

• Essential guide

Navigating ID solution use cases — and how data clean rooms can complement them

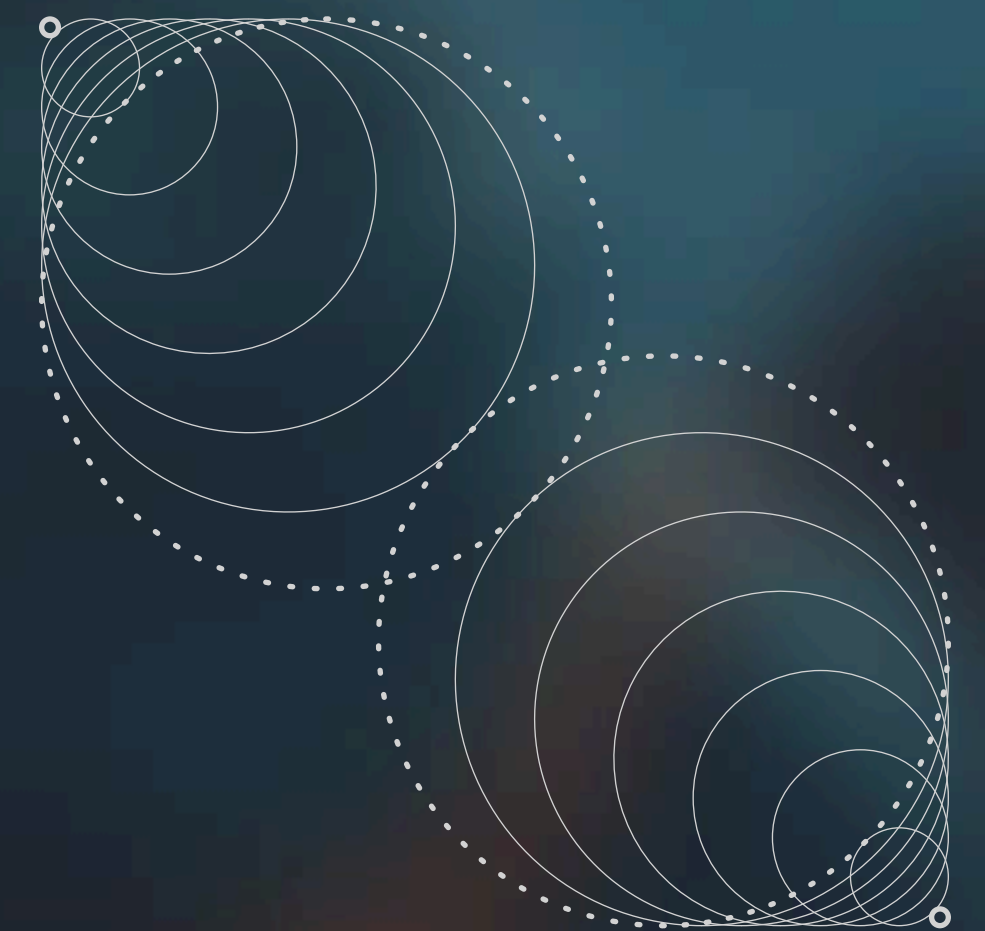
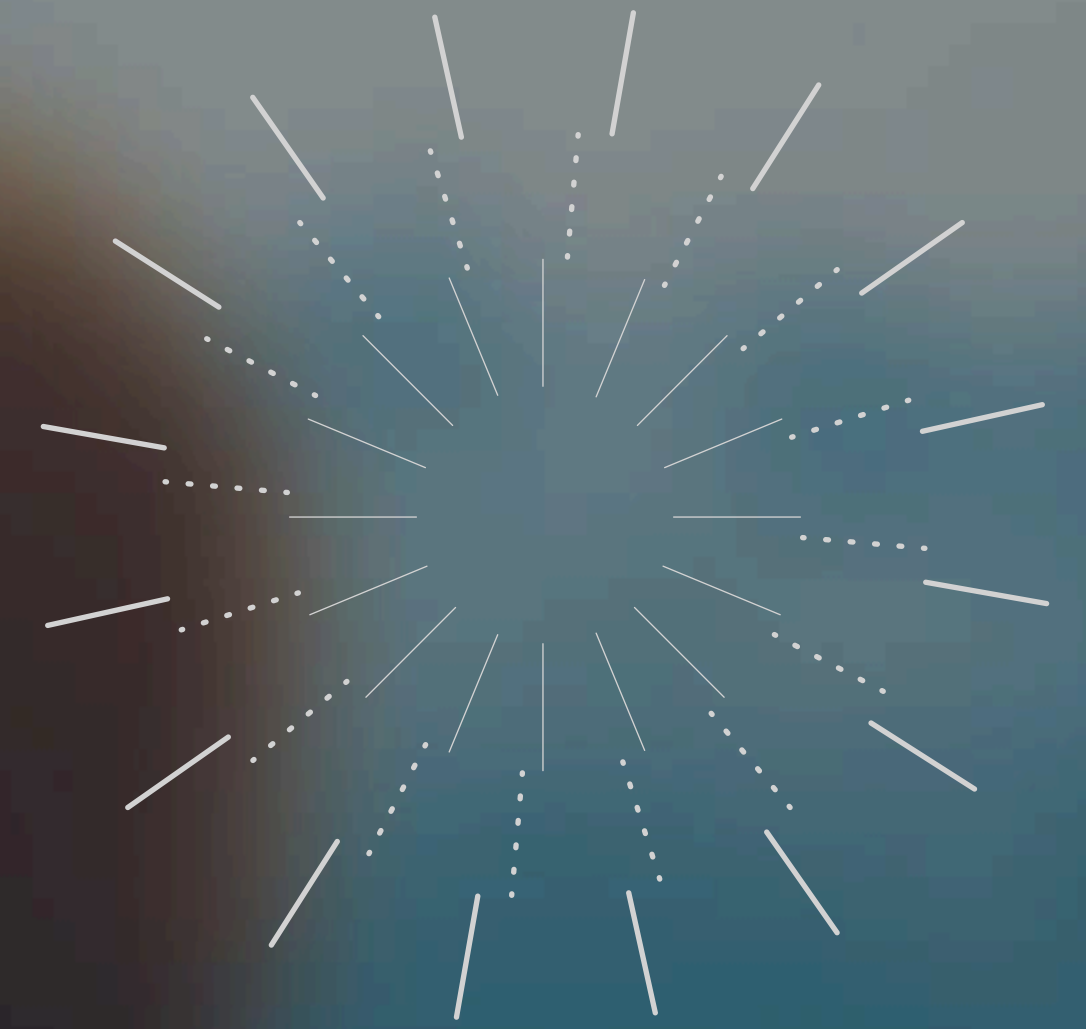
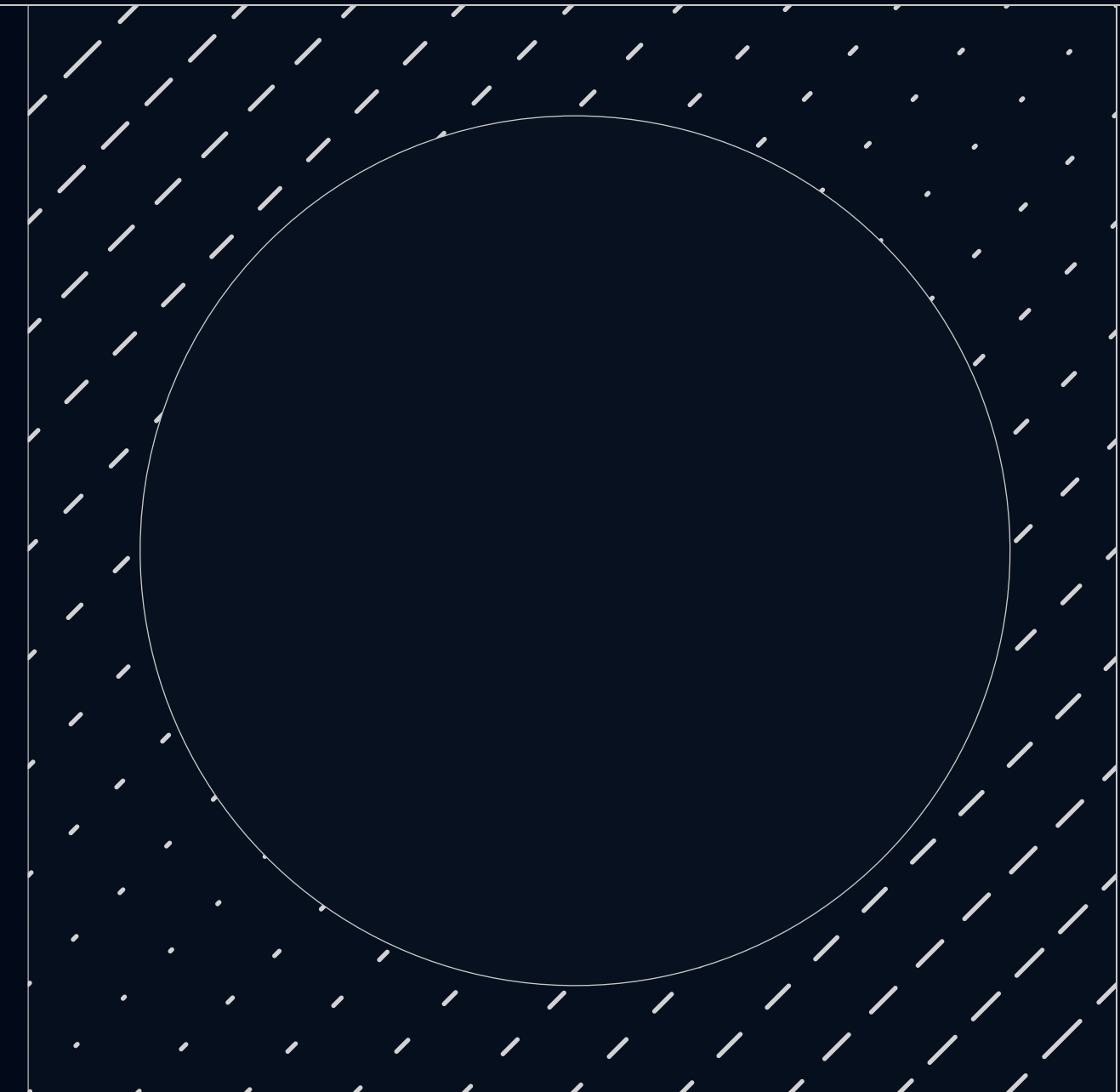


