



FOR

DATA FOR GOOD

15 Stories of Powerful Outcomes for Consumers, Businesses & Society through the Lens of Responsible Digital Advertising

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YEARS
OF RESPONSIBLE
DIGITAL ADVERTISING



In 2025, the Digital Advertising Alliance (DAA) marked its 15th anniversary as an independent self-regulatory entity for digital interest-based advertising. In this time of reflection and celebration, we highlight 15 responsible applications of interest-based data that have enabled powerful outcomes for consumers, businesses, and society at large. These achievements have spanned the areas of public safety, small- and medium-sized businesses, and marketplace competition.

Many of these initiatives were highlighted over the past 15 years during our annual DAA Summits—the DAA’s main event to inform, inspire, and advance privacy-centric digital advertising and transparency and control for the consumer. We have curated 15 of these to celebrate the hard work of responsible digital advertisers and the impact on consumer trust.

DATA ENABLES SUCCESS FOR SMBs

In 2022, the U.S. Chamber of Commerce reported that “Efficient and cost-effective online advertising across a range of websites, apps, and technologies saves US small businesses an estimated \$163 billion annually. Additionally, consumers preferred tailored and relevant advertising. Small companies increasingly used digital tools as a lifeline to reach consumers during the COVID pandemic.”

Indeed, large technology platforms may capture the spotlight and the attention of investors and policy makers, but it's the millions of small- and medium-sized companies that compete successfully by using data to create relevant connections with new and existing customers. That is the true powerhouse in the data-driven economy.



History That Binds: The Legacy Of Okra

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Explore Coast-to-Coast Flavors with Our Nationwide Black-Owned Eateries Guide

Download the app to explore and support Black-owned restaurants across the U.S. with our app.



The EatOkra website that helps consumers find Black-owned restaurants and businesses (eatokra.com).

SMBs DEPEND ON DIGITAL ADVERTISING

Small businesses find customers and connect with them by leveraging digital advertising techniques paired with data insights.

At a Digital Advertising Alliance (DAA) Summit 24 workshop titled “Data 4 Good: How Responsible Data Collection Enables Empowered Social Outcomes,” attendees learned about the techniques and data used by small businesses to advertise online efficiently and effectively.

The panel was led by Interactive Advertising Bureau’s (IAB) Lartease Tiffith, with small-business entrepreneur panelists Alex Dabagh, founder and creator of Made by Alex NYC; Anthony Edwards Jr., co-founder and CEO of EatOkra; and Ese Ofurhie, owner, founder, and editor of ENSPIRE Magazine. The panelists highlighted how privacy, innovation, and the unique challenges faced by small businesses intersect in the digital advertising ecosystem.

The panel collectively underscored the indispensable role of digital advertising and data for small businesses, explaining how digital ads provide a means to gain visibility, understand customers, and allocate marketing budgets efficiently.



“We don’t have the deep pockets that bigger corporate brands have. We depend on all of the free tools that exist,” Dabagh said. “Every dollar for us goes a long way, and every extra dollar goes back into the business to build it, to bring in new machinery or hire new personnel. So it’s hard for us to go out and get a marketing company or a PR company and be like, ‘Here’s \$60,000 for a six-month retainer,’ and not know what’s going to happen.” He explained that having this control—and the efficiency made possible by targeted ads—allows them to increase brand visibility, grow market share, and know who is viewing their content.

Ofurhie emphasized the importance of local advocacy. “Small business owners must organize locally to reach officials, sharing their specific struggles and how laws affect them,” she said.

ENSPIRE Magazine and EatOkra have used targeted advertising to reach niche markets, demonstrating the power of data-driven marketing strategies. This approach allows them to attract and engage with specific audiences, maximizing their impact and fostering strong customer relationships.

Edwards Jr. discussed how his platform and mobile app help connect consumers with Black-owned restaurants and other businesses. “We’re also using tools like Instagram ads and Facebook ads and all the other Meta products to make sure our product is landing in front of the right people who are

interested in supporting Black-owned businesses or just interested in finding cuisines that are of a certain type—like Jamaican, Caribbean, or African,” Edwards said. This anecdote highlights the critical role that digital marketing plays in driving efficient and effective visibility and sales for his and his wife’s jointly-owned small business.

