Adtech lessons · S5 · Ep 1

Your banner sends one coded line.

CMPs and the TC string: what your consent banner actually sends.

Swipe →

RediAds blog.rediads.com/learn

CONSENT BANNER · NEWS.EXAMPLE

Not a "yes". Not a "no".

C 10110…

It sends buyers a bit for every purpose and every vendor, packed into one string.

The term

TC string

One coded line that records **each visitor's choices**.

Your **CMP** (consent management platform) writes it.

Step 1 · Number it

The banner lists numbered purposes and vendors, each with an ID.

PURPOSES

1	2	3	4	5	6	7	8	9	10	11

Purpose 1: store data on the device

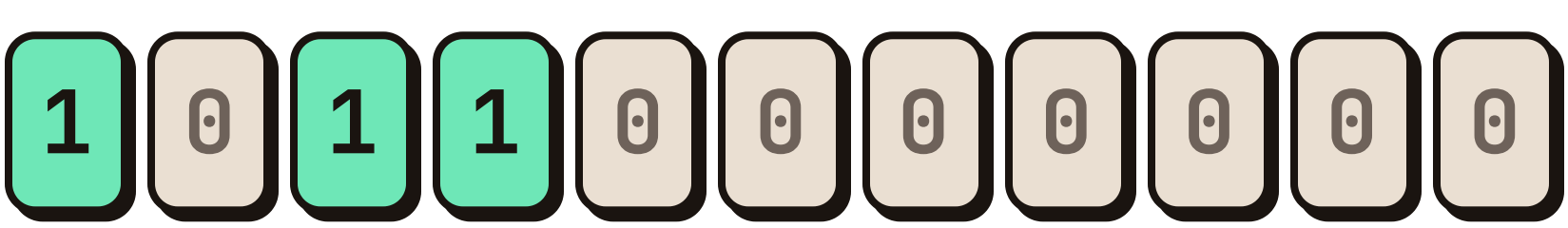
VENDORS

...	GOOGLE 755	...

Step 2 · One bit each

Yes = 1.
No = 0.

SHE SAYS YES TO PURPOSES 1, 3, 4



3 and 4: build and use an ad profile

`10110000000 → C…`

Step 3 · Send it

Prebid.js attaches it to every bid request, with a GDPR flag.

```
bid request {
  "regs": { "gdpr": 1 },
  "user": { "consent": "C…" }
}
```

SSP ✓

DSP A ✓

DSP B ✓

Each buyer checks **its own bit.**

Your check today

Decode your own string.

- [x] Load your site as a European visitor
- [x] Paste the string into a free TC string decoder
- [x] Check your key vendors are in it

Recap

Your banner speaks in bits:

1 Number

2 Bit

3 Pack

4 Send

NEXT · EP 2

TCF v2.3 and disclosedVendors: the February 2026 cutoff

Watch the 60-second video at **blog.rediads.com/learn**

Educational content, not legal advice.

Adtech lessons · S5 · Ep 2

One missing segment.

TCF v2.3, disclosedVendors and the February 2026 cutoff.

Swipe →

SINCE MARCH 2026

1

MISSING SEGMENT

can push Google requests to limited ads.

The term

disclosedVendors

A list of every vendor your banner **actually showed**.

One bit per vendor: **1 = shown, 0 = not**.

Step 1 · The v2.2 problem

In v2.2, a "0" next to a vendor was **ambiguous**.

