



Relevancy Meets Privacy: Utilizing UID 2.0

As the old saying goes, “There is no such thing as a free lunch.” But there is a free and open internet. Whether it’s via the web, mobile app, or streaming tv, the content we all enjoy consuming is made free in exchange for sharing a little data that’s utilized for more relevant ads. However, as more value has been placed on consumer data, so has the need for a more private internet. A place where consumers have more control. Creating a safer environment, without eliminating the open internet, required a significant shift in the ad industry.

ENTER UNIFIED ID 2.0

At Sabio, we have always maintained a focus on user privacy. So, when Unified ID 2.0 was introduced as a solution to more traditional identifiers, we went to work onboarding and connecting with our partners. The adoption of UID 2.0 allows our agency partners to maintain access, while giving consumers control of what they share, in exchange for relevant advertising.

But what factors make Unified ID 2.0 the ideal solution?

1. **Anonymization:** The UID 2.0 is a string of numbers and letters that cannot be traced back to an email address or any other form of identification.

2. **Greater Control:** Simply put, the consumer now has control over their data—thus making the internet, as a whole, more private.
3. **The Simple Means of Signing in:** The consumer is not put into a position to sign-in each time they visit a publisher. A single sign-in consenting to share data gets validated via email address. One validation will apply to all devices associated with that user.
4. **Better Connection:** Having privacy-driven standards means identifying consumers across all publishers and ad tech partners. A wide-spread adoption of the UID will ensure that all digital environments are complying with the new standard of consumer targeting.

This was a long overdue fix to an industry where data became a new form of currency. We are excited to be a part of the ad community that is adopting this identifier that recognizes consumer privacy, while maintaining custom solutions for our clients.

So, what does this mean to you, our agency partner?

It means that we get to maintain an open and private internet. Consumers are savvy enough to know that opting out of sharing their data doesn't translate to an ad free experience. It simply means the ads won't be relevant at all. But the control they have is going to make targeting them more valuable than ever. If they share their data, they are raising their hand to a targeted brand experience.

Download our one-sheet to learn more about how Sabio is applying UID 2.0 through our Household graph.

Download our Unified ID 2.0 One-Sheet Here

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