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A person is silhouetted against a sunset sky, looking through a telescope mounted on a tripod. The scene is set over a body of water, with the horizon line visible. The sky transitions from a deep blue at the top to a warm orange and red near the horizon. The person is standing on a dark, rocky outcrop.

Introduction: The post-cookie landscape

The digital advertising industry is undergoing a seismic shift as third-party cookies are phased out. Advertisers and agencies are searching for viable alternatives to ensure they can still reach, engage, and measure their audiences effectively.

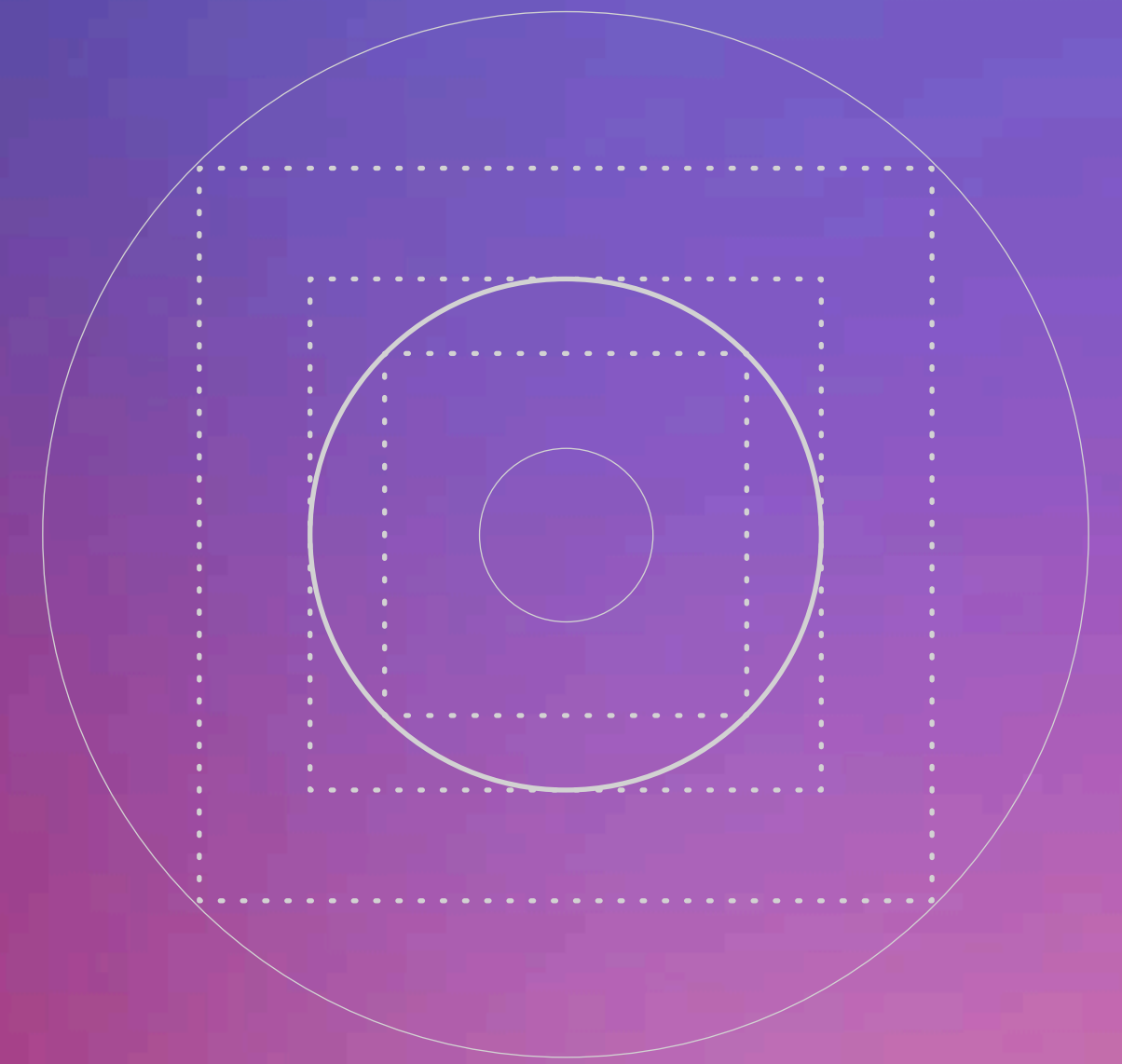
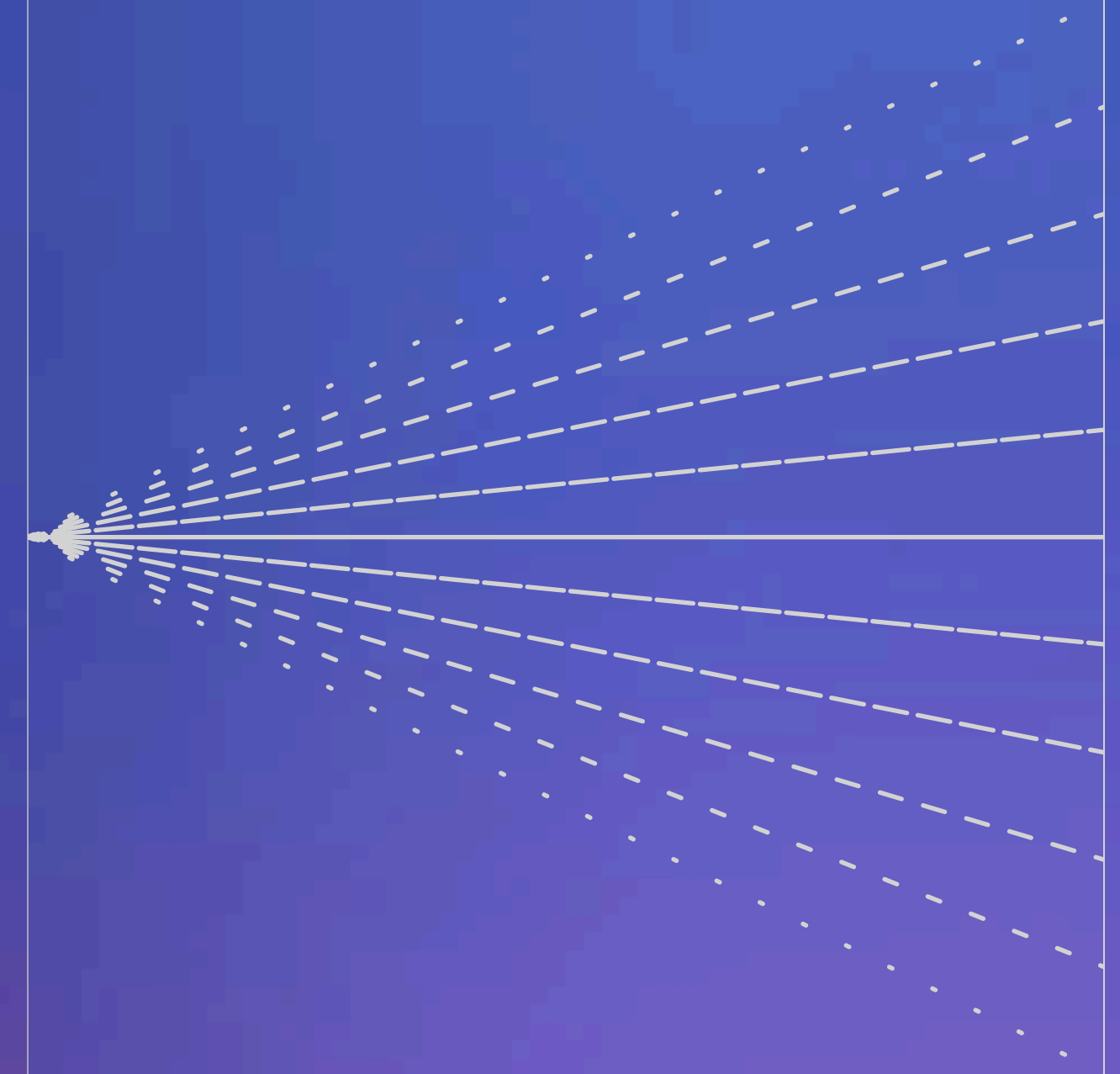
Identity (ID) solutions and data clean rooms (DCRs) are two emerging technologies designed to address these challenges. However, each has distinct strengths and limitations, so understanding how they work together is key to future-proofing advertising strategies.

This guide provides a deep dive into these technologies, helping advertisers understand the capabilities of ID solutions, the use cases and opportunities they leave unfilled, and how data clean rooms can bridge those gaps. By the end, you will have a clear roadmap on how to enhance targeting, measurement, and data security in the post-cookie era.



Understanding ID solutions

- What are ID solutions?
 - Deterministic IDs
 - Probabilistic IDs
- Top ID solution use cases