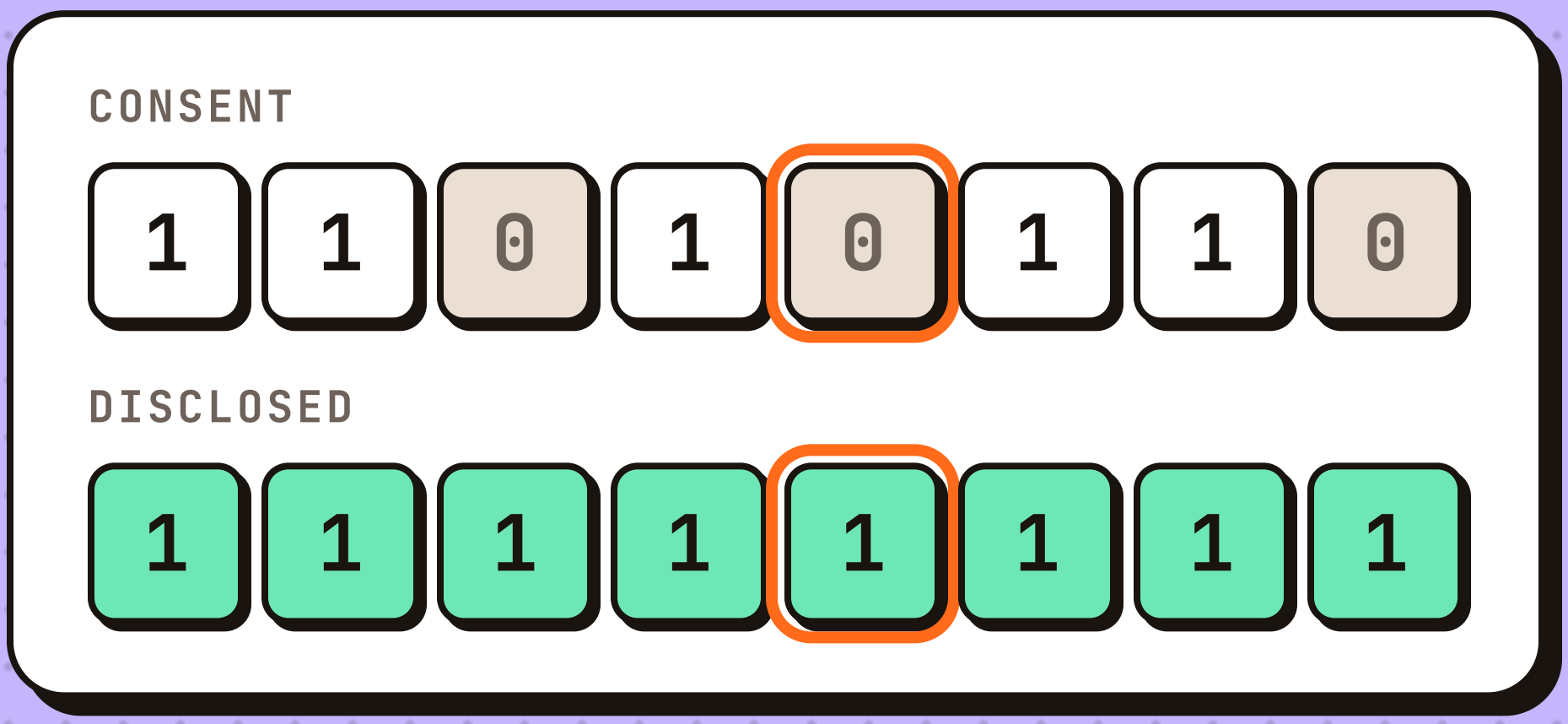


Objected?

Never shown?

Step 2 · A second list

v2.3 adds a list of who was shown. 50 vendors shown = 50 ones.



Orange outline: Google, vendor 755.

Step 3 · The cutoff

Feb 28, 2026.



New strings without the segment are **invalid**. Older strings stay valid until readers renew.

Step 4 · Google's check

If the check fails, Ad Manager logs error 1.4.

ERROR 1.4

Disclosed vendors missing, malformed, or no Google (755)

↓

Can fall back to limited ads

Your check today

Find error 1.4.

- [x] Ad Manager › Admin › EU user consent
- [x] Look for error 1.4
- [x] Ask your CMP to confirm TCF v2.3

Recap

Show it. Flag it. Or lose it.

1 Ambiguous 0

2 Second list

3 Cutoff

4 Error 1.4

NEXT · EP 3

No Google-certified CMP? No personalized ads

Watch the 60-second video at
blog.rediads.com/learn

Educational content, not legal advice.

RediAds Follow for Ep 3

Adtech lessons · S5 · Ep 3

Registered isn't certified.

No Google-certified CMP? No personalized ads.

Swipe →

RediAds blog.rediads.com/learn

THE COMMON MISTAKE

IAB registered ≠ **Google certified**

"We have a TCF banner" isn't enough.

The term

Google-certified CMP

A TCF consent tool that Google has **assessed and listed**.

Step 1 · The rule

Required for personalised ads since 2024.



JAN 16, 2024
EEA + UK

JUL 31, 2024
Switzerland

AdSense

Ad Manager

AdMob

Step 2 · Two paths

A reader in Paris opens recipes.example.

PATH 1
Certified CMP + consent → **Personalised possible**

PATH 2
TCF CMP, not on Google's list → **Non-personalised or limited**

Non-personalised: picked by page content and rough location.

