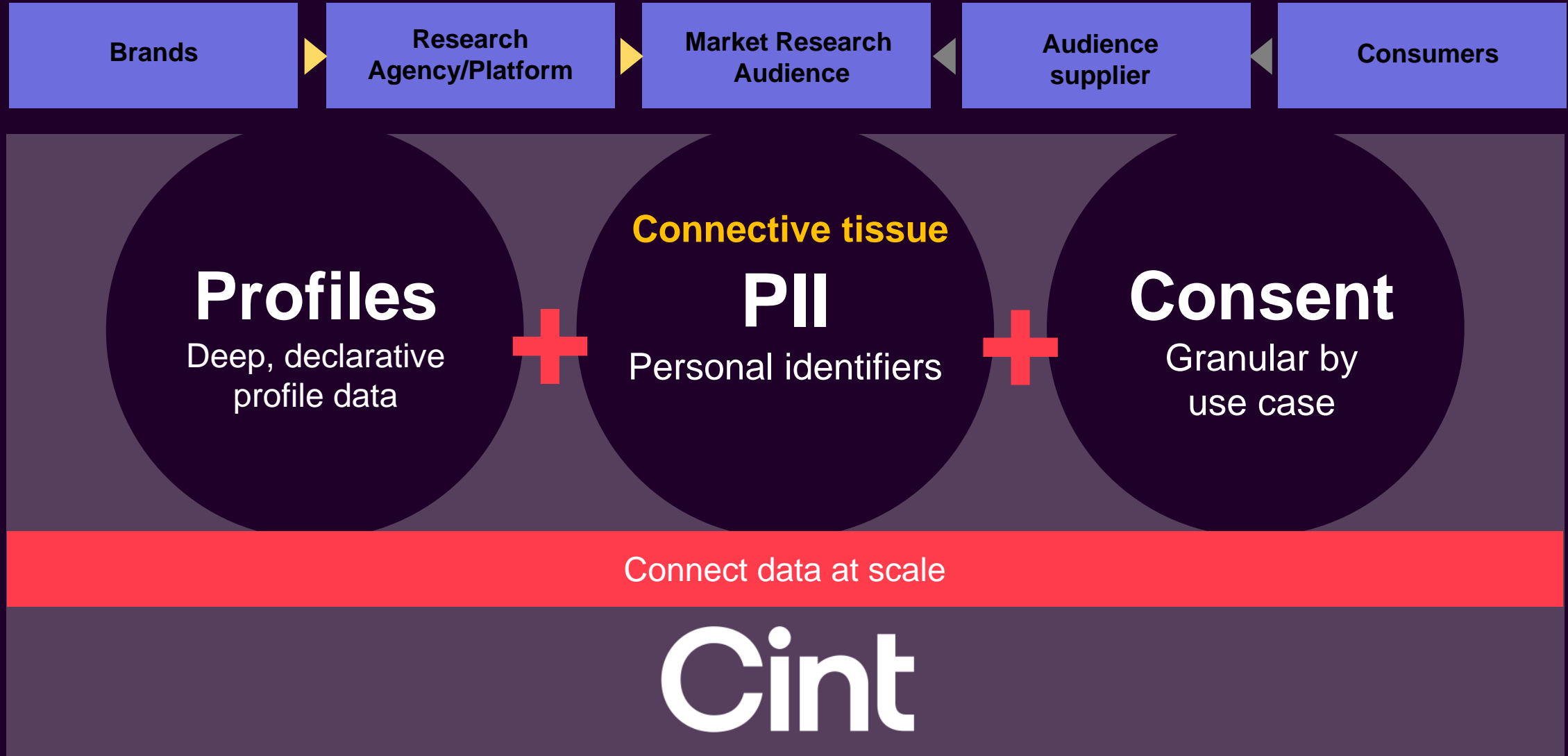
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Connective tissue

Profiles
Deep, declarative profile data

+

PII
Personal identifiers

+

Consent
Granular by use case

Connect data at scale

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Marketing	Research
Digital	Analogue
Automated	Manual
Repeatable	Bespoke
Integrated	Siloed
Connected	Disconnected
Real-time	Slow
Always on	Linear
Cost-efficient	Expensive

