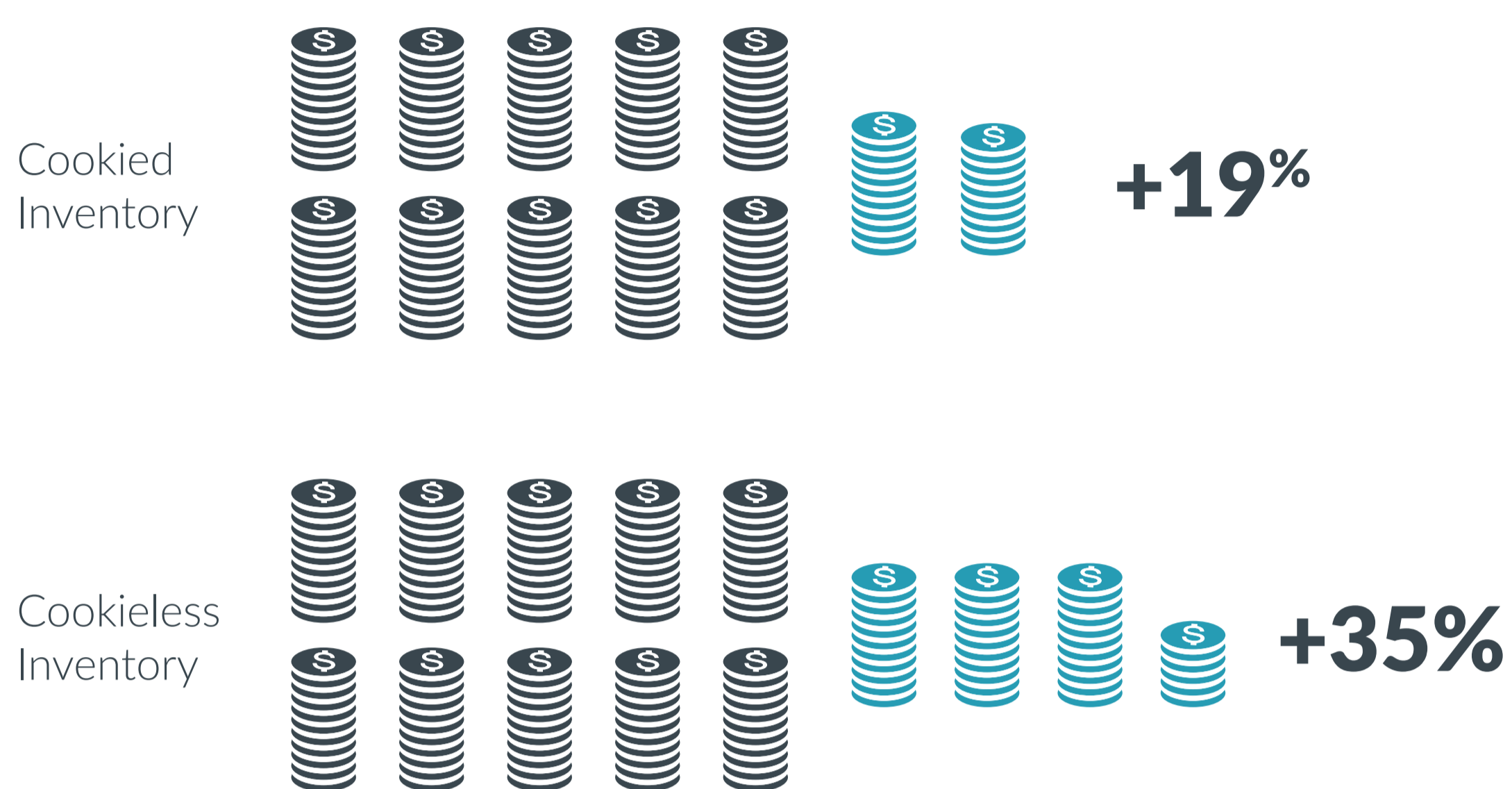


THE CYBER FIVE

RETAILERS CASH IN ON COOKIELESS THIS HOLIDAY SEASON

1 Retailers increased their programmatic buys on cookieless inventory by nearly twice as much as cookied inventory during Cyber Five

