Ogury & Privacy Sandbox

How Ogury leveraged Shared Storage and Private Aggregation APIs to conduct effective data propagation

Ogury integrated the Shared Storage API to extend their survey reach across different websites, effectively increasing collected data points and reinforcing their unique selling point—Personified Advertising.

The flexibility of the Private Aggregation API enabled Ogury to analyze and leverage aggregated survey data from cross-site visits without compromising individual user privacy.

Alongside privacy safeguards, Ogury achieved high accuracy in their analysis, proving the Privacy Sandbox's effectiveness for large-scale cross-site data propagation.

Expanding survey reach with flexible Privacy Sandbox tools

Ogury is a global technology company specializing in Personified Advertising, a targeting method based on personas—anonymized groups categorized by common attributes, interests, and purchase intentions—instead of individuals. Built on exclusive survey data, enhanced by billions of data points, and applied at the placement level, this unique approach makes the open internet addressable at scale while ensuring on-target reach and respecting consumer privacy.

Ogury conducts survey campaigns to qualify audiences by purchasing ad placements, displaying questions, and gathering responses. They then propagate those answers across sites to enhance the number of answers. While advertisers typically employ the Shared Storage and Private Aggregation APIs to measure ad reach and frequency, Ogury identified a unique opportunity to use the APIs to extend their surveys' reach across websites.

Ogury's Shared Storage solution

Ogury's survey system leverages the Shared Storage API to store users' responses on their browser. When those who have taken the survey see an ad on another website, the browser sends the domain of the site they're visiting and survey responses to the Private Aggregation API. This allows Ogury to record user answers without cookies or other tracking methods.

The Private Aggregation API then decodes and aggregates results and sends them back to Ogury, enabling cross-site data propagation while preserving users' privacy.

After implementing this process, Ogury conducted two types of tests:

1 Assessing the APIs' business opportunity and evaluating the impact of additional survey responses.

2 Focusing on reusability of the collected data and evaluating whether the noise added by the Private Aggregation API prevented access to key signals.

Results and Learnings

Initial local tests showed promising results, encouraging Ogury to scale the integrations to global testing. By using the Privacy Sandbox APIs, Ogury observed a 20% reduction in the cost of collecting survey responses, allowing them to increase the size of their dataset.

> "We believe that Privacy Sandbox is a key component in building a truly privacy-centric digital landscape."
>
> **Stéphane Dupayage**
> **Chief Product Officer**
> **Ogury**

The usability tests were also conclusive: by setting the appropriate scaling factor, noise from the Private Aggregation API was minimized, allowing Ogury to collect meaningful data. The accuracy of the collected data was high, reaching 99% compared to a ground truth dataset while adding privacy protection for users.

Ogury's successful implementation and creative approach of Shared Storage and Private Aggregation demonstrates the flexibility of these APIs to serve unique business needs while respecting user privacy.

"*The inevitability of signal loss due to growing privacy concerns demands innovative solutions. Ogury is committed to addressing this challenge by developing privacy-first advertising solutions, and we believe that Privacy Sandbox is a key component in building a truly privacy-centric digital landscape. Through our test campaigns, the Privacy Sandbox has enhanced our insights collection capabilities, complementing our existing solutions that don't rely on personally identifiable information.*"
- Stéphane Dupayage, Chief Product Officer, Ogury

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