Cint and the research process;
Transforming fieldwork process and supply chain
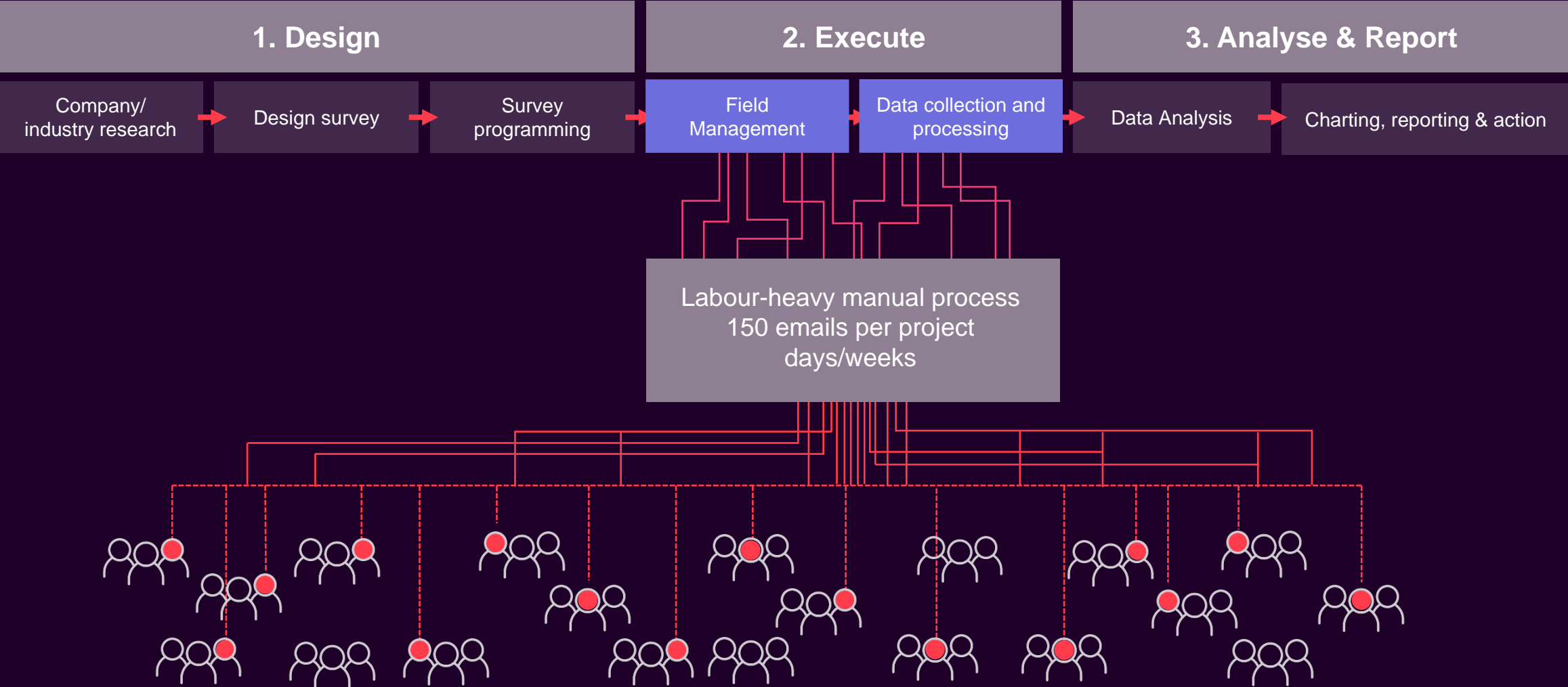
1. Design	2. Execute	3. Analyse & Report

Company/ industry research	Design survey	Survey programming	Field Management	Data collection and processing	Data Analysis	Charting, reporting & action

