ADVERTISING

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Conversion Measurement

Conversion
an action by a user that is attributed to an advertisement

Goal is to learn about conversions
how effective advertising is in driving business goals
for both advertisers and sites that serve advertising
Key Question

“Is the money I spend on advertising driving sales?”
Assign users an identifier
Log when and where ads are shown
Log purchases
Use the log to answer questions
Goal

Produce aggregate statistics about conversions
Without creating user-specific logs
Status

Lots of requirements
Lots of ideas
Most promising ideas include a PRIV-like component
Simplified Example

How many users who saw the ad bought the product?

Site 1

Advertisement Event

Site 2

Conversion Event

Match Events

Ad = 1
No Ad = 0

Prio

Count