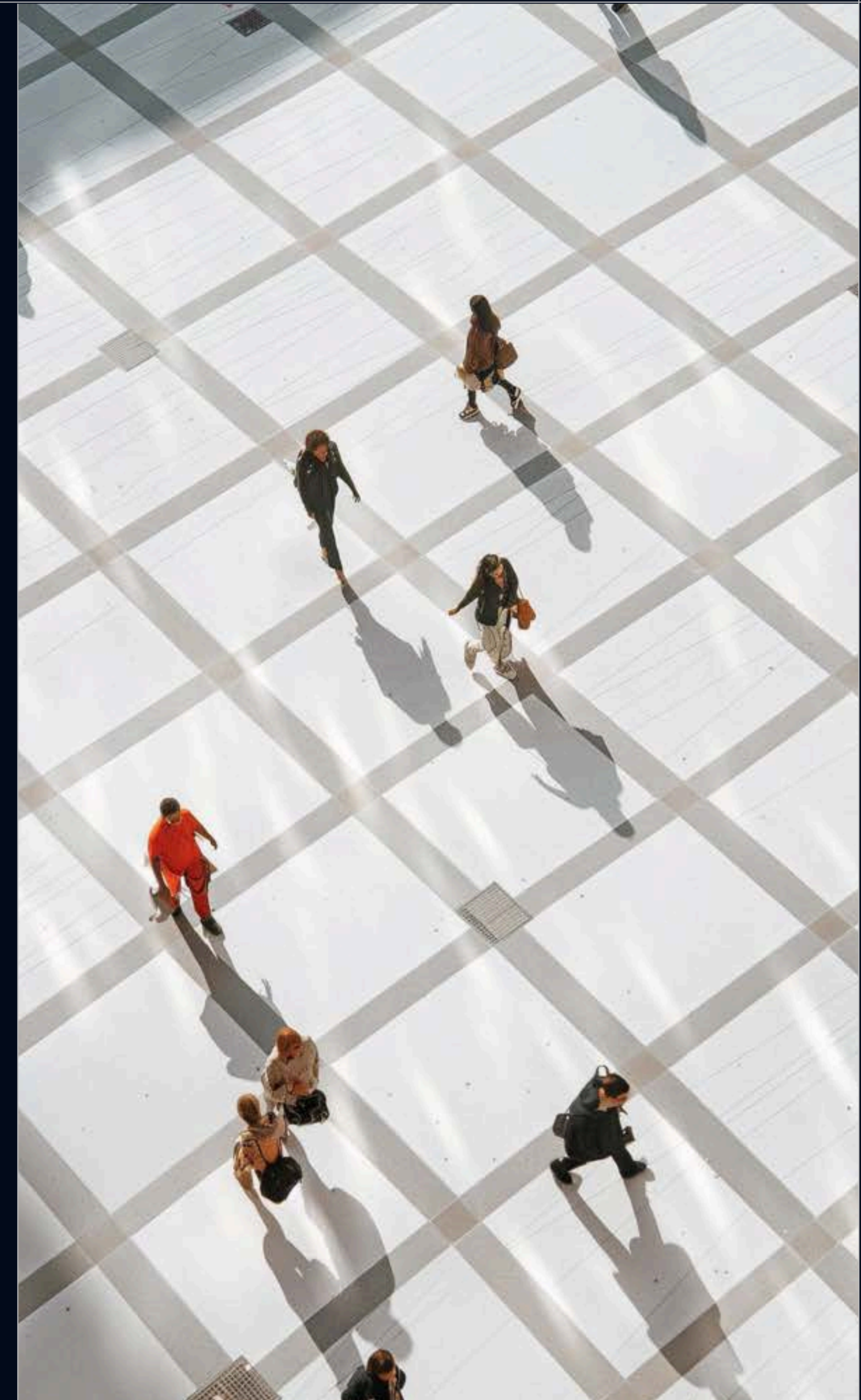
What are ID solutions?

These are technologies that help track and recognize users across different platforms and devices by assigning them a unique identifier. This allows advertisers to create consistent user profiles and improve targeting efficiency.

There are two main types of ID solutions. The use cases made possible (outlined in the next section) differ depending on the type of identifier.

Deterministic IDs rely on first-party data, such as email logins or account registrations, to link user activity across different touchpoints with a high degree of accuracy.

Probabilistic IDs use machine learning and statistical modeling to infer a user's identity based on various signals, such as IP address, browser type, and behavioral patterns. While less precise than deterministic IDs, probabilistic solutions are useful for reaching broader audiences.



Top ID solution use cases

Retargeting web visitors: In this use case, a user visits an advertiser website, and — whether logged in or not — then gets exposed to an ad from the advertiser when visiting a publisher website (once again, logged in or not). Some deterministic ID solutions support this, depending on what identifiers they use. Solutions based on probabilistic identifiers are suitable for this use case as well, but with lower accuracy than deterministic IDs.

Remarketing to existing customers: Because ID solutions identify users across various touch points, they are well-suited to help deliver personalized ads based on previous interactions. Understandably, deterministic ID solutions can better support this than probabilistic ones, since they don't rely on the data points left at those previous interactions like name or address. The limitation with this approach is that users

need to be logged in onto the publisher website to be assigned the ID, meaning the reach provided is rather low.

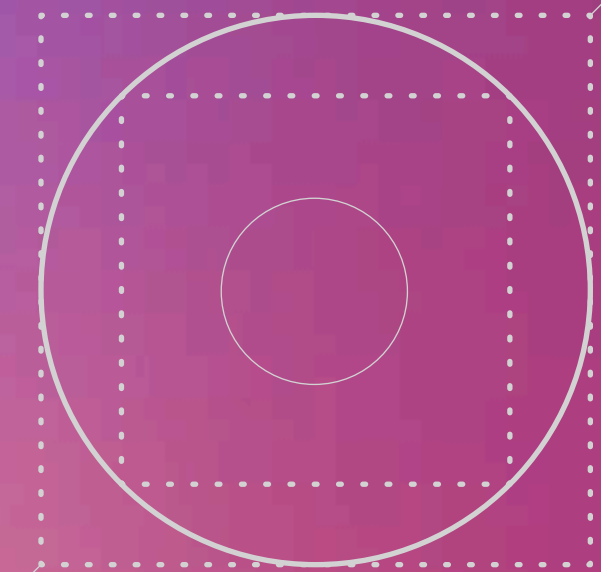
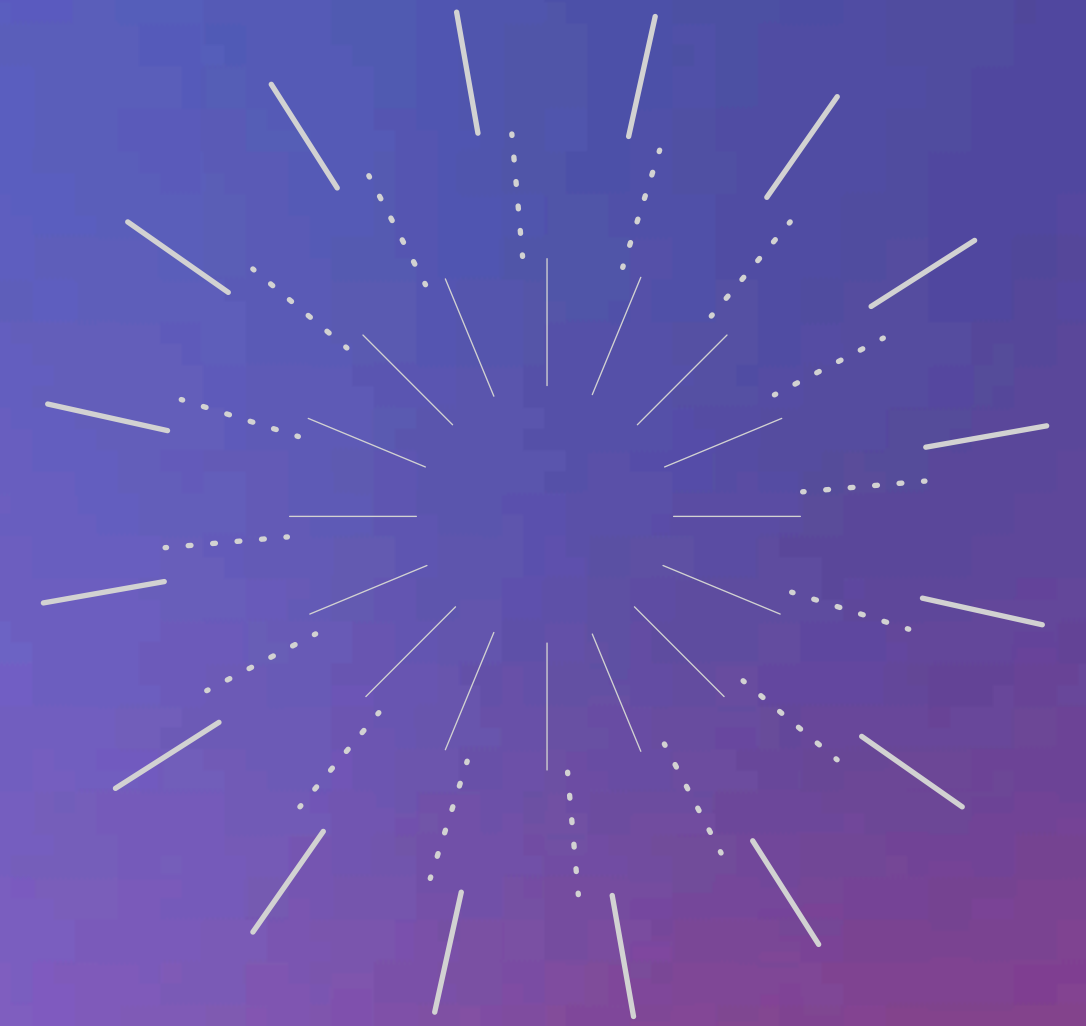
Cross-publisher frequency capping: ID solutions help ensure your audience doesn't get overwhelmed by being exposed to the same ad repeatedly. This is the case even when they move across different publishers while browsing the web.