Labour-heavy manual process
150 emails per project
days/weeks

Cint and the research process;
Transforming fieldwork process and supply chain

1. Design	2. Execute	3. Analyse & Report

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Cint

Minutes/hours
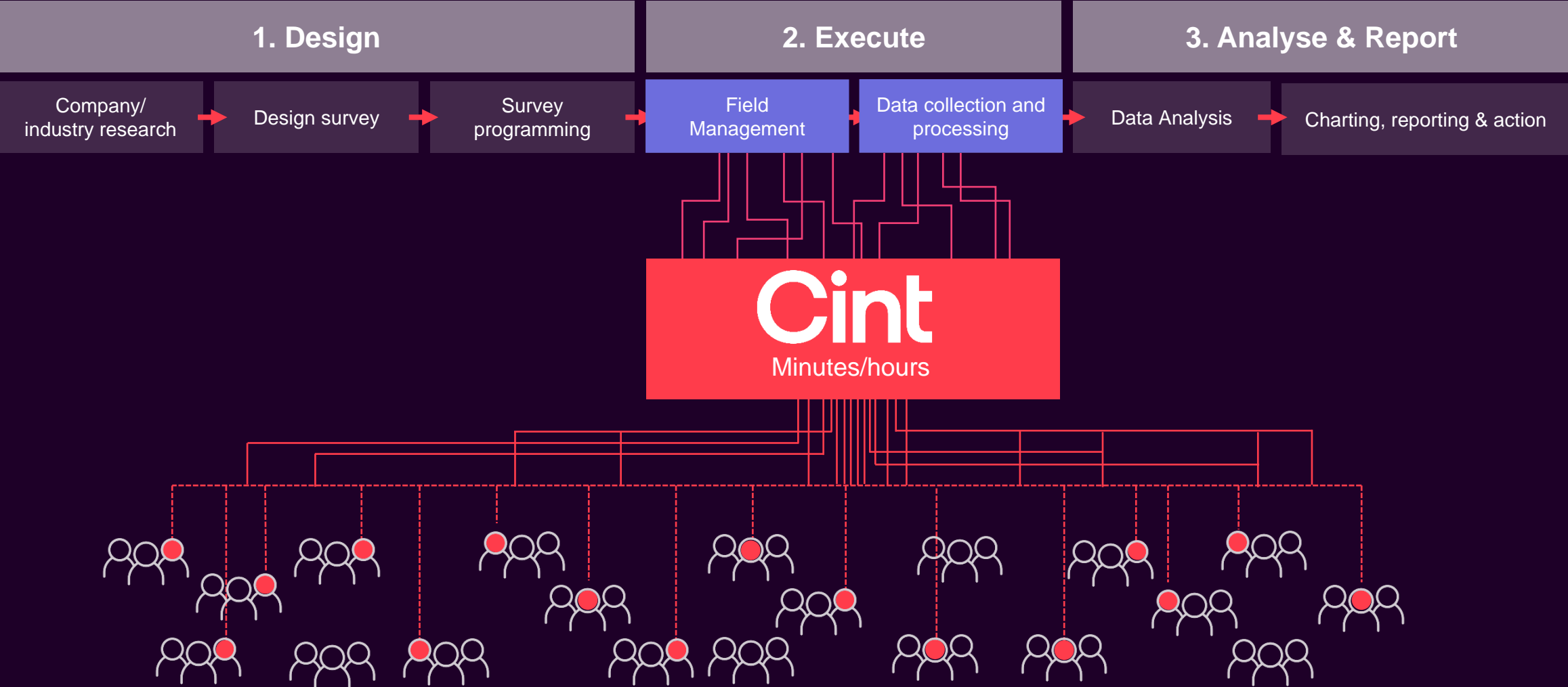
Trends in Martech

- The demise of the cookie
- Identifiers
- FLoC - Cohorts

INSIDER

HOME > ADVERTISING

Google is delaying its plan to kill third-party cookies in Chrome until 2023

Lara O'Reilly Jun 24, 2021, 3:50 PM

Google CEO Sundar Pichai. Alex Wong/Getty Images

DIGIDAY

NEWS ▾   DIGIDAY +   PODCASTS   EVENTS   AWARDS

THE PROGRAMMATIC PUBLISHER

Google plans to kill off third-party cookies in Chrome 'within 2 years'

So what is Connected Data?

Connected Data

Connecting **primary data** set with a **secondary data** set with the objective of offering contextual insights.

To connect the 'WHAT' with the 'WHY'

Real life use cases:
Ad tracking (Brand lift)

Zappi AdPulse

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The Challenge

As cookies were being deprecated and further challenges to securely measure advertising at scale a new solution was needed.

The Solution

Cookie-less tracking uses a pixel which uses unique identifiers or fingerprinting technology that works cross device (OTT/CTV/browser) to reach relevant consumers who have been exposed.

The Outcome

Connect by Cint allows companies like Zappi to tap into important ad effectiveness testing and data with a solution that doesn't rely on cookies. These core capabilities power Zappi Ad Pulse.

