A PRIVACY-FIRST APPROACH TO DRIVING RESULTS

How IAS and Upwave leveraged AWS Clean Rooms to measure media quality and drive superior results while prioritizing privacy

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INTRODUCTION

Digital ad campaigns are growing more intricate, demanding a higher level of expertise and adaptability from advertisers. In this complex environment, advertisers are often tasked with achieving greater results with limited resources, necessitating a strategic approach to resource allocation and ensuring that every dollar is driving results.

Understanding the success of a digital ad campaign requires a deep look at actionable data. Advertisers need to know if their ads were delivered to a real person, captured attention, and avoided made-for-advertising (MFA) or ad clutter sites. And, perhaps the most critical of all, advertisers need the data to understand if ads drove meaningful business results.

It's crucial to navigate these complexities while maintaining a strong commitment to privacy, consumer rights, and compliance with changing regulations. As data privacy concerns grow and regulations evolve, advertisers must ensure their strategies are transparent and respect consumer rights, building trust and fostering long-term relationships.

> "**60%** of marketing leaders believe that collecting first party consumer data with an appropriate balance of privacy and customer value exchange will become increasingly complex and challenging..."
>
> — Gartner

In an era of increasingly stringent privacy regulations and increasing consumer awareness of the importance of digital privacy, collaboration between measurement platforms must be approached with great care and sensitivity to ensure that privacy rights are fully respected. Data clean rooms are an invaluable tool for enabling privacy-respecting measurement, and Amazon Web Services (AWS) Clean Rooms has been leading the charge in making powerful clean room technology available and easy to use.

This guide highlights how IAS and Upwave utilized AWS Clean Rooms to ensure data privacy is a priority on behalf of advertisers and publishers. Leverage this guide to understand our processes and see key steps advertisers, publishers and data engineering teams can take to start prioritizing privacy today.

HOW IAS & UPWAVE LEVERAGED DATA CLEAN ROOMS

IAS approached Upwave with a simple-sounding objective: quantify how well media quality signals predict attitudinal results (upper-funnel), which can only be measured post-ad exposure. But there's an immediate challenge — IAS collects media quality signals tied to ad exposures, while Upwave collects attitudinal data.

By using AWS Clean Rooms, IAS and Upwave were able to collaborate and analyze both data sets. IAS created an AWS Clean Rooms collaboration with Upwave to connect a brand's campaign exposures and IAS media quality signals with Upwave's universe of survey respondents.

Upwave collected survey respondents who have seen ads for a particular campaign and also created custom cuts. For example, looking at attention scores from IAS's Quality Attention™, Upwave quantified the difference in lift between "above average attention" and "below average attention" scores.

HOW DO DATA CLEAN ROOMS WORK?

Data clean rooms are secure collaboration environments that enable multiple parties to leverage their data assets for specific, mutually agreed-upon uses while enforcing strict data access limitations. This ensures that personal and/or proprietary data remains protected and secure.

AWS Clean Rooms is an analytics services from Amazon Web Services that helps companies and their partners more easily and securely analyze and collaborate on their collective datasets—all without sharing or copying one another's underlying data. With AWS Clean Rooms, customers can create a secure data clean room in minutes. AWS customers can associate data in Amazon Simple Storage Service (S3) with an AWS Clean Rooms collaboration and quickly start generating insights with their partners or any AWS customers. AWS Clean Rooms collaborations are both flexible and controllable, allowing users to adjust settings or place tight restrictions on how data can be used.

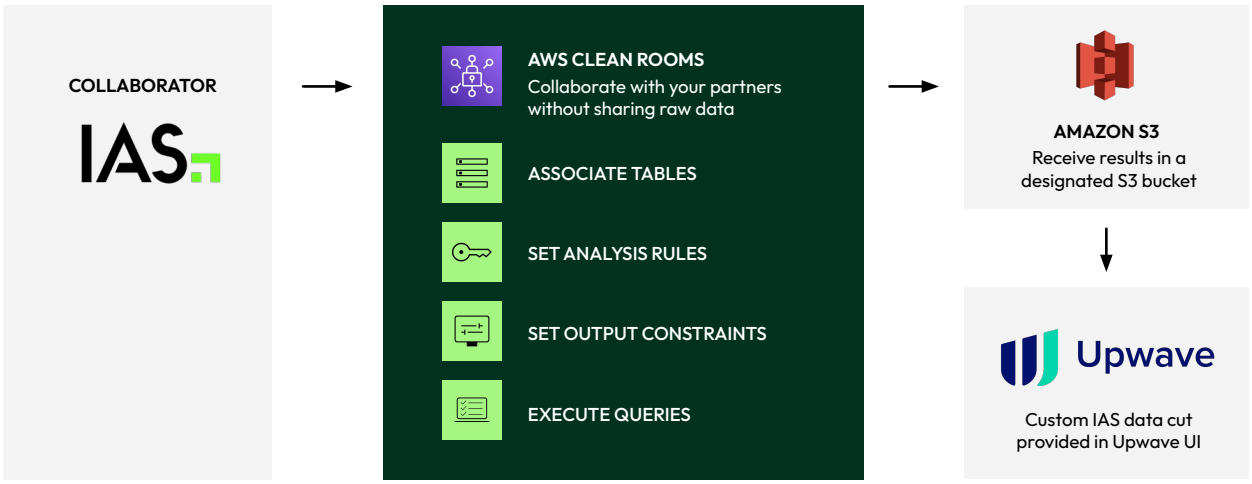
HOW IAS & UPWAVE LEVERAGED DATA CLEAN ROOMS

The integration between IAS and Upwave leverages advanced architecture and data flow to ensure seamless and secure data collaboration. This process uses AWS Clean Rooms to facilitate the secure collaboration and analysis of data without sharing underlying data, or compromising privacy or security.