Some measurement capabilities: Allowing advertisers to track user engagement, conversions, and campaign performance across all publishers who have adopted the same ID solution, unlocking cross-publisher measurement. Still, the computing environment in which to perform the measurement is missing and requires the use of another solution.



The limitations of ID solutions

- Limitations overview
 - Fragmentation of the market — too many options for the buy-side
 - Compliance and technical hurdles to implementation
 - Use cases left unfilled



Limitations overview

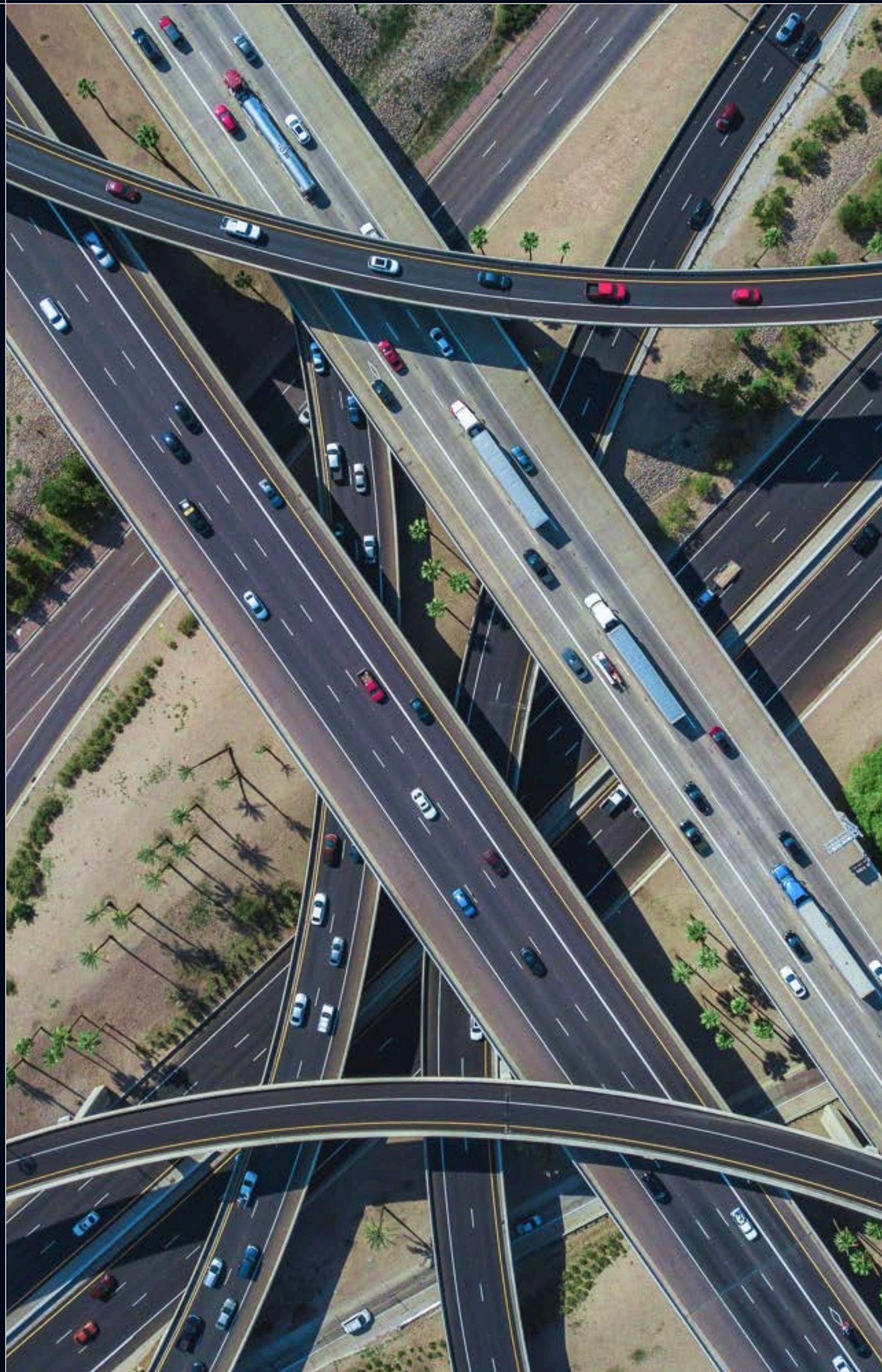
While ID solutions offer a step toward a post-cookie future, they come with constraints that have the ability to limit their widespread adoption and effectiveness.

These constraints can be split into three groups:

- Fragmentation of the market — too many options for the buy-side
- Compliance and technical hurdles to implementation
- Use cases left unfilled

The following sections will unpack each of these in more detail.





Fragmentation of the market — too many options for the buy-side

Having so many ID solutions to choose from creates challenges for the buy-side because there are multiple, often incompatible identity frameworks, each with its own methodology and limitations. None of these universal IDs cover the entire market, limiting reach and forcing advertisers and agencies to implement multiple solutions instead of relying on a single standard.

