

ADFORM AND IPSOS MMA PARTNER TO LEVERAGE FIRST-PARTY DATA FOR MARKETING MEASUREMENT AND OPTIMIZATION



PARTNERSHIP FUTURE PROOFS ATTRIBUTION ACROSS THE OPEN WEB

1. Deliver individual-level data to Advertisers and AdTech in a privacy-compliant way
2. Adform data built on a 1st party data spine integrating IDs and Cookieless insights
3. Integrated with consent management platforms: address consumers' right not to share data

ADFORM AND IPSOS MMA PARTNERSHIP HELPS ADVERTISERS UNLOCK AND EVALUATE BUYS IN COOKIE-LIMITED ENVIRONMENTS

This integration enables several key measurement and activation processes for advertisers and their planning partners, unlocking incremental ROI in cookie-limited environments.

Build Sustainable Individual Attribution:

Data-driven attribution based on incrementality and customer journey insights

Retargeting on Attributed Individuals:

Retargeting existing customers across multiple platforms

Data Matching to Drive Prospecting:

Match consent-driven data with other sources to build high-value audiences

Granular Campaign and Partner Optimization:

Cross-platform reach, frequency, and overlap

Platform Integrations:

Attribution feeds to inform programmatic platforms on the next best actions and offers

HOW DID WE GET HERE?



Expansion of Data

Over the past 20 years, AdTech data has undergone significant changes

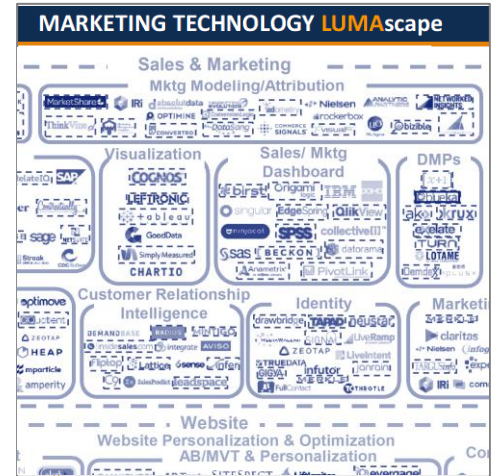
1. More data sources
2. Real-time bidding
3. Programmatic optimization
4. Machine learning and AI
5. Privacy concerns



Drivers of Change in Data Availability

Factors have contributed to brands having less access to data in digital advertising

1. Rise of walled gardens
2. More Consumer-Focused Privacy Regulations
3. Ad blockers



Current State of the Industry

AdTech data has become more complex and sophisticated

AdTech and Measurement firms need access to data more than ever but face challenges in getting it while navigating privacy concerns and regulations.

Our partnership helps brands navigate through the evolving data ecosystem.

About Adform

Adform is the only global, independent and fully integrated advertising platform built for modern marketing. Its unique enterprise technology – Adform FLOW – harnesses superior user experience and a scalable, modular and open architecture, to enable seamless management of the whole campaign lifecycle. It provides clients with enhanced control and transparency across their advertising operations, including ownership of all data from their campaigns.

About Ipsos MMA

Ipsos MMA is a leading global analytics consultancy founded in 1989. The company enables its clients to achieve higher revenues and operating profits via its forward-looking, data-driven analytics, software, and consulting solutions. Ipsos MMA is headquartered in New York, NY, and is a part of the leading global custom market research company Ipsos, which has over 80 locations worldwide. To learn more about Ipsos MMA, visit www.mma.com.