Step 3 · Path 3

No valid string from a certified CMP, or no consent to store data?

→ Limited ads

- ✕ Personalisation
- ✕ Cookies or IDs for ads
- ✕ Frequency capping

Your check today

Is your CMP on the list?

- [x] Find your CMP on Google's certified list
- [x] Check it covers web, apps and CTV, if you run them

Recap

Three paths:

1 Personalised

2 Non-personalised or limited

3 Limited

NEXT · EP 4

GPP replaced the US Privacy string

Watch the 60-second video at
blog.rediads.com/learn

Educational content, not legal advice.

Adtech lessons · S5 · Ep 4

Four letters became a protocol.

How GPP replaced the US Privacy string.

Swipe →

RediAds blog.rediads.com/learn

MYTH

1YYN

THE OLD US PRIVACY STRING

Still covers the US?

Not anymore.

IAB Tech Lab deprecated it on January 31, 2024.

The term

GPP

Global Privacy Protocol: **one** **string** that carries many privacy laws.

Step 1 · The old string

Four characters. One law: California's.

1	Y	Y	N
VERSION	NOTICE	OPTED OUT OF SALE	ONE MORE FLAG

Newer state laws add opt-outs for **sharing** and **targeted ads**.

Step 2 · The new string

A header, then numbered sections.

```
header~7~8~10
```

7 US National

8 California

10 Colorado

Step 3 · Into the bid request

A Denver reader opts out of targeted ads.

C **CMP**
Writes the GPP string

P **Prebid**
Sends it with the section numbers

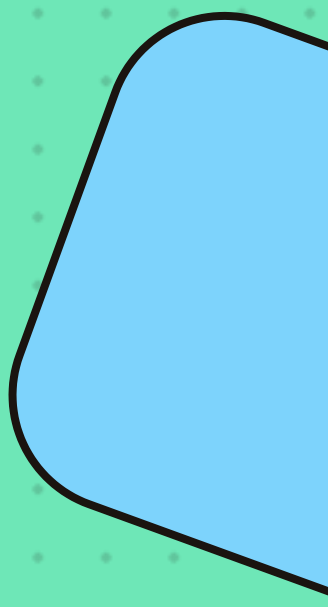
```
"regs": { "gpp": "DB…~…",
  "gpp_sid": [10] }
```

Buyers stop targeting her.

Your check today

Two things to confirm.

- [x] Your CMP writes GPP for US visitors
- [x] Your Prebid build includes `consentManagementGpp`



Recap

One law became many:

1YYN: deprecated

GPP sections

regs.gpp

NEXT · EP 5

GPC: the browser's opt-out signal

Watch the 60-second video at
blog.rediads.com/learn

EDUCATIONAL CONTENT, NOT LEGAL ADVICE

RediAds Follow for Ep 5

Adtech lessons · S5 · Ep 5

The browser said no first.

How GPC opts a reader out before your banner loads.

Swipe →



A Denver reader opted out before your banner loaded.

The term

GPC

Global Privacy Control: a browser signal meaning **don't sell or share my data**.

Step 1 · The signal

She switched GPC on in Firefox. Now every request carries it.

HEADER

```
Sec-GPC: 1
```

JAVASCRIPT

```
navigator.globalPrivacyControl true
```

Step 2 · Before any click

C **CMP**

Opt-out of sale, sharing and targeted ads

G **GPP string**

Records it in the GPC field

P **Prebid**

Passes it to every bidder

Step 3 · The result

Her visit still sells.

Just without targeting on her data.

Step 4 · Who requires it

Businesses must honour GPC in:

- ✓ California
- ✓ Colorado
- ✓ Several other states

FROM JANUARY 2027

California makes every browser offer such a signal.

Your check today

Test it yourself.

- [x] Switch on GPC in a test browser
- [x] Load your site
- [x] Check the GPP string shows the opt-out



Recap

One signal, end to end:

Sec-GPC: 1

CMP → GPP

Still sells

NEXT · EP 6

Privacy Sandbox post-mortem: what died and what survived

Watch the 60-second video at
blog.rediads.com/learn

EDUCATIONAL CONTENT, NOT LEGAL ADVICE

Adtech lessons · S5 · Ep 6

Cookies stayed. The Sandbox didn't.

A Privacy Sandbox post-mortem: what died and what survived.

Swipe →

MYTH



"Chrome is about to kill third-party cookies."

False. Google dropped that plan in 2024.