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Cint powers Zappi Ad Pulse to measure advertising effectiveness beyond 3rd party cookie phase out.
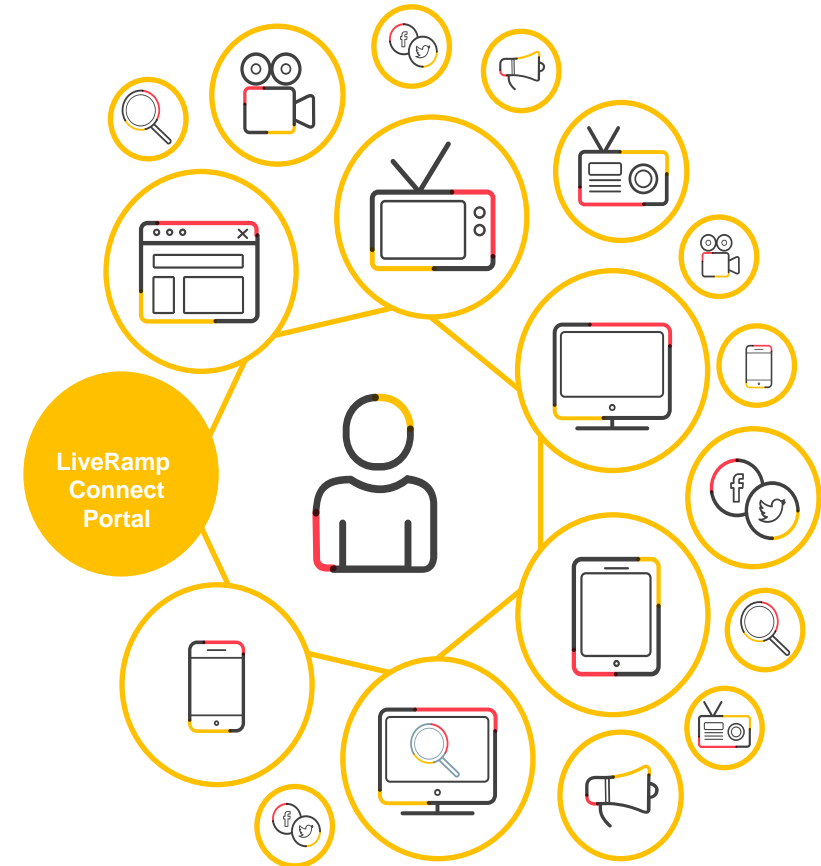
Case Study   zappi ad pulse

Real life use cases:
Contextual data to brand trackers

Liz S. Wilson
20 Stag Dr
Chicago, IL
abc12345

E. S. Jones
10 Main St
Plano, TX
abc12345

Elizabeth Jones
ejones@workpc.com
IP 222.58.1.10
abc12345

AbiliTec® ID
abc12345

Liz Jones
I23 Sunrise Ave
Plano, TX
Phone 555-1212
abc12345

Elizabeth Jones
Cell phone: 555-2323
abc12345

Elizabeth Wilson
20 Longhorn Ave
lizzy@homepc.com
abc12345

OFFLINE IDENTITY

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Connective Tissue
Consent + PII

LiveRamp Connect Portal

DIGITAL ID
LiveRamp

Real life use cases:

Find the needle in the haystack audience

StatSocial

The Challenge
To be able to utilize social media data in targeting and data enrichment on research studies.

The Solution
Data matching with niche data partners enables researcher to target audiences based on social media behavior.