The panelists also discussed how privacy laws and regulations, both state and federal, have a direct impact on small businesses—particularly those that severely restrict access to free, data-driven tools provided by large corporations. These restrictions can create harmful trickle-down effects. Main St. businesses often rely on larger companies for access to data, advertising tools, and the open web to find and engage efficiently with customers.

Speaking about her experiences with policymakers, Ofurhie added, “I’ve learned how to utilize my business and my story to tell them: this is how I started, this is what I’m doing, this is what I’m learning, and this is how these laws are going to affect me—because they are not considering small business owners whatsoever.”

With small- and medium-sized enterprises in the United States serving as such an economic powerhouse, it is time that lawmakers—and all of us—recognize how vital digital advertising data is to these businesses and organizations.

ANYBAG



Anybag repurposes trash to create eye-catching bags and backpacks.

ONLINE 02 DATA DRIVES SMB SUCCESS

Entrepreneurs are finding audiences on digital platform partners to stimulate commerce, revenue and jobs—helping consumers discover new products and services. This dynamic ecosystem must be protected from defaults that limit consumers' discovery and engagement.



The Bennett family (above) owns and manages a small peach and blueberry orchard in Delaware (bennettorchards.com).

Responsible data usage and the growth of small- and mid-sized businesses go hand in hand. That was the key takeaway from a panel of entrepreneurs at the Digital Advertising Alliance's Virtual Summit 21: What's Next.

According to the Census Bureau, more than 200 million U.S. adult consumers each have unique needs. Nearly 16 million small- and mid-sized businesses (NAICS Association) are increasingly using online tools to attract and retain customers.

In a crowded marketplace, it's hard for consumers to find businesses that meet their specific needs. That's where data and digital advertising come in. These tools help businesses reach the right customers at the right time.

At the Summit, three small business owners shared how they use data-driven advertising to act quickly, tell compelling stories, and grow efficiently. But they also warned of looming policy threats that could hamper their success.

The panel featured Henry Bennett of Bennett Orchards (Delaware), Rebecca Bowman of Kailey's Monogram Boutique (South Carolina), and April Polk of JaeLuxe (Ohio), moderated by David Grimaldi, DAA board member and executive vice president of public policy for the Interactive Advertising Bureau.

Small businesses face unique challenges—especially limited budgets and unpredictable conditions. Traditional advertising often lacks the speed and affordability required to adapt, the panelists said.

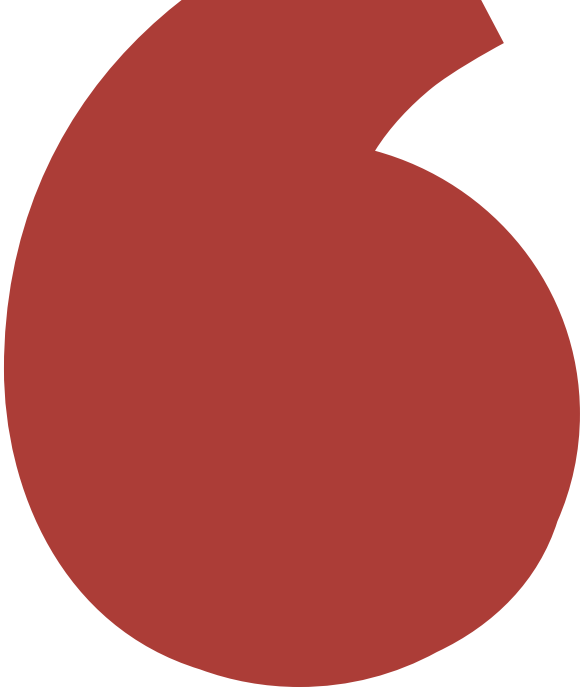
Henry Bennett shared a moment that underscored the power of targeted digital ads. One season, his family farm had a bumper peach crop and feared much of it would go to waste. "I ran a targeted Facebook ad. We spent \$20. The next morning, we had 300 cars come first thing and we got customers for life," said Bennett. "That was my a-ha moment."

A similar breakthrough came for Polk, who started her fashion brand after being laid off while expecting a child. With limited resources, she experimented with Facebook ads. "I dabbled with \$5 and \$10 ads and got 40,000 customer reach and sold out my product," says Polk.

While time and money are always tight for small businesses, data-driven strategies can help overcome those limitations. With smart use of platforms, even a modest investment can yield powerful results—if access to targeted advertising remains viable.