The term

Privacy Sandbox

Google's set of Chrome tools meant to **replace third-party cookies** for ads.

Step 1 · The timeline

JUL 2024 **Plan to remove cookies dropped**

APR 2025 **Planned cookie prompt dropped**

OCT 17, 2025 **Most of the Sandbox retired**

The reason Google gave: **low adoption.**

Step 2 · What died

~~Topics~~

~~Protected Audience~~

~~Attribution Reporting~~

~~Shared Storage~~

~~The Android versions~~

Prebid 11 removed its Protected Audience modules

Step 3 · What survived

- [x] **CHIPS**
  Cookies partitioned per site
- [x] **FedCM**
  For sign-in buttons
- [x] **Private State Tokens**
  For fighting fraud
- [x] **Attribution work**
  Moved to a W3C group

Your check today

Ask your developer to remove **Topics** and **Protected Audience** code.

TAGS + PREBID BUILD · EXAMPLES

~~topicsFpdModule~~

~~paapiForGpt~~

~~fledge: {…}~~

Recap

Cookies stayed. Most of the Sandbox didn't.

Topics: gone

PA: gone

CHIPS, FedCM: alive

NEXT · EP 7

Universal IDs: UID2, ID5, SharedID

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S5 · Ep 7

Universal IDs: UID2, ID5, SharedID.

What each one needs, how far it reaches, and where it shows up.

Swipe →

THIRD-PARTY COOKIES · 2026

Chrome	kept
Safari	blocked by default
Firefox	isolated per site

So why do buyers still want IDs?

The term

Universal ID

One identifier that **many buyers** can read.

Three you'll meet: **SharedID**, **ID5** and **UID2**.

ID 1 · SharedID

Prebid stores a random ID in a first-party cookie on **your domain**.

NEEDS	**Nothing, no login**
REACH	**Your site only**
COST	**Free**
SOURCE	`pubcid.org`

ID 2 · ID5

You get a partner number. ID5 returns an encrypted ID.

NEEDS	**Partner number**
INPUT	**Page signals, like a hashed email**
REACH	**Across sites**
SOURCE	`id5-sync.com`

ID 3 · UID2

Open source, from The Trade Desk. Starts from a logged-in email or phone.

TOKEN	**Hashed, salted, encrypted, rotating**
OPT-OUT	**Readers, any time**
SOURCE	`uidapi.com`

In the bid request

All three ride in eids.

```
"user": { "ext": {
  "eids": [
    {"source": "pubcid.org"},
    {"source": "id5-sync.com"},
    {"source": "uidapi.com"}
  ] }}
```

The extended IDs list, **tagged by source**.

Your check today

Two questions for your team.

- [x] Which IDs does our stack send?
- [x] How many of our readers are logged in?

Recap

Three IDs. Three trade-offs.

SharedID · your site

ID5 · across sites

UID2 · login

NEXT · EP 8

Prebid identity modules in plain language

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S5 · Ep 8

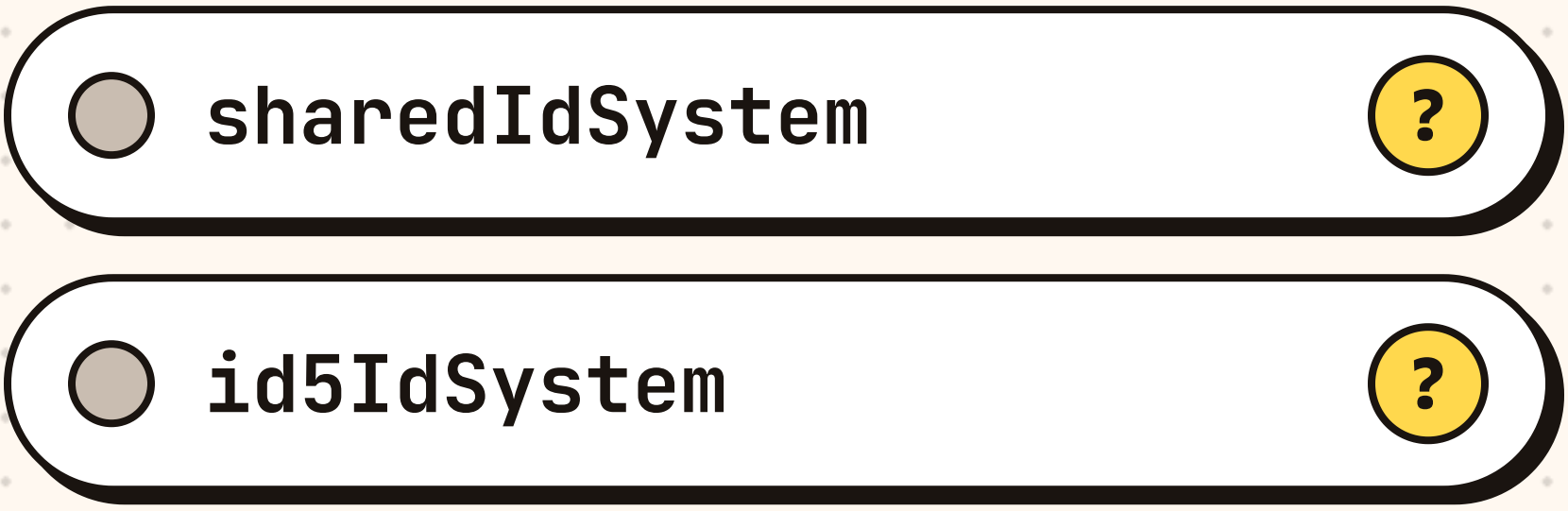
Prebid identity modules.