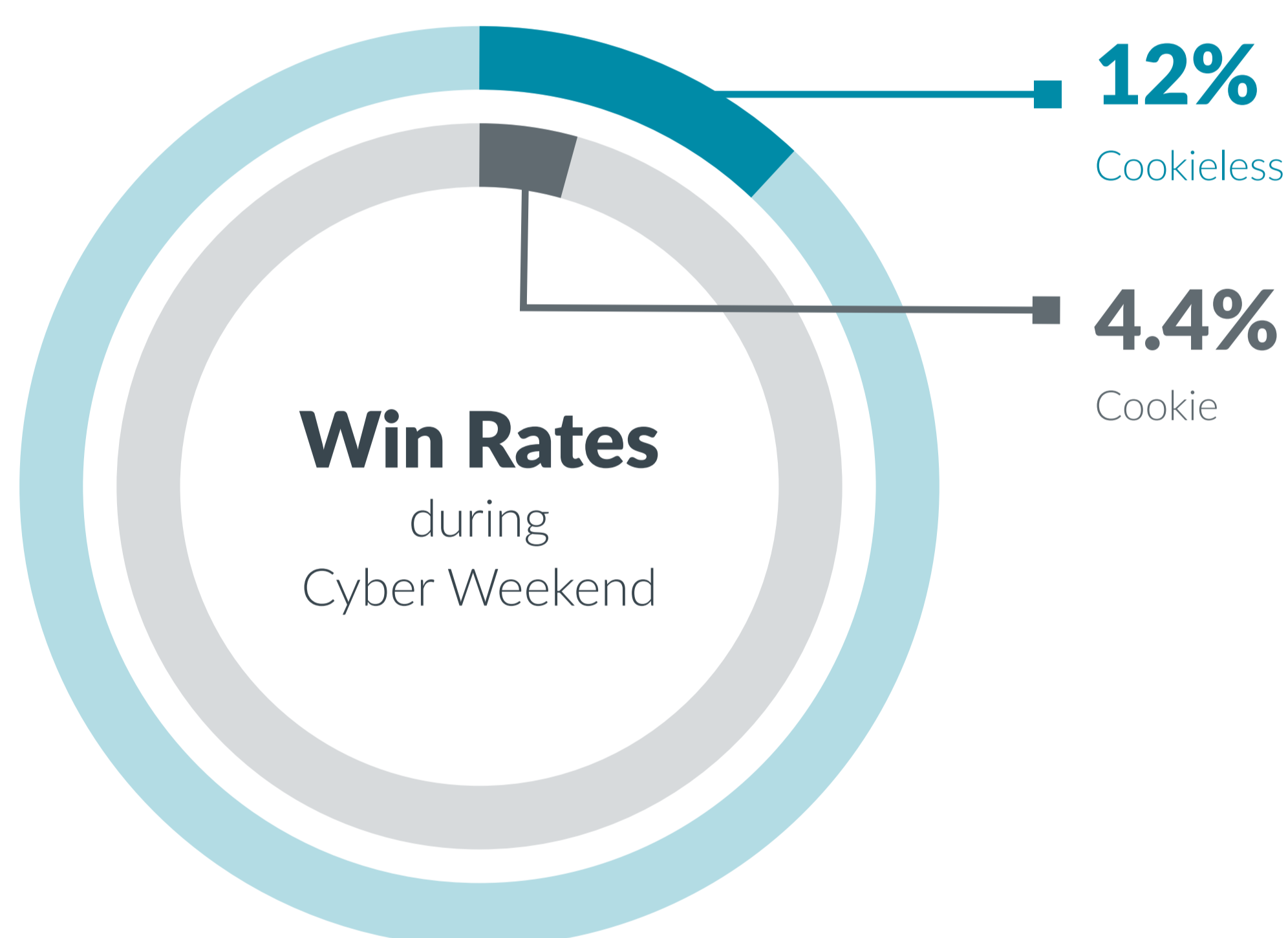


2 Triple-digit growth on cookieless spend for some retail categories



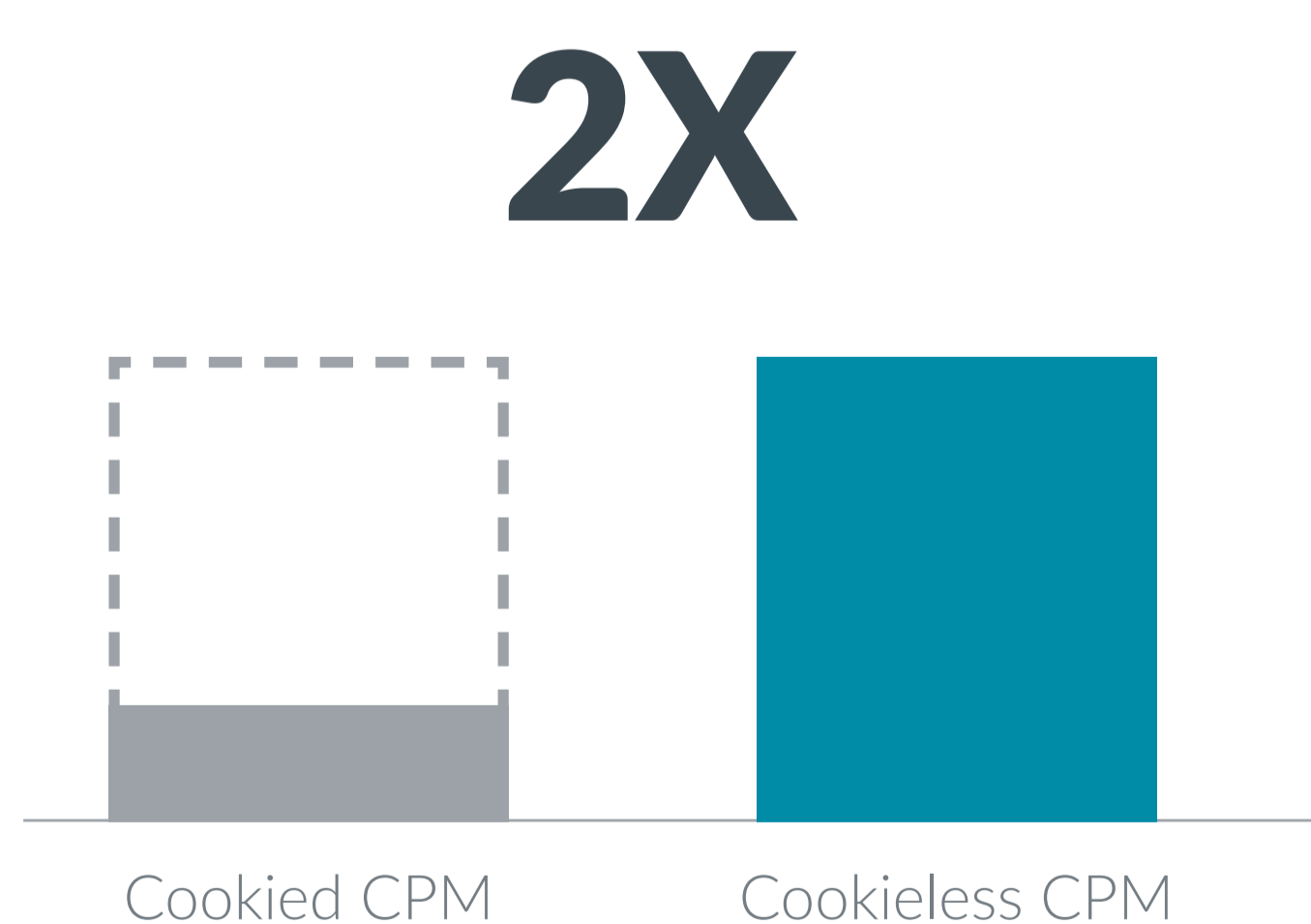
3 High win rates continue for cookieless inventory

When retailers make a bid on programmatic inventory, they are 3X more likely to win the auction on cookieless inventory than cookied. During the most competitive time of the year, cookie win rates slightly decreased due to increased demand. Retailers have a better opportunity to reach consumers on non-cookied inventory at economic rates.



4 Competitive CPMs for cookieless inventory

As expected, CPMs increased overall for publishers during the Cyber Five. Publishers saw cookieless CPMs grow 2X higher than the cookie.



5 Cookieless spend sparkles for jewelry brands

Major jewelry retail brands saw up to 10X growth in cookieless buying.



METHODOLOGY

- Comparison for programmatic spending actions for retailers during Cyber Five versus the first week of November
- 150 Unique Retail Advertisers
- 11 Retail Sub-Type Categories
- Cookie vs Cookieless Bid/Spend Behaviors
- Over 10B data points (aka bids) were reviewed