Panelists emphasized the storytelling advantage of digital media. Strong narratives build emotional connections, and digital platforms allow businesses to share those stories over time and with precision.

Bennett Orchards, for instance, tells its sustainability story online. "How we raise our crops sustainably, how we use mating disruption to fight pests—that's not something you can explain in a 20-second TV ad," Bennett said. "But you can get that across with Facebook and reinforce it through a scheduled content strategy." He noted he initially had to persuade his father to embrace "this digital thing," but the payoff was worth it.



I ran a targeted Facebook ad. We spent \$20. The next morning, we had 300 cars arrive first thing and we got customers for life. That was my a-ha moment.

— Henry Bennett of Bennett Orchards

Digital tools proved vital during the pandemic, when many small businesses turned to e-commerce. However, the panelists cautioned that proposed privacy regulations could reverse those gains. Grimaldi warned that pending federal privacy laws could threaten how entrepreneurs use data to reach customers. “There is a gathering storm around the way you all use data,” he said. “Your stories are critical to the survival of responsible data use in the eyes of government.”

The impact is already being felt. Bowman of Kailey’s Monogram Boutique said recent changes, such as Apple’s iOS data tracking limits, have hurt her business. “I had to pull back on ads, and my social media dropped 75% in views,” she said. “I couldn’t use Instagram and Facebook ads like I had in the past. It hit my bottom line.”

If such changes continue, Bowman and others will be forced to find new ways to reach customers—methods that may not be as affordable, flexible, or effective.

Targeted advertising has become a key engine of growth for small businesses, offering reach, relevance, and results without requiring big budgets or professional agencies. But this success is fragile. As privacy debates intensify, entrepreneurs, consumers, and policymakers must understand the stakes. The ability of small businesses to tell their stories, grow efficiently, and serve their communities depends on thoughtful, balanced policy that protects both privacy and innovation.

03



Clockwise from top: Drew Ament, founder of Press1ToTalk.com;
Celinda Damiana Cruz-Arce, founder of Celley's Sweets;
Al Franco, owner of Warzone Boxing Club

ONLINE ADVERTISING IS INVALUABLE TO SMBs, COMMUNITIES, CONSUMERS & THE NATION

Federal privacy laws should reflect this reality.

The first in-person Digital Advertising Alliance (DAA) Summit in three years—DAA Summit 22 “All Together Now”—included nearly 90 participants to explore marketplace ideas, ethics, regulatory compliance, and the prospects of a federal privacy law. Many participants voiced concern that a growing patchwork of state privacy laws could confuse consumers and harm small businesses unless Congress intervenes.

A major highlight was the “Privacy for America” session hosted by then DAA Board Member Lartease Tiffith, executive vice president of public policy

at the Interactive Advertising Bureau (IAB) during which U.S. Rep. Debbie Lesko (R-AZ), a member of the House Energy and Commerce Committee, discussed the need for national privacy standards. She emphasized the importance of online, data-driven advertising particularly for small businesses navigating a digital-first economy.

Tiffith expressed appreciation for Lesko’s defense of small businesses during a March 1, 2022 congressional hearing. “You are a champion of small businesses,” he said, before asking about the outlook for a federal privacy law.

Gridlock in Congress & Its Consequences

"It's very polarized right now," Rep. Lesko said. She doubted meaningful progress on privacy legislation would be made before the midterm elections. "Everything is about the election in November. It's unfortunate. On data privacy issues, I don't think anything of major importance is going to get done." She also criticized recent committee hearings for omitting business voices from witness panels. "The most affected stakeholders—businesses that drive jobs and commerce—are being left out," she said.

Lesko took issue with bills like the Ban Surveillance Advertising Act (H.R. 6416), which she said would outright ban targeted advertising. "There goes all of your businesses, right?" she remarked, adding she had written "Yikes" in her notes. She also flagged concerns with the Digital Services Oversight and Safety Act (H.R. 6796), which proposes a new federal agency with hundreds of specialized staff. "Another 'Yikes,'" she said.

Online Ads Helped Small Businesses Survive

Although Lesko supports giving consumers the ability to opt in or out of data collection and sales, and believes transparency and control should be priorities, she stressed that banning digital advertising would hurt businesses and consumers alike. During the COVID-19 pandemic, online advertising became a lifeline for small businesses in her district. "Businesses had to pivot to online sales, and the advertising industry was pivotal in helping them reach consumers," she said.