Also, by enriching survey data with social media behavioral data this allows for further insights related to the captured survey data.
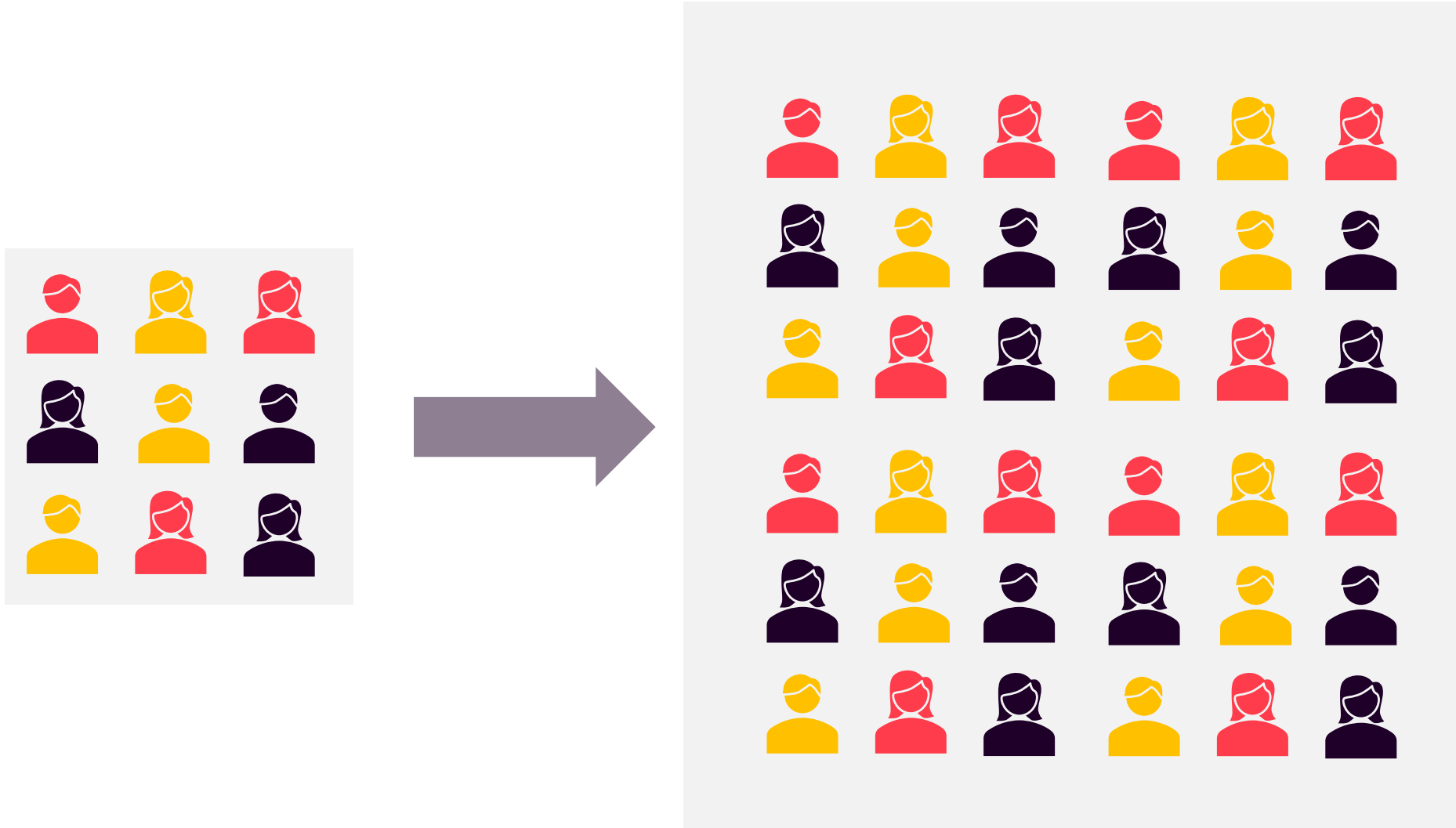
The Outcome
Data matching and working with partners like stat social allows leading agencies to gather insights around behavior in walled gardens and around social media activity.
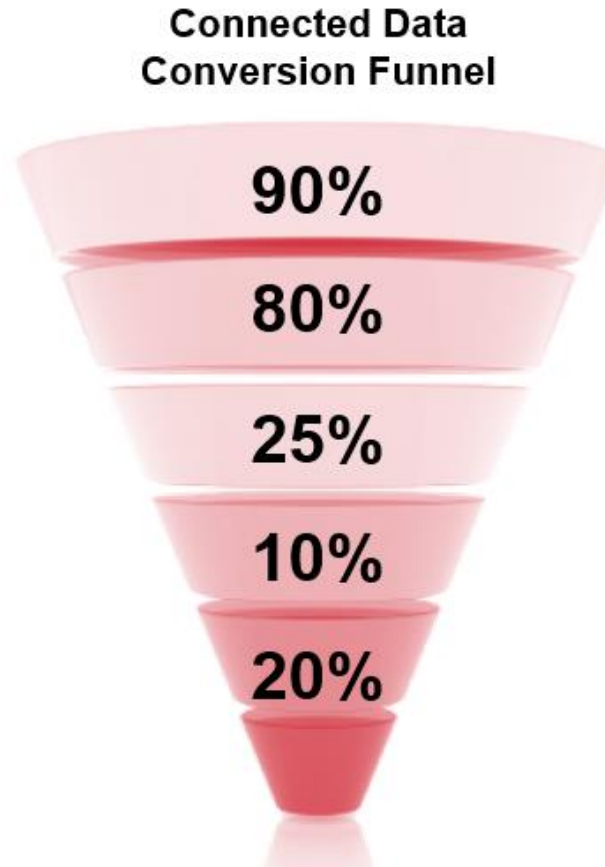
Use survey data as a seed for Audience modelling

Challenges
Privacy and Compliance

Challenges
Reach and Scale

Connected Data
Conversion Funnel

90%

80%

25%

10%

20%

Cint and Connected Data

Cint's three magic ingredients for succeeding with Connected Data

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Scale

Consent

Automation

- Cint is uniquely placed to provide highly feasible solutions because it has access to one of the widest set of consumers in its partner network

- This means we are more likely to find those specific individual profiles that customers are seeking and match sufficient volumes of data to be statistically robust