In plain language: five steps, then one console command.

Swipe →

RediAds blog.rediads.com/learn

COMMON MISTAKE · MODULE STATUS



Added. Never checked.

Do your ID modules actually load?

The term

User ID module

One Prebid framework that **fetches, stores and shares** IDs with bidders.

Steps 1–2 · Build, configure

One sub-module per ID. Each gets a name, settings and storage.

```
userIds: [{
  name: "sharedId",
  storage: {type: "cookie", expires: 365}
}, {
  name: "id5Id", params: {partner: 1234},
  storage: {type: "html5", expires: 90}
}]
```

Expiry is in days. **1234** is a placeholder partner number.

Step 3 · Consent first

No Purpose 1?
No IDs.

Without TCF Purpose 1, storage on the device, the modules make **no calls** and store **nothing**.

Step 4 · Auction delay

Set 50 ms. Prebid waits up to 50 ms for IDs, then starts anyway.

```
auctionDelay: 50
```

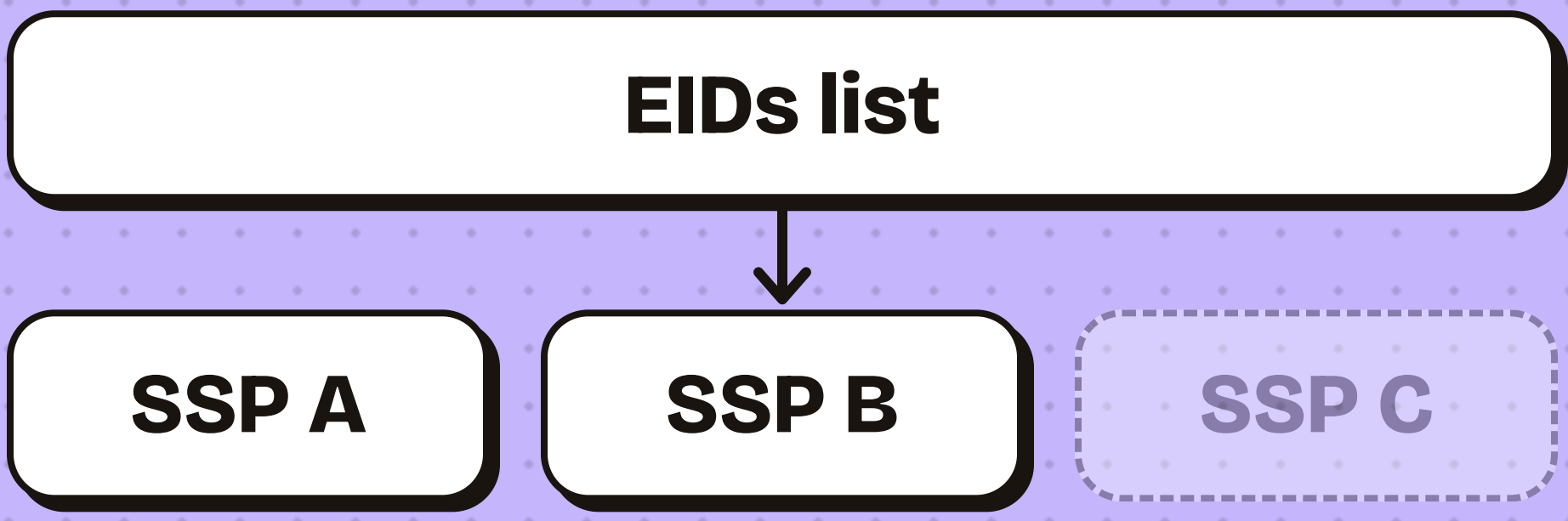


0 ms 50 ms

then the auction starts

Step 5 · One list

Every ID becomes one standard list on each bid request.