She shared that sales tax revenues unexpectedly increased in her district during the pandemic. "Everyone thought revenue would drop, but it actually rose. I'm sure that was due to online sales and advertising."

Real Stories from Small Business Owners

Following her remarks, Rep. Lesko joined the "Internet for Growth SMB Town Hall" with small business representatives from Arizona and California. The discussion echoed Lesko's earlier committee comments: lawmakers must hear directly from the businesses that rely on digital advertising. These small business owners shared personal accounts during the panel session. Each said digital advertising was key to survival and growth.

Celinda Damiana Cruz-Arce, founder of Celley's Sweets, launched her business in February 2020. "I rely on social media—Facebook, Instagram, TikTok," she said. "A scheduled, well-edited promotion grabs clients' attention." She also credited partnerships with influencers for customer growth.

Drew Ament, founder of Press1ToTalk.com, transitioned his company from a telephony service to a digital advertising agency after seeing demand from clients. "Instagram has been very helpful. A simple video gets great responses," Ament said. "If it weren't for Google Ads during the pandemic, we'd probably be closed." He cited one success story—a boutique dress shop in upstate New York that had no website before the pandemic. "We built a website, launched ads on Facebook, Instagram, and Google. By November, online sales matched pre-pandemic

levels,” Ament said. Now, with in-store business restored, they’re 60% above pre-pandemic levels. “They wouldn’t have survived without digital advertising.”

Al Franco, owner of Warzone Boxing Club, founded his gym in 1997. Originally focused on law enforcement and athletes, the business has since expanded to serve the broader community, including kids and people with special needs. “Without social media, we’d literally be holding signs outside on the street,” Franco said. “A single video can go viral and bring in new clients. We don’t have a big marketing budget, but a post with the right hashtag can get 20,000 views.”

Make Privacy Laws Work for Everyone

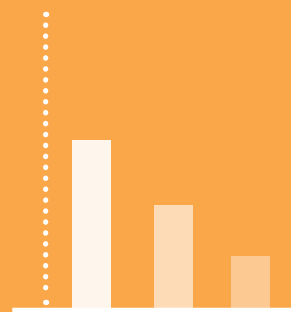
Ament echoed Rep. Lesko’s concerns: “If we weren’t able to use targeted advertising, we would die on the vine. Most of my clients spend hundreds—not thousands—on ads. Why restrict cost-effective tools that help both businesses and consumers?” He added, “Don’t restrict our use of data because of the abuse of a few companies. There’s no harm in showing a dress ad to a 30-year-old woman who might want it. That’s good marketing.” Franco agreed: “We’re not giant corporations. Being able to target the right audience makes all the difference. Otherwise, we’re just wasting money.”

Speaking directly to Lesko, Cruz-Arce said, “I love what you said about opt-in and opt-out. Giving consumers control helps us build trust and relationships. They feel heard and understood—and they keep coming back.”

As the Summit concluded, one message was clear: without input from small and mid-sized businesses, national privacy legislation risks doing more harm than good. If Congress wants to protect consumers without undermining digital commerce, it must strike the right balance.

2018 DAA SURVEY U.S. CONSUMER ATTITUDES ON PRIVACY LEGISLATION

Q Do you think it’s better to have a single nationwide privacy standard or to allow all 50 states and 1000s of localities to set their own standards?



58%

A single nationwide standard

26%

Many different state and local standards

16%

Not sure/ don't know

Among 1,059 US Adults

November 2018

Conducted via SurveyMonkey

RELEVANT ADVERTISING PROMOTES SMB INNOVATION

Panelists Paul Banas, CEO and founder of GreatDad.com, and Nick Jabbour, founder of MedChats.com spoke about their business models' reliance on relevant advertising to keep customers and patrons returning to their sites and engaged online.

Both publishers discussed how relevant advertising allows them to concentrate on the services they provide and the content they produce without having to worry about paywalls or other barriers, which for small businesses, would likely drive consumers away. The audience was treated to a walk-through of both websites, which highlighted the consumer experience, showcased real-time relevant advertising, and demonstrated how the DAA Icon is served to consumers in the real world.