This leads to inefficiencies, as many on the buy-side hesitate to adopt any ID while waiting to see which one prevails. At the same time, inconsistent measurement remains a key challenge, making it difficult to assess performance across different identifiers.

Without a standardized approach, cross-platform audience insights become difficult to unify, forcing buyers to rely on workaround solutions that may compromise accuracy, scale, or compliance.

Implementation challenges

- Onboarding an ID solution is a complex, time-consuming process that requires technical integration, infrastructure adjustments, and compliance with privacy regulations.
- As a result of the above, advertisers and agencies alike face challenges with scaling and integrating these solutions into broader strategies, resulting in ID solutions often becoming less central to their approach.
- Legal reviews and risk assessments can delay implementation, making it difficult for advertisers to act quickly.





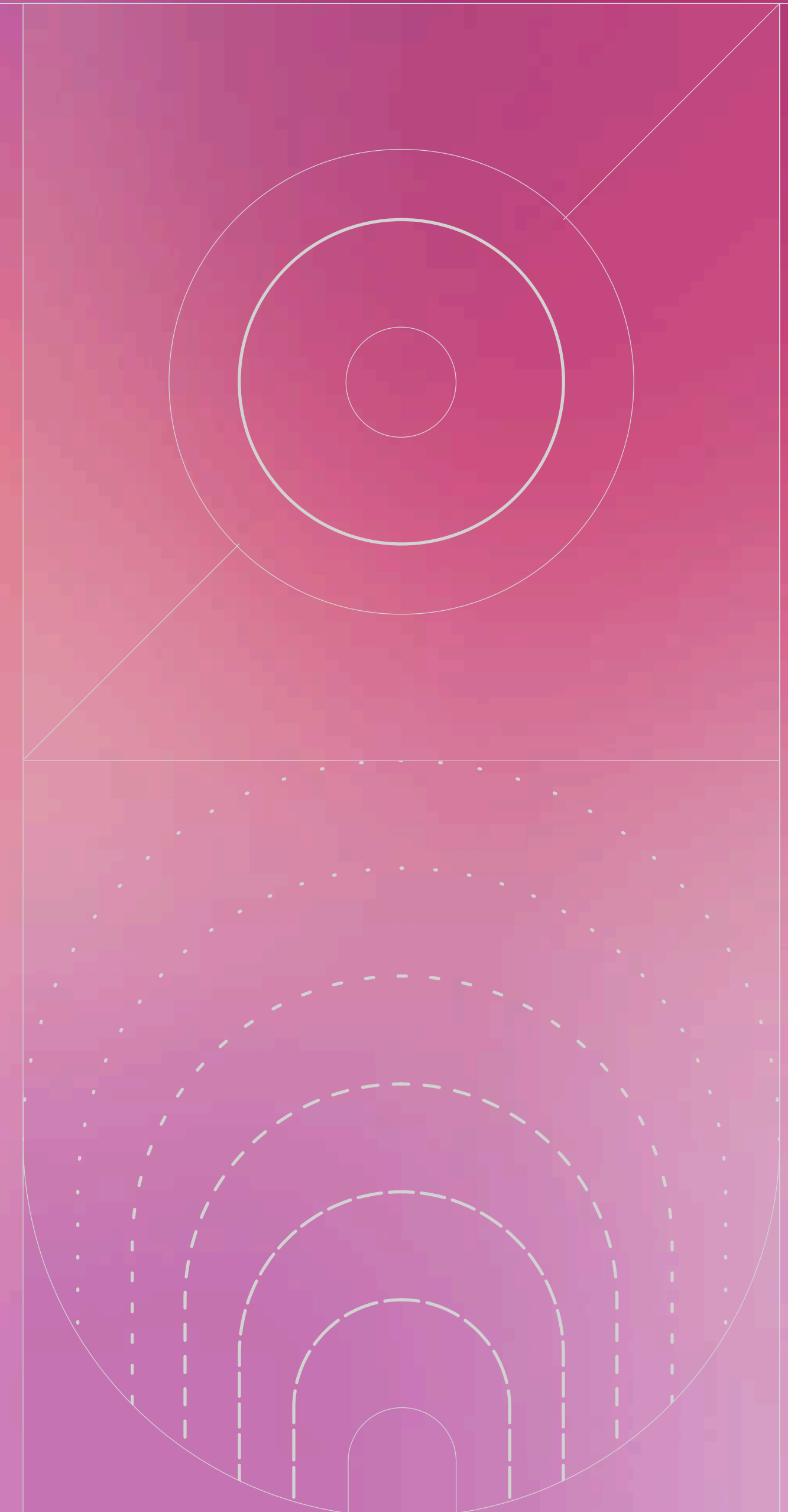
Limited use cases

- **Retargeting is restricted** to probabilistic solutions and select others (e.g. Utiq and First-id).
- **Audience insights:** ID solutions on their own don't offer the possibility to analyze the overlap between advertisers' and publishers'/data partners' audiences. An additional solution is required to allow advertisers to see which of the publishers/data partner segments their audience is best represented in.
- **Lookalikes** can't be generated to prospect for new, similar customers.

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How data clean rooms complement ID solutions

