

First-id

AdTech

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65%

Increase of the overall reach, compared to a third-party cookie targeted campaign.

78%

Of cookieless impressions on publisher's partner inventory, First-id was the only deterministic cookieless identifier that showed up.

Microsoft Curate, Microsoft Monetize and Microsoft Invest

First-id and Microsoft Advertising unlock new audiences with Publisher Provided ID (PPID).

The goal

First-id and Microsoft Advertising are collaborating to create a programmatic advertising solution that protects privacy and allows addressability, without relying on third party cookies.

The French company, in partnership with Microsoft Advertising, aimed to help buyers reach their campaign objectives easily and on any browser, especially Safari and Firefox that have stopped using "traditional identifiers".

The goal was to offer a solution that is universal and respectful of user choices.

The solution

The approach uses the Microsoft Monetize Publisher Provided ID feature (PPID) and the Microsoft Curate platform to combine publisher's own first party data with First-id's powerful identifier. These two signals enable addressability in a privacy compliant way for inventory that could not be addressed before. This results in a more relevant and considerate user experience.

This solution offers an alternative identifier that respects the user's privacy and choice according to today's regulations. The use of PPID allows for the control of identifier access so that it can be only used by authenticated and reliable partners.

"At the end of 2023, 45% of the inventory in France is already affected by the loss of cookies. We clearly see a crystallization of subjects around the cookie-less topics since the end of last year, and with such an important and complicated subject we are happy to see that Microsoft is building products that ease the activation process with solutions like ours, to help all stakeholders of the value chain with tangible results."

Cyril Genty
COO & co-founder
First-id

The results

The integration unlocked benefits for both sellers and buyers of programmatic advertising by making previously un-addressable inventory available to buyers.

As a result, campaign reach in cookie-less browser environments increased, assuming the entire budget was spent in Safari and Firefox browsers. Further, existing first party data based on First-id was leveraged by buyers through the PPID feature in Microsoft Monetize SSP in a seamless and efficient way. With the First-idxPPID solution, buyers could reach audiences that were previously not available to them on Firefox and Safari and could easily operate global cross-domain frequency capping on the targeted domains.



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