Nick and Paul are valuable voices not often heard inside the Beltway. They are real people whose businesses are able to flourish largely because

of interest-based advertising. They can actually compete and serve niche information to precise audiences. As they both noted, the internet economy has made the overall economy much more competitive and has somewhat leveled the playing field for small businesses, while collectively serving millions of consumers. As successful business owners with years of experience, they are able to strengthen their communities, create jobs, and contribute to the economy in tangible ways.





Because dads don't always think like moms™

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GREAT DAD TALKS

Instilling Values and Financial Literacy with Barclay Roper

Paul Banas

Barclay Roper April 17, 2025

Instilling Values and Financial Literacy with Barclay Roper

Paul Banas

<https://youtu.be/ajPOyXiTzcs> I'm joined by Barclay Roper, an expert in financial planning and a professor to future financial planners. Barclay brings a wealth of experience and a unique perspective on fatherhood, influenced by his time living in South America. Join us as we discuss the blend of personal and familial growth with financial wisdom, all while...





GREAT DAD TALKS



T

141. Exploring Men Elliot Justin

Dive into an enlightening conversation with guest expert Dr. Justin Elliot on the topic of men's mental health and fatherhood.

1x
10
00:00

GreatDad.com is a free resource for fathers.

DATA IS A FORCE FOR SOCIAL GOOD

The very same ecosystem that enables interest-based advertising, small business success, and the ad-financed economy also drives many life-changing and life-saving initiatives across our nation. Were it not for the digital advertising infrastructure, these outcomes could not happen so effectively and efficiently. Many of the DAA's "Data for Good" initiatives have garnered much attention—among them a powerful report from the U.S. government that shows how targeted ads helped under-served and under-represented communities during a national crisis.



COVID-19 Vaccine Campaign **Saved Lives**



Benefit-Cost Analysis
of the U.S. Department
of Health and Human
Services' (HHS) COVID-19
Public Education
Campaign, *We Can Do
This*, in one year (April
2021-March 2022)

Nearly
22.3 million people
completed their primary
COVID-19 vaccination series



Nearly
2.6 million
mild COVID-19 cases
prevented

243,979
COVID-19-related
hospitalizations
prevented



51,675
lives saved
from COVID-19



**\$740.2 billion in
societal benefits**

from averted illness, medical expenses,
lost wages, and other costs from infection
and hospitalization

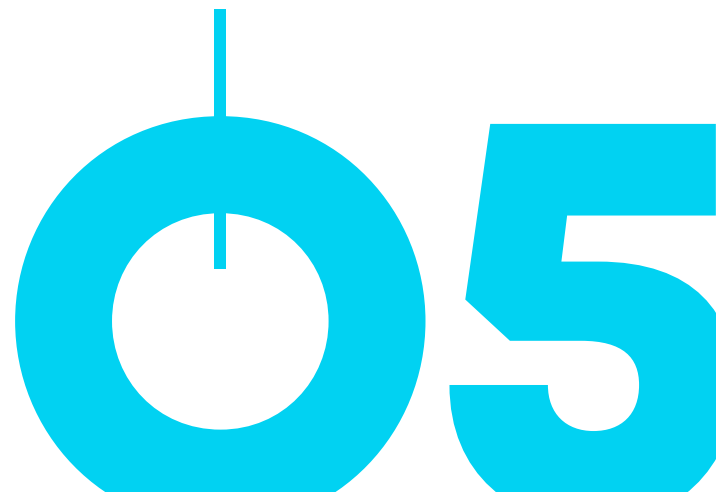
HOW DIGITAL ADVERTISING DATA HELPED

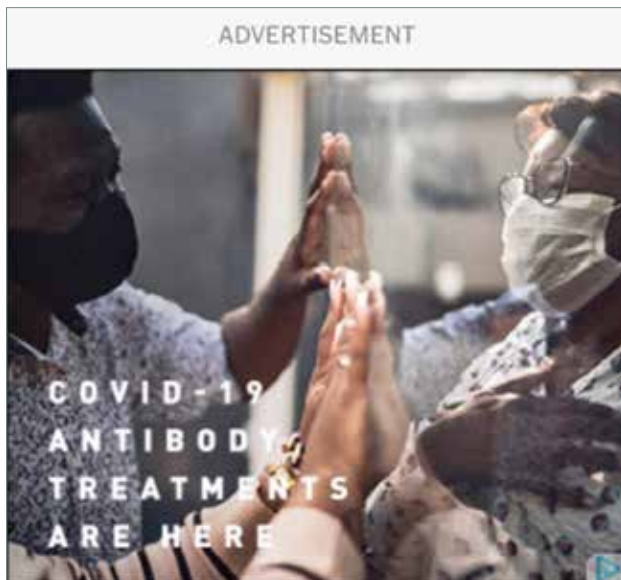
SAVE MORE THAN 50K LIVES DURING COVID-19

How relevant messaging delivered critical treatments to those most in need.