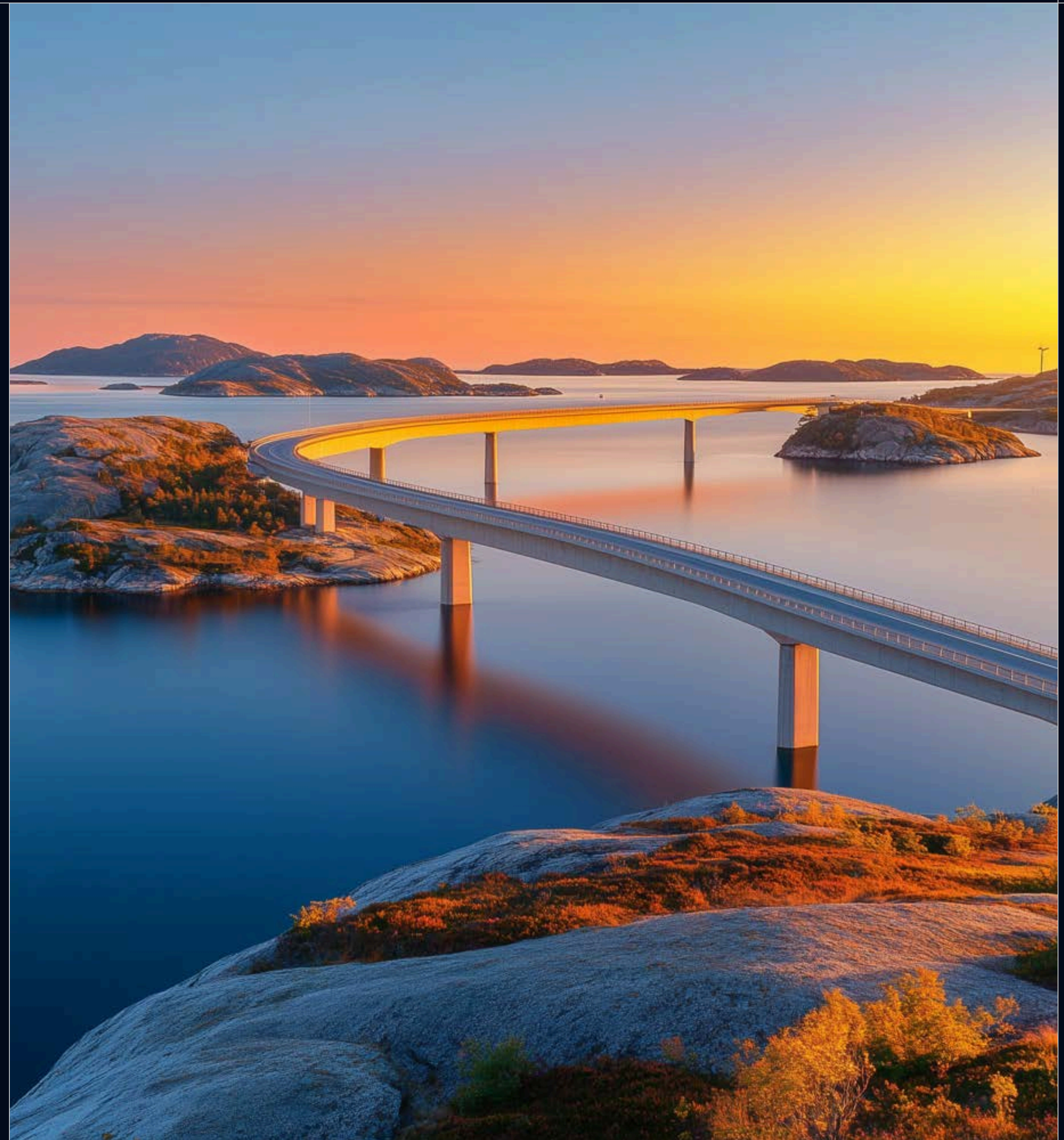
- [What is a data clean room?](#)
- [Key DCR use cases](#)
- [ID solutions vs DCRs at a glance](#)

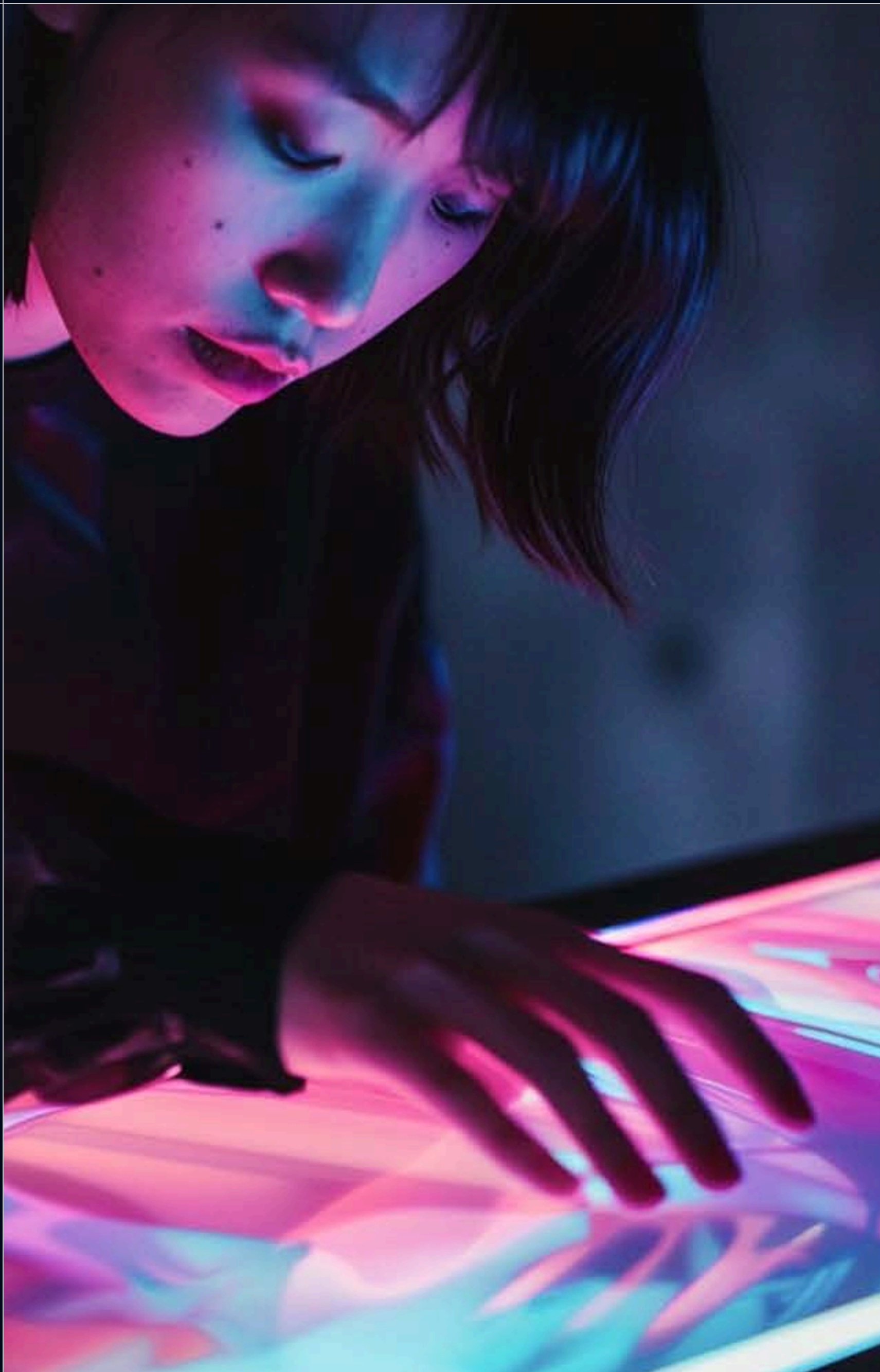


What is a data clean room?

A data clean room (DCR) is a secure, privacy-compliant environment that allows multiple parties to collaborate on data without exposing raw personally identifiable information. Instead of sharing customer data directly, advertisers, publishers, and data providers can analyze aggregated and encrypted data within the DCR.

Unlike ID solutions, which require direct integration into an advertiser's infrastructure, DCRs allow brands to activate their data more flexibly and efficiently, without invasive implementation processes.





Key DCR use cases

- **Audience insights and enrichment:** Advertisers can combine their first-party data with second-party data from publishers to gain a deeper understanding of their audience without requiring logins.
- **Lookalike targeting:** By analyzing existing customer segments, DCRs help advertisers find new audiences with similar attributes without requiring logins.
- **Measurement and attribution:** DCRs provide a privacy-safe way to measure campaign performance across multiple publishers without exposing IDs in a centralized database. Unlike traditional measurement setups, where IDs — considered personal data under GDPR — are shared with a third-party measurement provider, DCRs enable secure, encrypted matching within a controlled environment. This ensures both accuracy and compliance with evolving privacy regulations, reducing the risk of ID exposure.

