

SHARETHIS POV ON COOKIELESS FINDING BALANCE BETWEEN PRIVACY AND ACCURACY

Google's Chrome plans to discontinue its support for third-party cookies by the end of 2024, pending approval from the UK Competition and Markets Authority. It's evident it will be a transformative year for all constituents of the advertising ecosystem, challenging their readiness to maintain a transparent and cookie-proof connection with the end consumer.

While Google is moving forward, we don't believe it changes anything for ShareThis. Indeed, ShareThis has been taking proactive measures to resolve user identity where third party cookies are no longer the main currency.



"Long before Google decided to finish what they started with their privacy sandbox initiative, we developed an identity framework, we call Atlas, specifically designed to sustain the delivery of pertinent and relevant advertising. ShareThis is without hesitation a strategic ally to help you transition into cookieless advertising, as today, we do not even need third party cookies to connect with consumers."

Dana C. Hayes, Jr.
Chief Executive Officer

With consumers' privacy in mind, ShareThis provides unique AI-enhanced data solutions to help advertisers connect with their audience with precision and scale while respecting privacy. By harnessing the power of advanced large language models and data science, ShareThis is uniquely positioned to unlock existing and/or new high value connections between the advertiser and their consumers in a cookieless setting.

SCALABLE, CROSS-CHANNEL SOLUTIONS FOR REACHING YOUR CONSUMERS WITHOUT COOKIES

✓ Proprietary Identity infrastructure built to last

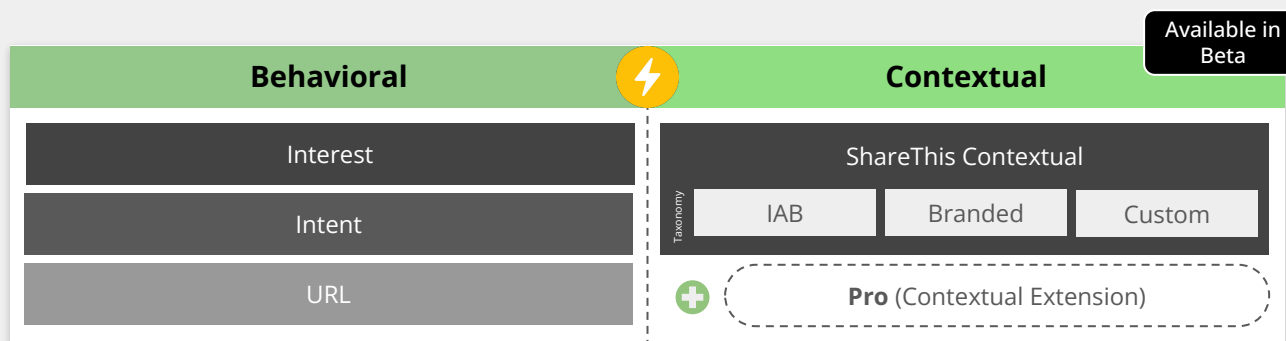
ShareThis has developed a proprietary identity solution, Atlas, that leverages non-cookie identifiers, plus partner integrations, to resolve user identity without cookies. The non-cookie IDs associated within the Atlas graph enable data collection on all major browsers and maintain or exceed scale from third party cookies.

✓ Data collection with consumer privacy in mind

ShareThis collects online behavioral data across millions of websites through privacy compliant processes. By prioritizing user consent and permissions, our data collection process ensures confidentiality, integrity, and accessibility, aligning with the principles upheld by relevant regional privacy laws. Unreliant on third party cookies, the data is transformed through the power of advanced AI and large language models into actionable insights and targeting opportunities.

Supercharge your cookieless reach across Safari, Firefox and Chrome

ShareThis unlocks the power of digital behavioral and contextual data by mapping signals of human interest and intent, sentiment and context, at scale, from content engagements across the open web. With off-the-shelf and custom segments for both Behavioral and Contextual audiences, ShareThis targeting solutions power all of your programmatic needs.



Available in
Beta

ShareThis Behavioral audience segments offer a powerful targeting solution based on recent and relevant online browsing behavior.

ShareThis Contextual is a solution that leverages AI-powered technologies for smarter URL classification and more efficient contextual targeting.

While distinct in their nature, Behavioral and Contextual targeting work seamlessly together, providing you with a robust and versatile toolkit to engage with your audience and achieve scalable performance, all without the reliance on third-party cookies.

Connect with your sales representative to learn more.