You can limit an ID to chosen **bidders**.

Your check today

Open your site's console.

```
> pbjs.getUserIdsAsEids()
[{source: "pubcid.org"},
 {source: "id5-sync.com"}]
```

- [x] See which IDs came back.

Recap

Configured isn't loaded.

1 Build

2 Configure

3 Consent

4 Delay

5 One list

NEXT · EP 9

Contextual targeting without IDs

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S5 · Ep 9

Contextual targeting without IDs.

IAB Content Taxonomy 3.x, and the one number that sells your page.

Swipe →

RediAds blog.rediads.com/learn

ONE PAGE · ONE CATEGORY

215

One number sells your page without user data.

The term

IAB Content Taxonomy

A shared list of **page topics**, each with a number.

Step 1 · Read the page

A contextual tool maps the page to a category.

R

Smoky brisket guide

recipes.example

210

Food & Drink

Parent

215

Barbecues and Grilling

Category

Step 2 · Into the bid request

The page category, plus a code for the taxonomy version.

```
"site": {
  "pagecat": ["215"],
  "cattax": 9
}
```

cattax 7 = 3.0 · 9 = 3.1 (latest)

Step 3 · The buyer bids

A grill brand's DSP targets 215 and bids, whoever the reader is.

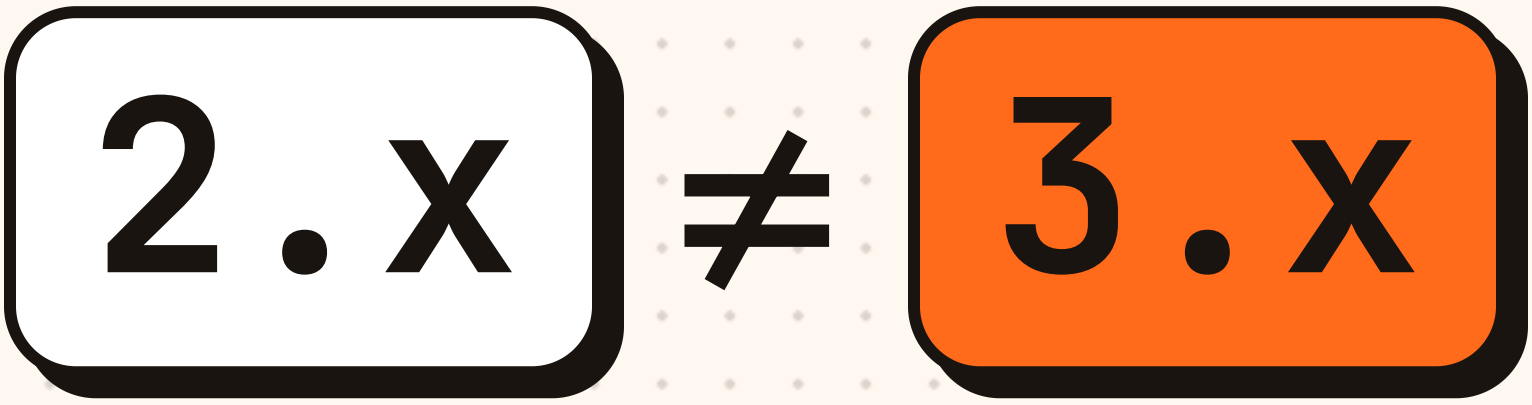
BID `logged in`

BID `opted out`

BID `on Safari`

The page, not the person.

Step 4 · Mind the version



+ video
+ CTV
+ podcast
+ gaming

Version 3 dropped old codes, so it isn't backwards compatible.

Your check today

Ask your SSP or contextual vendor.

"Which **taxonomy version** do we send?"

- [x] On 2.x? Plan the move to 3.1.

Recap

Target the page, not the person.