- Cint is also able to collect explicit permission from respondents, so they fully understand how their data is being used and why, and to meet growing regulatory mandates
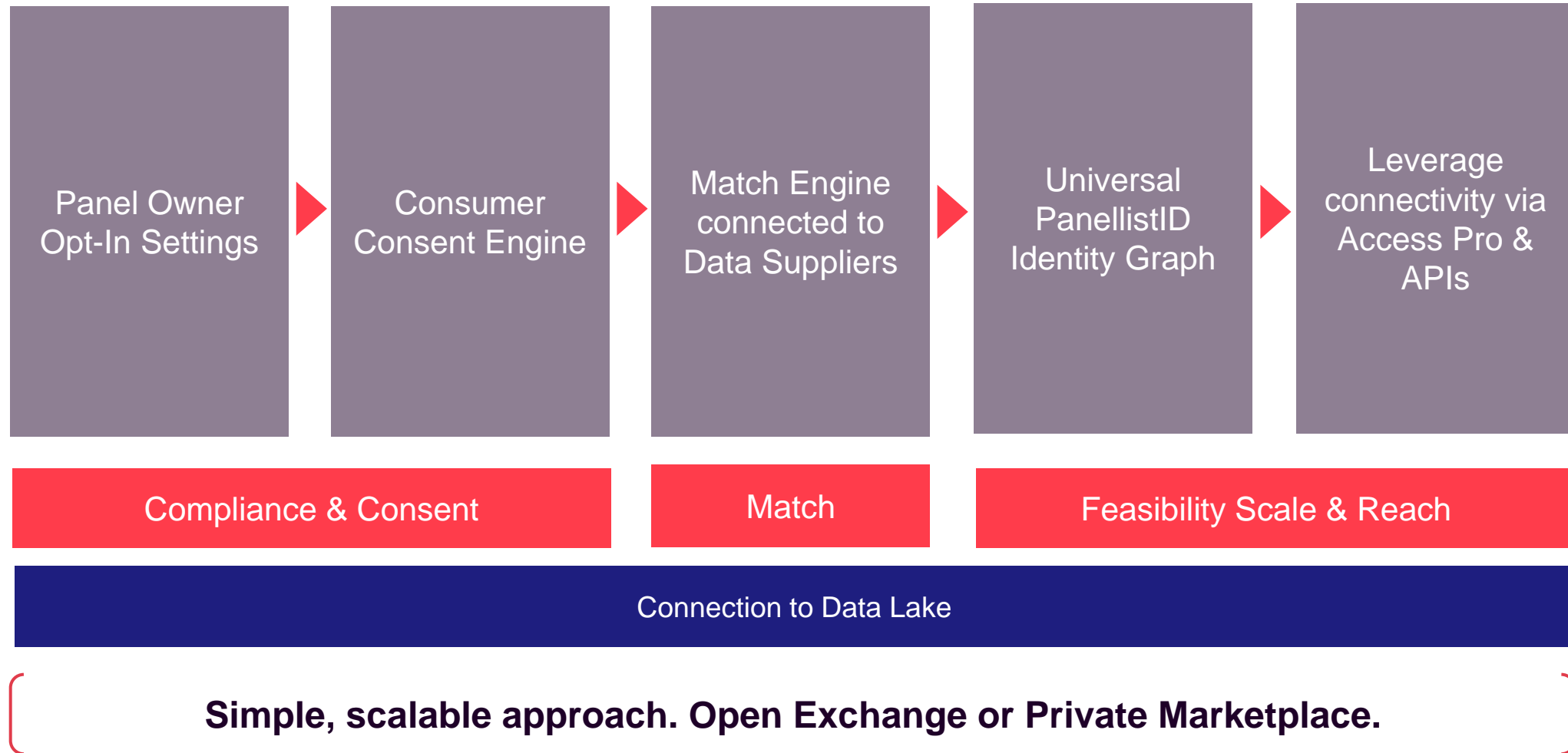
- We can find and interact with these people in our wide, deep sea of respondents, in real-time and with accuracy

- Automation serves us well in linking to important ecosystems, such as AdTech and MarTech, to further enrich and efficiently activate the connect data using system-to-system integrations, instead of manual processes used by current providers of similar solutions

Cint's solution to connected data

Cint data matching foundation

| Panel Owner Opt-In Settings | ▶ | Consumer Consent Engine | ▶ | Match Engine connected to Data Suppliers | ▶ | Universal PanellistID Identity Graph | ▶ | Leverage connectivity via Access Pro & APIs |

Compliance & Consent   **Match**   **Feasibility Scale & Reach**

Connection to Data Lake

Simple, scalable approach. Open Exchange or Private Marketplace.

Connected Data – Use Cases in Action

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Client Tech & Data

Marketing Cloud

- Client Tag
- Client cookie Sampling
- Client cookie Match table

Cint Platform

Connect Ad Tracking

| Buyer API Targeting on Client IDs | Access Sampling Automation & Project Management |

| Profiling API | Cint Consent Engine | Cint ID Graph PII Matching |

Partner Network

3rd party Cookie Supplier Network

Cint Integrated Supply Ecosystem

| Private Marketplace Suppliers | Open Exchange Network | Client Assets |

Identity Graph

Cint Panelist ID

- MAID 1
- MAID 2
- IP Address 1
- IP Address 2
- DMP ID
- Publisher ID
- Email Address
- First Name
- Last Name
- Street Address
- Postal Code
- Nielsen DAR ID
- Cookie IDs
- Etc…