In April 2021, as the COVID-19 virus raged, the U.S. Department of Health and Human Services (HHS) launched one of the largest public health education efforts in American history: the “We Can Do This” campaign, designed to promote U.S. vaccination efforts, particularly in high-risk communities.

The campaign’s largest media component was \$117 million in digital advertising, much of it targeted through digital advertising data “on reaching adults 50+ for Black, Latino, Asian Americans, Native Hawaiians





and Pacific Islanders (AANHPI), American Indian and Alaska Native (AI/AN), and rural audiences.”

A new study on the campaign’s effectiveness concluded that it “saved more than 50,000 lives and prevented hundreds of thousands of hospitalizations and millions of COVID-19 cases, representing hundreds of billions of dollars in benefits in less than one year.” Thanks to deaths and hospitalizations averted, the study found that the total societal benefits from the campaign were \$740.2 billion—or \$89.54 for every \$1 spent.

That’s a lot of Americans who are walking, laughing, and enjoying their lives with friends and family, thanks to the responsible use of advertising data. In releasing those results, HHS Secretary Xavier



Becerra hailed the data-driven campaign as “an indispensable part of efforts to vaccinate people and protect them from COVID-19. In short, without the commercial availability and responsible use of these very data segments in the advertising marketplace, there would have been no campaign execution—never mind the profoundly efficient and effective campaign results for both the advertiser and the consumer.”

Notably, digital ads delivered during the campaign incorporated the AdChoices icon, the DAA tool that allows ad viewers to access information and make choices about ads with a simple click. The analysis of this public campaign should not be seen simply as a footnote to the COVID-19 crisis. Rather, it should be considered a powerful and proven testament to

Sometimes, responsible use of data for advertising purposes is about more than customer choices and conveniences—it's a matter of life and death.

how advertising data can be used responsibly to save lives—the ultimate benefit to society.

Members of Congress and the broader policy-making community ought to take note. Responsible use of data is alive and well, and it is being used every day to drive positive outcomes for Americans.

Unfortunately, under the discussion draft of the federal American Privacy Rights Act (APRA), the types of online activity and demographic data used in public health campaigns like “We Can Do This” to reach intended audiences would be banned from use in digital advertising, as the legislation is currently written. Such a ban could have cost thousands of



lives during the COVID-19 pandemic, and it would put even more American lives at risk in any future pandemic or public health emergency.

Responsible data flows—collection, access, and use—need to be facilitated, even encouraged, by federal and state law. As this research dramatically illustrates, there's more at stake than interest-based ads for consumer products and services. Interest-based ads can—and do—save lives. Through the DAA and Privacy for America, all parts of the advertising ecosystem have committed to balance privacy and convenience, and we encourage policymakers to include these kinds of reasonable, consumer-serving approaches in any legislation they consider.

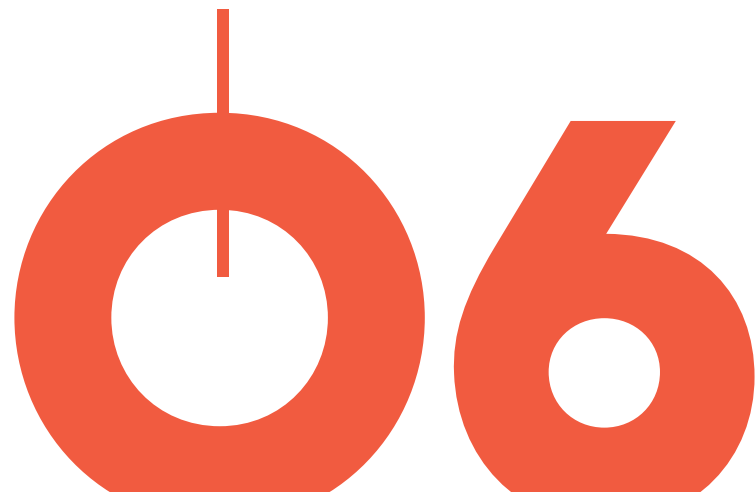
DATA IS VITAL FOR PUBLIC SAFETY INITIATIVES

Consumer data, analytics, and relevant advertising are each powerful tools with unimaginable potential.

