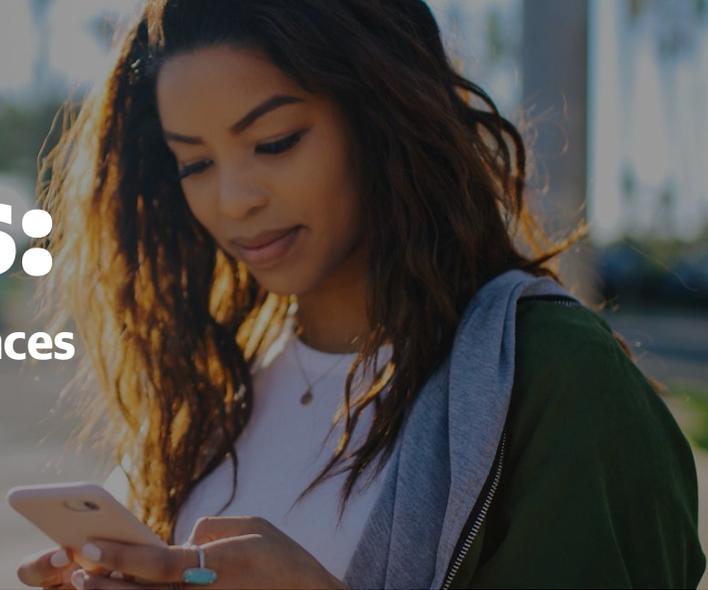


Next-Gen Audiences:

Deliver relevant ad experiences at scale in the ID-less world.



The challenge: Identity-based inventory is declining.

30%

of ad opportunities are estimated to be without identity today.¹

75%

of ad opportunities are projected to be without identity by 2023.¹

~85%

of iOS users worldwide have opted out of app tracking after Apple's privacy updates.²



How can you keep delivering meaningful experiences to your high-value consumers in the identity-less world at scale?

Yahoo solution: Next-Gen Audiences

Next-Gen Audiences is an innovative audience creation solution and a key part of our future-proof approach to the cookie-less and identity-less world. Even in the absence of identity, you can achieve increased relevance and reach your high-value consumers across web and in-app inventory.

Our advanced approach to audience creation goes far beyond content at scale. We leverage Yahoo ConnectID data as a truth set paired with machine learning and real-time signals to infer audience characteristics in a privacy-centric manner.



Powered by Yahoo ConnectID data for improved performance

We refine our machine learning model by leveraging high-quality, consented training datasets from publishers that've adopted Yahoo ConnectID. This approach ensures a high level of accuracy and improved performance of identity-less, inferred audiences.



Real-time signals, beyond content for increased relevance

Our machine learning model uses content and other real-time signals (location, weather, device type, etc.) to infer audience characteristics, including demo, interest and income range. This enables the delivery of relevant ad experiences in real-time, in a privacy-centric manner.

Sources: 1) Yahoo, internal data 2021 2) [Flurry data](#), 2021

yahoo!

Contact your Yahoo representative to learn more.

How it works.