Connect by Cint
Cross-device Ad measurement

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Identity Based Measurement Solution

- Combine browser measurement with in-app & CTV/OTT measurement.
- Connect for in-app measurement campaign - through MAID, Device ID and IP matching.
- Connect for CTV/OTT campaigns - through IP matching.
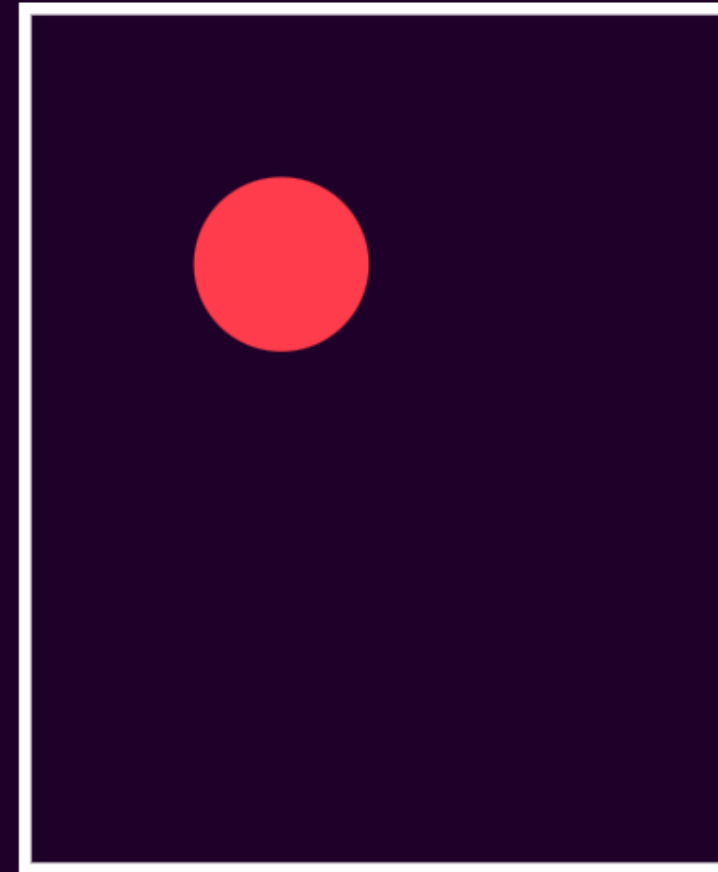
Cookie-based Tracking

Cint Connect uses a first-party cookie and tracking pixel to identify panellists/participants from its research panels and sourcing ecosystem that have been exposed to an online ad, website, or other online content.

The Cint Connect tracking pixel is inserted into an online ad, website, or other online content. Cint only drops a cookie on panellists/participants that have provided their consent.
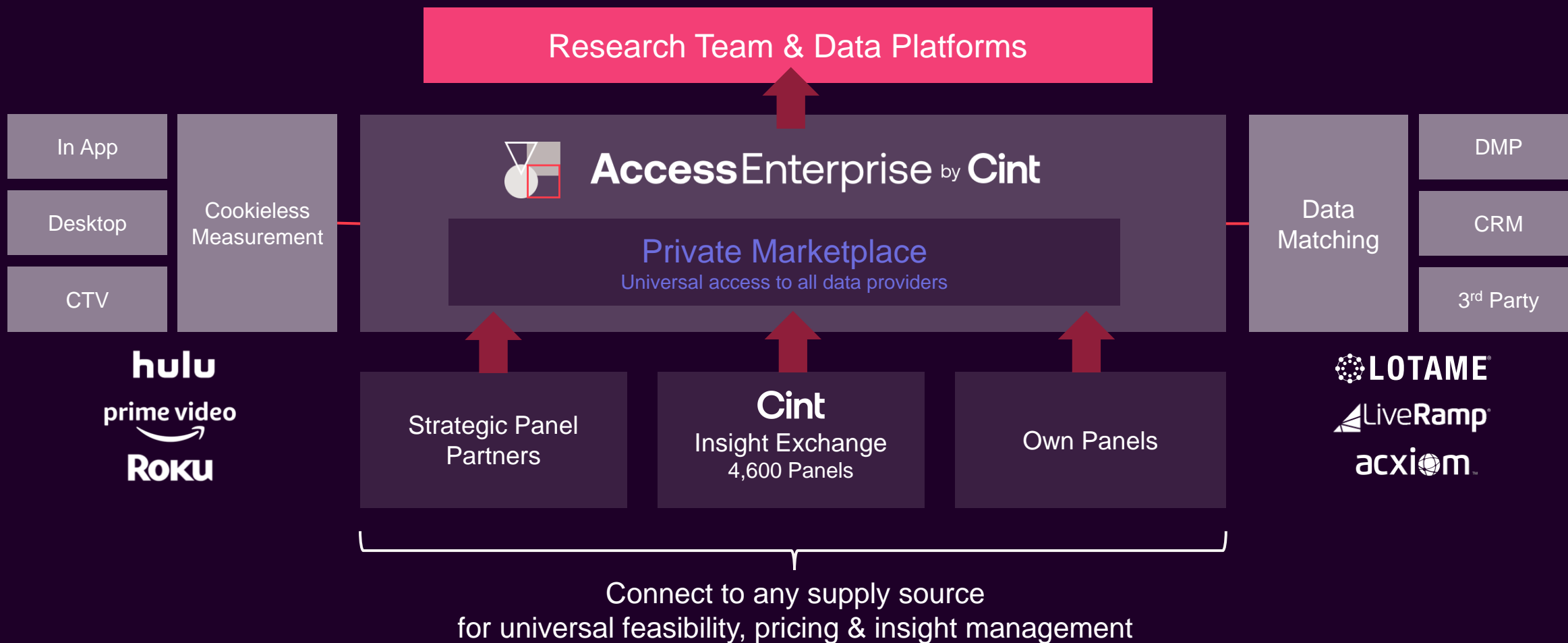
Cookie-less Tracking: Future Proof Solution

