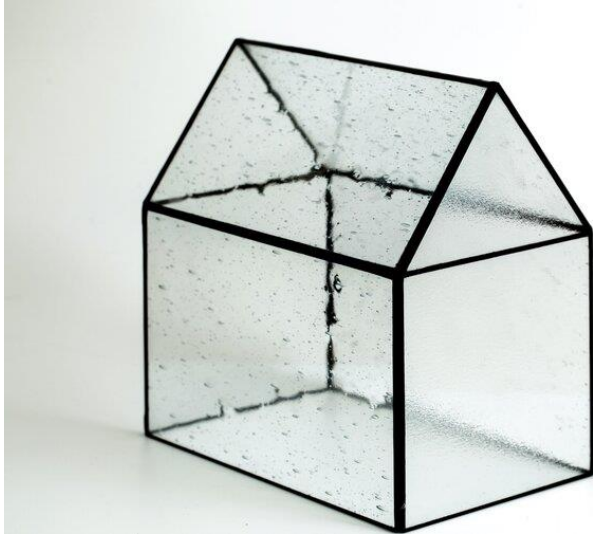


# Solving the Problem of Standards in Publisher Data



Is the rising concern in publisher first party data really around the lack of standards or is the problem merely transparency?

With the death of the 3rd party cookie, publisher 1st party data is a currency on the rise, but it remains unclear how standards can be provided to secure transparency and consistency in how the audiences are built.

We could argue that this conversation will be ongoing given the assumption that audiences must be built by the publisher, but in truth, we know that this does not need to be the case!

With flexible data platforms, publishers can send and retain ownership of their data, whilst allowing buyers to use that data to create their own segments. By doing so, they secure full transparency in segment definition (which is far superior than most 3rd party data today) as buyers themselves decide what criteria should exist when adding a user to a particular segment.

A process like this requires a platform with user role capabilities that allows publishers to protect their data, whilst allowing buyers a designer's right to create segments without being able to export the data in any way.