Responsibly collected data informs more than just relevant digital and mobile advertising and commerce. It also drives some of the most important socially responsible concerns and opportunities of our time.

Such perspectives were on full display at the Digital Advertising Alliance Virtual Summit 21, where the Ad Council and the Federation for Internet Alerts (FIA) showcased their respective “data for good” initiatives: the Ad Council to influence Americans to get their COVID-19 vaccinations and the FIA (in partnership with the International Centre for Missing and Exploited Children) to help safely recover more than 2,000 missing and exploited children through its internet and mobile alert system across the world and in more than a dozen languages.

Since the 1940s, the Ad Council has used its messaging prowess to promote countless social good campaigns, from gun safety education to forest fire prevention to lung cancer screening, among others. With the advance of technology, the Ad Council has been able to broaden its goals, spearheading up to forty campaigns at any one time.





OVER **180 MILLION** UNIQUE DEVICES MESSAGED DURING AMBER ALERTS.

▼

emergency alerting.

FIA ALERT HUB

FIA recently launched a free cloud service that provides robust scalability, availability, performance and reliability to the alerting community.

[MORE INFO](#)

GET INVOLVED

Let's work together to

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The FIA was founded in 2011 by independent ad tech companies to help the AMBER Alert System.

Halting COVID-19 by encouraging Americans to undergo vaccination has been coined “the largest and most ambitious public health initiative in the history of the US,” according to the Ad Council’s senior vice president, Anne Deo. Convincing millions—and persuading the reluctant—to get vaccinated is a difficult undertaking. Armed with data, the Ad Council identified vaccination rates among different demographics, public opinions, common doubts, and the most effective means of message delivery.

“We are fielding a large quantitative survey with Ipsos to understand trends and attitudes and behaviors around COVID-19 vaccinations,” Deo said. The data show that, despite significant gains, “It’s reaching a plateau. As of the end of May, approximately 64 percent of American adults have been vaccinated, either partially or fully, or intend to get vaccinated soon. Fourteen percent are not planning to get vaccinated and the remaining 20 percent comprise this “wait and see” segment, which is our primary campaign target.”

Late July research from the Kaiser Family Foundation shows that 67 percent of adults have been vaccinated, and the “wait and see” segment now makes up 10 percent of the surveyed population. Meanwhile, there has been no change to the “definitely not” category. These data suggest a positive change in vaccine perception, though work remains to be done. For evidence of the safety and efficacy of COVID vaccines, each advertisement directs viewers to [GetVaccineAnswers.org](https://www.getvaccineanswers.org), an Ad Council website designed to address FAQs on the COVID-19 vaccine. Site activity is tracked and used

to identify some of the questions that continue to rise to the top, such as ‘What are the benefits of getting vaccinated?’ ‘What should I expect after getting the vaccine?’ and ‘How do I get vaccinated?’

By reviewing trends in questions, the Ad Council can assess how people are feeling and thinking and tailor their messaging accordingly, as well as emphasize moments that citizens have missed since the onset of the pandemic—moments such as taking the kids to see Grandma, as shown in one of the Ad Council commercial.

Founded in 2011, the FIA emerged from a desire by independent ad tech companies to help the AMBER Alert System and the International Centre for Missing and Exploited Children (ICMEC), among other public safety priorities. The federation recognized an opportunity to unite various tech companies and media outlets to help recover children on an unprecedented scale, with incredible reach and near-instant responsiveness made possible through digital communication.

The end result is a “hub that provides fast, robust, scalable alerts from anywhere in the world,” said FIA founder and executive director Jason Bier. The hub processes these alerts and disperses them to communication partners. “In milliseconds, the hub reads billions of messages across browsers all over the world, in different languages, and provide revenue for content,” Bier said.