1 Read

2 pagecat + cattax

3 Bid

4 Use 3.1

NEXT · EP 10

PAIR and clean rooms

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S5 · Ep 10

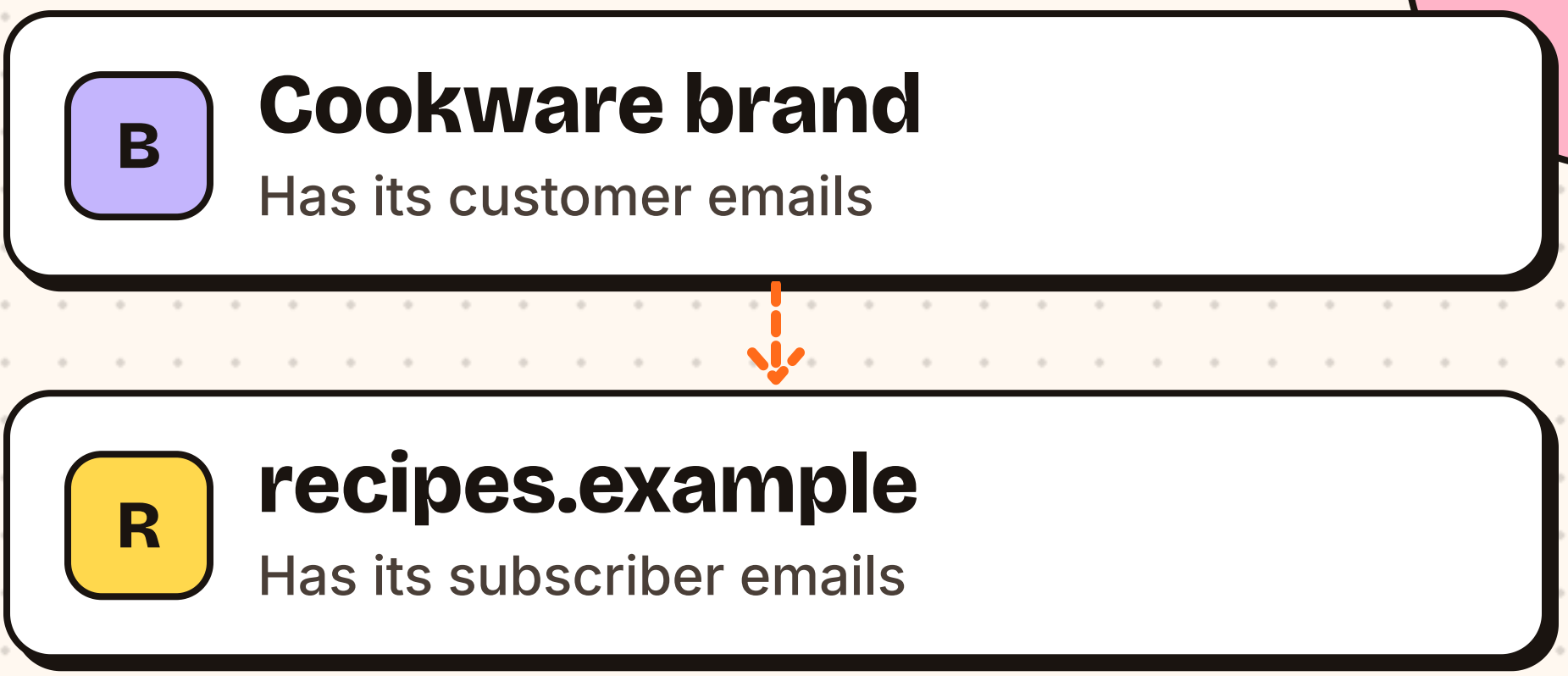
Match the audience. Share no emails.

PAIR and clean rooms, explained in four steps.

Swipe →

RediAds blog.rediads.com/learn

THE ASK



"Find my customers on your site."

Neither side will hand over its list.

The term

PAIR

An IAB Tech Lab standard for **matching two email lists** while both stay encrypted.

It runs inside a **clean room**.

Step 1 · The room

A clean room: a secure space where two companies' data meets under strict rules.



EXAMPLE NUMBERS

Step 2 · Lock twice

Lock order doesn't matter.