By combining IAS's ad exposure and media quality signals with Upwave's anonymized identifiers of potential respondents, the integration allows for precise and privacy-conscious data handling.

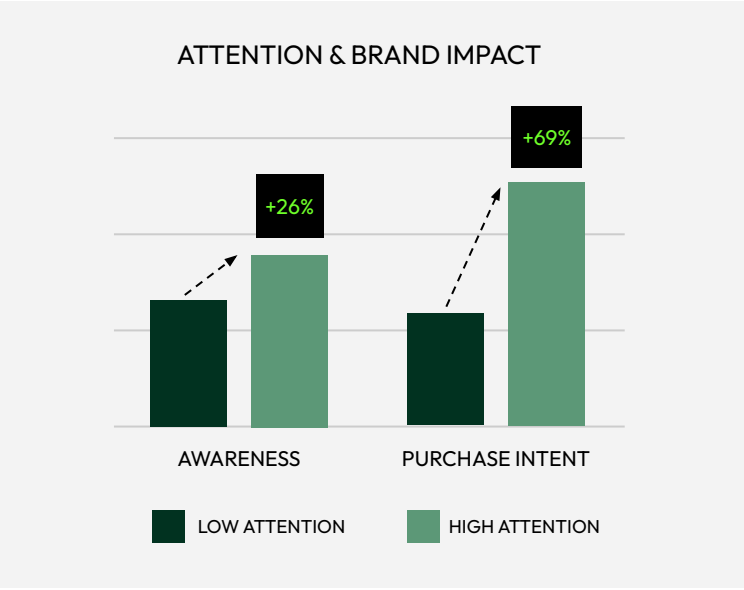
IAS AND UPWAVE DATA FLOW

1. IAS records ad exposure and media quality data (e.g. viewability, Quality Attention™, MFA/ad clutter)
2. IAS gives AWS Clean Rooms permission to read the records keyed to an anonymized identifier in IAS's Amazon S3 bucket
3. Upwave gives AWS Clean Rooms permission to read the anonymized identifiers of potential respondents stored in Upwave's Amazon S3 bucket
4. Upwave runs queries across the collective data sets within the AWS Clean Rooms collaboration, which enforces the analysis rules set by IAS for Upwave. Upwave then extracts the necessary IAS quality signals to the Upwave S3 bucket
5. Upwave surveys exposed (and unexposed "control" respondents) and calculates the campaign specific relationship between IAS data and attitudinal lift



RESULTS & INSIGHTS:
CASE STUDY

By leveraging AWS Clean Rooms, IAS and Upwave were able to understand the correlation between attention scores and brand awareness and purchase intent for a major CPG brand. Using AWS Clean Rooms, IAS and Upwave collaborated to generate insights using IAS data signals to better understand attitudinal performance. Using Upwave's methodology, the study showed that higher attention drove incremental awareness and purchase intent for the CPG brand.



This type of research is key to helping provide results-based insights that advertisers need to make data-driven decisions about their media quality. By leveraging AWS Clean Rooms to facilitate this type of measurement, the study proved successful with the following insights for the CPG brand:

26% Lift in **brand awareness** for high attention impressions vs. low attention impressions

69% Lift in **purchase intent** for high attention impressions vs. low attention impressions

RESULTS & INSIGHTS:
TECHNICAL BENEFITS

NO TAGS REQUIRED

IAS records serve as the ad exposure file. This framework provides a valuable workflow for IAS to test products or modeling to further align with business KPIs.

ACCURACY

The clean room collaboration allows IAS and Upwave to establish a deterministic link between survey responses and attention, providing statistics on the relationship between attention and results.

PRIVACY

The clean room ensures that data about ad exposures and survey respondents remains protected and secure, subject to thoughtfully negotiated analysis and collaboration parameters that are enforced by AWS Clean Rooms.

Using AWS Clean Rooms, IAS and Upwave have been able to substantially deepen the industry's overall understanding of the connection between media quality and results. The possibilities for using clean rooms to securely and privately analyze metrics or even entirely different types of measurement are ample.

For more information on AWS Clean Rooms, please refer to the "What is AWS Clean Rooms?" user guide and video.

"Clean Rooms have enabled the Research & Insights team at IAS to demonstrate the relationship between media quality and brand lift across advertiser campaigns in a secure environment that protects customer data. We look forward to furthering our relationship with Upwave and AWS as we continue to **provide actionable data** to our global brand and advertising clients."

— Jeremy Kanterman, VP of Research & Insights, Integral Ad Science

LEARN MORE

ABOUT

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.

Upwave is the Analytics Platform for Brand Advertising. The only company entirely focused on measuring and optimizing brand lift driven by advertising, the world's leading advertisers, agencies, and media partners trust Upwave's robust, AI-driven, SaaS platform. Upwave provides real-time, top-of-funnel measurement for CTV, Digital, Retail Media, Social, Streaming Audio, Linear, and Addressable. The company is based in San Francisco and New York and backed by leading Silicon Valley venture capital investors. Learn more at www.upwave.com.

Since 2006, **Amazon Web Services** has been the world's most comprehensive and broadly adopted cloud. AWS has been continually expanding its services to support virtually any workload, and it now has more than 240 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, media, and application development, deployment, and management from 105 Availability Zones within 33 geographic regions, with announced plans for 21 more Availability Zones and seven more AWS Regions in Malaysia, Mexico, New Zealand, the Kingdom of Saudi Arabia, Taiwan, Thailand, and the AWS European Sovereign Cloud. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.