ID solutions vs DCRs at a glance

Functionality	ID solutions	Data clean rooms
Retargeting web visitors	 Support retargeting if users are logged in (deterministic IDs) or based on probabilistic IDs (less accurate) or based on telco ID (Utiq) or based on bounce tracking (First-id)	 Not typically used for direct retargeting
Remarketing to existing customers	 Assign IDs to CRM users for ad targeting, but reach is limited since users must be logged in on publisher sites	 Not primarily designed for remarketing
Cross-publisher frequency capping	 Help prevent ad overload across different publishers	 Not specifically designed for frequency capping
Audience insights	 Limited ability to provide deep audience insights	 Enable collaboration for audience enrichment by analyzing overlapping data between advertisers and publishers
Lookalike targeting	 Not specifically designed for lookalike targeting	 Identify new customers with similar characteristics to existing ones within a publisher's audience
Easy acquisition and implementation	 Require extensive legal approvals and long setup times; high-commitment contracts limit flexibility	 Easier setup with fewer legal hurdles; offer flexibility and can complement ID solutions

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Combining ID solutions and DCRs for maximum impact

- How they work together
- Future-proof advertising strategies





Rather than viewing ID solutions and data clean rooms as competing technologies, advertisers should embrace a hybrid approach that leverages the strengths of both.

How they work together:

- **DCRs as a ramp to ID adoption:** Many advertisers have been hesitant to implement ID solutions due to technical and compliance barriers. By using a DCR first, brands can begin activating their first-party data immediately while gradually integrating an ID solution where necessary.
- **ID solutions enhance retargeting, while DCRs enable richer audience insights.**
- **Together, they create a privacy-compliant data ecosystem** that supports targeting, measurement, and collaboration without reliance on third-party cookies.



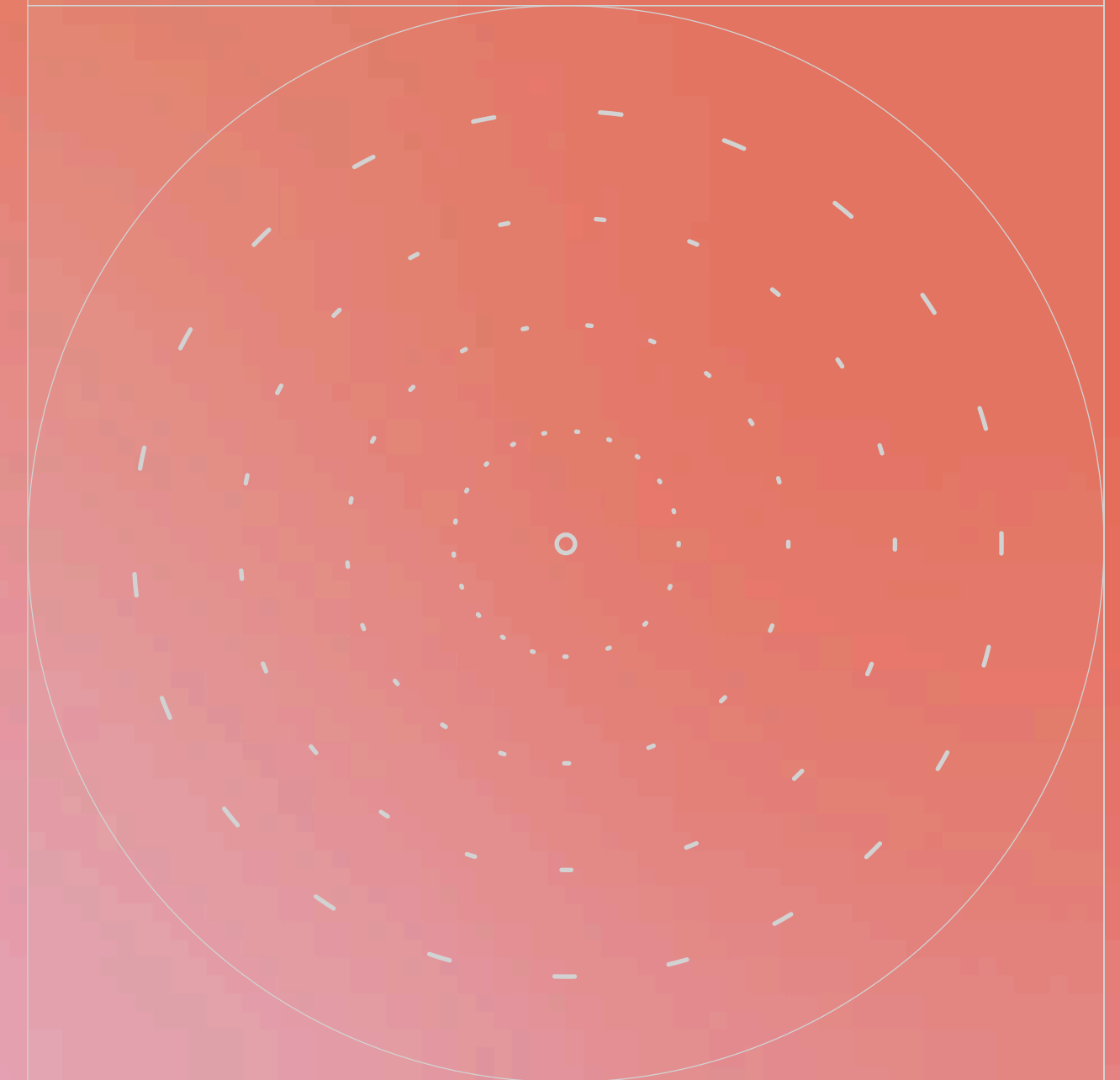
By integrating ID solutions and DCRs, advertisers can future-proof their advertising strategies and ensure seamless data activation in a rapidly evolving digital landscape.

See the next section for case studies where this combination has led to impressive results.



DCR + ID solution case studies

- [Samsung and Publicis Media](#)
- [Laboratoires Pierre Fabre](#)
- [Contact us to learn how DCR + ID solutions can unlock value for you](#)



Samsung and Publicis Media revolutionize cross-publisher advertising with Decentriq

+1M

potential new customers reached through lookalike segments

+3M

existing customers reached

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Laboratoires Pierre Fabre uncovers deep customer persona insights in data clean room collaboration on universal IDs with multiple publishers

“Decentriq enables us to take the First-id solution a step further. By integrating an insights component, it supports our content and targeting strategies, and it opens the door to strategies for enriching our CRM databases.”

— **Anne Dorine Laclau**, Global Head of Media, Influence and CRM, Laboratoires Pierre Fabre

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Take the next step

See how a DCR can speed up onboarding to an ID solution or enhance the one you already use.

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