Cint Connect Cookie-less Tracking uses a pixel which appends a Device ID such as a mobile advertising ID (in-app) and/or an IP address (OTT/CTV/browser) to reach consumers that have been exposed to an online ad, website, or other online content.

For panellists/participants from its research panels and sourcing ecosystem that that provided their consent, Cint records a match and can recontact these panellists/participants for an exposed market research survey and can use their first party demographic data.

Case Study in Enterprise Transformation

Research Team & Data Platforms

AccessEnterprise by **Cint**

In App

Desktop

CTV

Cookieless Measurement

hulu

prime video

Roku

Private Marketplace
Universal access to all data providers

Strategic Panel Partners

Cint
Insight Exchange
4,600 Panels

Own Panels

Data Matching

DMP

CRM

3rd Party

LOTAME

LiveRamp

acxiom

Connect to any supply source
for universal feasibility, pricing & insight management

Connected data – Cint's offering

Cint's "Connected Data" product portfolio is ever evolving

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Connected Data
product portfolio
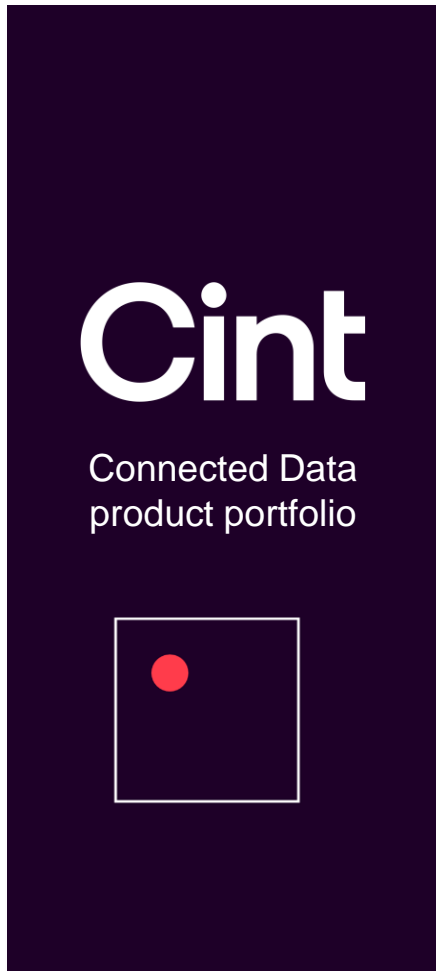
Connect	• Future proof cookie-less ad effectiveness solution
Target on Identifiers	• Provide the ability to survey specific panelists based upon universal identifiers
Data enrichment	• Provide the ability to enrich survey data with 3rd party contextual data
Connected Data Enterprise	• Joint solutions with partners utilizing Cints platform for supply, fieldwork and data connectivity

Key takeaways

Think about these…

- Start asking yourself what additional information you would like with your survey data.

- Who could provide that data?

- Make sure you and your partners are compliant in connecting data sources and consumers have opted in explicitly for the given excersize

How do I get started?

Reach out to Cint about your use case

- Cross device Ad measurement
- Data enrichment
- Targeting
- Activation

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Connecting the data dots to eliminate your consumer blind spots.

How connected data can unlock contextual understanding of your brand's target audiences.

cint.com/connected-data

Questions

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• cint.com/start