












































LEGEND:  = Planning  = Targeting  = Measurement

SOLUTION	PURPOSE	SUPPORTED PLATFORMS	DETAILS	STATUS (AS OF 5/20/2022)
<b>COHORT</b>				
<b>FLEDGE</b> Google Chrome		Google Chrome	In-browser API to allow advertisers to remarket to known audiences	 First Origin Trial through August 2022
<b>PARAKEET</b> Microsoft Edge		Microsoft Edge	In-browser API that allows for multiple types of user targeting	 Proposal development
<b>TOPICS</b> Google Chrome		Google Chrome	In-browser API to allow advertisers to find broad audiences	 First Origin Trial through August 2022
<b>TRUSTX/ AKAMAI DAP</b> Akamai	  	All	CDN-based system that uses private fingerprinting technology to match users for advertisers	 Beta testing
<b>PUBLISHER DATA SHARING</b>				
<b>ENCRYPTED SIGNALS</b> Google Ads	 	Google Programmatic	Allows publishers to send encrypted targeting data to Open Bidding buyers	 In-market
<b>DMP LITE</b> Magnite, Triplelift, Permutive, Others		All	Scaled down versions of enterprise DMAs to power SDA and custom deals	 Beta testing
<b>PUBLISHER PROVIDED IDS</b> Google Ads	 	Google Programmatic	Allows publishers to broadcast user IDs to advertisers	 In-market
<b>PUBLISHER PROVIDED SIGNALS</b> Google Ads		Google Programmatic	Google's version of Seller-Defined Audiences	 Beta testing
<b>SELLER-DEFINED AUDIENCES (SDA)</b> IAB Tech Lab/ Prebid		All	Standard allowing publishers and other sell-side entities to send data to buyers	 Standard defined, commercialization underway
<b>PRIVATE ID MATCHING</b>				
<b>CLEAN ROOMS</b> Habu, Infosum, Optable, others	  	All	Systems that allow buyers and sellers to match data without it leaving their control	 In-market
<b>DISTRIBUTED ID SYSTEMS</b>				
<b>EMAIL HASHED IDS</b> The Trade Desk, LiveRamp, others	  	All	Standard for securely transmitting unique IDs about a user based on matching to their email address	 In-market
<b>PROBABLISTIC IDS</b> Various	  	All	IDs that use browser and other data to roughly identify users	 In-market
<b>AGGREGATED REPORTING</b>				
<b>ATTRIBUTION REPORTING API</b> Google Chrome		Google Chrome	In-browser API to allow advertisers to measure attribution events	 Second Origin Trial through August 2022
<b>INTEROPERABLE PRIVATE ATTRIBUTION (IPA)</b> Mozilla, Meta		Unclear	In-browser API to allow advertisers to measure attribution events	 Proposal development
<b>PRIVATE CLICK MEASUREMENT (PCM)</b> Apple Webkit		Safari & iOS browsers	In-browser API to allow advertisers to measure conversions	 In-market