

# UID 2.0 integration

## UID 2.0 Integration: A User Manual for Programmatic DSP

UID 2.0, also known as the Universal ID 2.0, is a collaborative initiative within the advertising industry designed to address the challenges of a cookie-less web, especially with the increased privacy regulations and browser restrictions. This manual focuses on integrating UID 2.0 into a programmatic Demand Side Platform (DSP) with emphasis on changes in audience sizes due to addressability restrictions on Safari and Firefox.

### Introduction to UID 2.0

UID 2.0, or Universal ID 2.0, is an industry initiative designed as an alternative to third-party cookies for online ad targeting and tracking. Given the diminishing support for third-party cookies due to privacy concerns and browser restrictions, UID 2.0 uses various identifiers, from encrypted email addresses of users (with their consent) to 1st party cookies, as a basis for tracking and ad targeting. It aims to provide a standardised solution across the advertising industry that respects user privacy while still enabling targeted advertising.

### Access on Safari and Firefox

With leading browsers like Safari and Firefox taking stringent measures against third-party cookies, advertisers and agencies have grappled with decreasing audience sizes and limited addressability. UID 2.0 offers a privacy-centric yet effective way to reach audiences on these platforms. **Eskimi** adoption of UID 2.0 means our partners can now connect with a previously untapped audience segment, making their campaigns more impactful than ever.

### Benefits for Agencies and Advertisers:

1. **Enhanced Addressability:** Unlock precise targeting capabilities, ensuring that your brand message reaches the right audience at the right time, even on Safari and Firefox.
2. **Improved ROI:** Broaden your campaign reach to include engaged users on Safari and Firefox, leading to better conversions and improved return on advertising spend.
3. **Privacy-First Approach:** UID 2.0 still places user consent and privacy at the forefront. Advertise confidently, knowing you're compliant with the industry's latest privacy standards.

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