

Data Science

Virtual IDs and Synthetic Populations: Beyond Campaign Measurement?

Roundtable Summary

- This discussion considers whether Virtual IDs which make up national synthetic populations overturn foundation assumptions about identity and data clean rooms.
- We will review “known knowns” with the aim of discussing and evaluating the “known unknowns”
- These “known unknowns” will focus on answering the following substantive questions:
- As marketers adopt synthetic populations across the spectrum of marketing uses, do digital identity systems become obsolete?
- Will the broad use of synthetic data and its accompanying privacy benefits relegate data clean rooms to the margins?
- Will we see a cross media ID become critical for media targeting, campaign measurement and outcome measurement?
- What is the likely impact of that on walled gardens?

The “Known Knowns” And The “Unknown Knowns”

As marketers move beyond 1st party data into the world of Synthetic Populations, how far and wide is the impact? Clearly, they are useful bridging the worlds of digital and analogue media, but can they be useful in business planning or outcome measurement? Does their value increase by network effects when data scientists, marketers, agencies and broadcasters reference the same synthetic data?

There are many projects in the areas of cross media measurement, generative AI and synthetic data, along with increasing sophistication of outcome measurement which are well on their way. These are the known knowns. There is no debate that Virtual IDs are the basis of de-duplication for cross media measurement. Nor is there any debate that synthetic data is viewed differently than 1st party data by the privacy regulators.

Given what we know – what are the known unknowns? Here we must consider the implications as they might be the basis or the demise of business models. No longer can digital media operate in a silo. Basic digital media systems will be impacted by VIDs and national synthetic populations

Roundtable Chairs



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