Publisher list
hashed, own key first

Kp + Ka

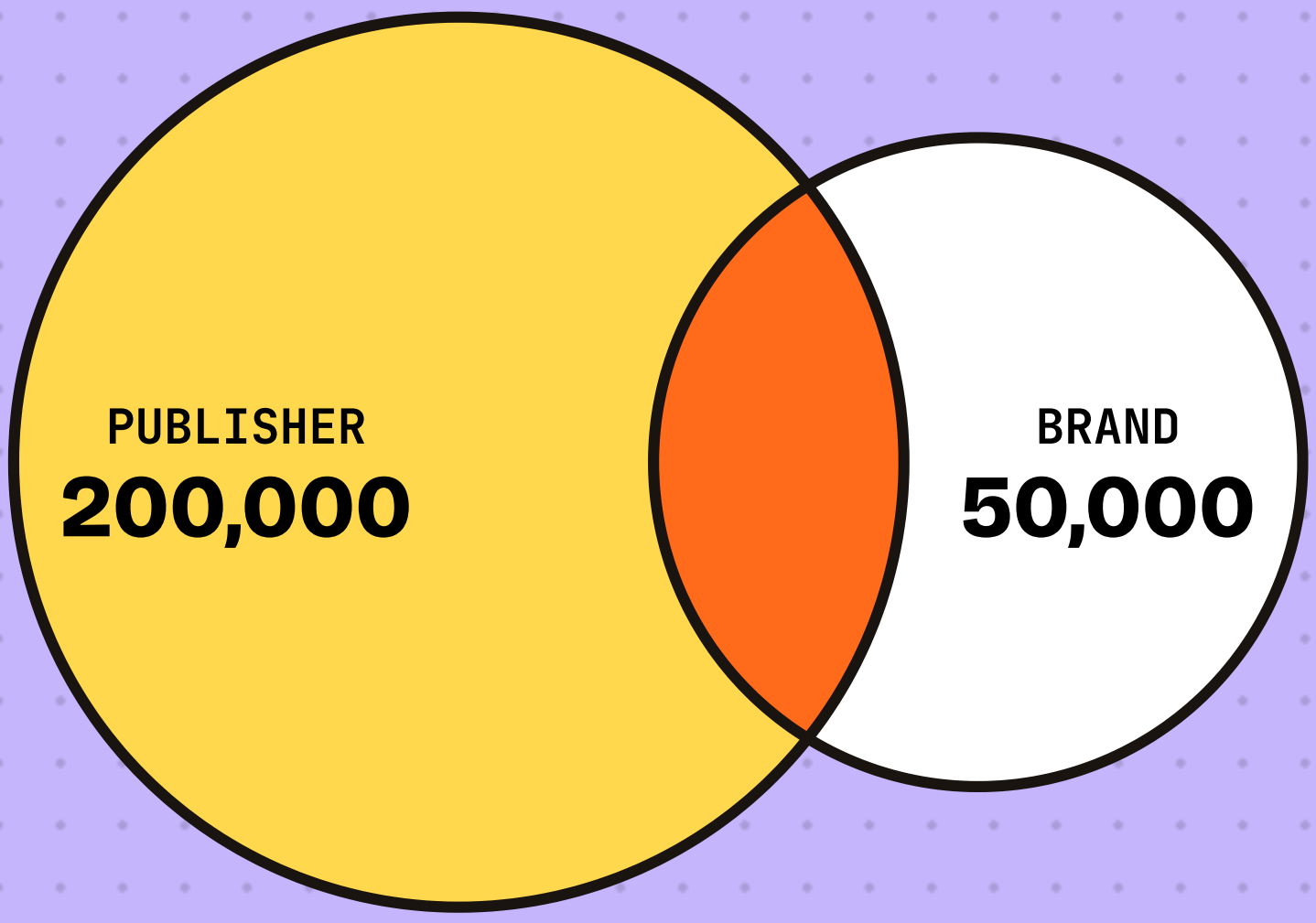
Brand list
hashed, own key first

Ka + Kp

$$Kp \cdot Ka = Ka \cdot Kp$$

Step 3 · Match

8,000 match.



Double-locked emails match without anyone seeing an address.

Step 4 · Bid

P **Publisher: all 200,000**

Encrypted IDs, never learning who matched

D **Brand's DSP: only 8,000**

When one visits, her ID rides in the bid request

```
"eids": [{
  "source": "pair-protocol.com",
  "uids": [{ "id": "Base64…" }]
}]
```

Your check today

Count your known readers.

- [x] Logged-in readers
- [x] Newsletter readers

That's the audience PAIR can work with.

Recap

PAIR in four steps:

1 Room

2 Lock

3 Match

4 Bid

NEXT SERIES · SEASON 6

Video, CTV and apps

Watch the 60-second video at
blog.rediads.com/learn