It is these publishers with a diverse suite of technologies who send the alerts where they are most needed. The service is operable by anyone, free



The Global Missing Children Engine—or GMCNgin—has operated in 32 countries.

to use, and requires very little human input thanks to advanced artificial intelligence, Bier reported to DAA Summit participants. “These messages can be read, created, delivered, updated, and canceled within milliseconds,” always able to provide the most current information when it counts.

Since 2019, the brainchild of the FIA and ICMEC—now known as the “Global Missing Children Engine,” or GMCNgin—has operated in 32 countries. The GMCNgin is well-intended, but the most important question is whether it works and how well. “One school bus has 70 kids,” Bier said. “But it wasn’t just one bus. Two thousand kids have been recovered across four continents with 2.7 million ad impressions per alert and a 60% recovery rate.” That’s a reason to be proud—responsible data

collection working for the safety of children. According to Bier, while the FIA has been evolving for ten years, this is only the beginning. The federation’s participants strive to expand their reach, increase the number of media impressions, and do everything that technology allows in pursuit of this mission. “And it’s all because we’ve allowed the Internet to flourish, we’ve allowed it to innovate, and we’ve had the DAA by our side to explain the importance of what we’re doing into context with other important human rights.”

The DAA is inspired by these examples from the Ad Council and FIA and recognizes the positive change that can be made in our world when we collect, analyze, and use data for good.

Shop at Goodwill

When you shop at Goodwill, your treasure hunt will help us change lives in your community.



[SHOP ONLINE](#)

[FIND A STORE](#)

GOODWILL LEVERAGES DATA TO DRIVE IN-STORE SHOPPING

Goodwill teams with Teemo and the Ad Council to devise and implement a data-driven approach to drive in-store shoppers, using geolocation data and other signals to reach audiences with relevant messaging and content.





Once again, Digital Advertising Alliance Summit attendees enjoyed hearing a case study on how advertising data are being deployed for socially beneficial use—this time for an Advertising Council campaign on behalf of Goodwill.

Using inputs such as geolocation data, Goodwill has been able to shift its campaign’s central message from “Donate” to “Shop,” effectively expanding and engaging its target audience to new levels. This development represented an entirely new model and data framework for the nonprofit to employ. With the help of the Ad Council and ad tech company Teemo, Goodwill was able to use new data sources to find and identify key shopper audiences, learn more about who these potential customers are, and measure the success of new messaging—built around generating store traffic rather than donating goods.

“We want to deliver the message to an audience that knows our brand name but doesn’t necessarily understand the message behind it,” said Adam Stiska, director of marketing and digital, Goodwill.

Stiska was joined by two other panelists: Liz Johnson DeAngelis, vice president of growth and managed platforms, Ad Council; and Benoit Grouchko, cofounder and chief executive officer, Teemo. Together they discussed Goodwill’s new call-to-action initiative, the first of its kind for an Ad Council social good campaign. Teemo, a performance marketing platform designed to help retailers attract and drive shoppers, leverages commercially available user data and its own proprietary technology to drive traffic into Goodwill stores. “Teemo supported the campaign strategy by identifying the hottest prospects for that store based on the consumer’s

behavior and targeting those users by showing them creatives that are impactful and engaging,” said Grouchko.

The campaign launched just in time for fall and back-to-school season—and well ahead of the Thanksgiving and year-end season of gift giving and donations. The campaign included coverage across all 3,300 Goodwill stores in the United States and Canada. The initiative also allowed the organization to build in regional variety and the strengths of local branding in its messaging and creative, all at the cost of \$1 per visit.

According to DeAngelis, the creative was introduced to consumers in an inviting way on their mobile devices. The goal was to help consumers understand that shopping at a Goodwill store is not “just shopping”—it’s serving a part of your community. In a new twist for the Ad Council-backed campaigns, “The Goodwill initiative employed the strategic use of data to target a very specific audience, which served to help make sure every impression counts by reaching the right person,” she said. “This personalized approach to message and content proved to be successful.”

Teemo’s shopper data allowed Goodwill to measure brands with a strong affinity index, which enabled Goodwill and the Ad Council to match messages with likely shoppers. For example, Teemo could tap geolocation data of shoppers from various grocery

stores, retail stores, and restaurants near a Goodwill store to see where else Goodwill customers were visiting, and then send ads to the most relevant of these users to optimize traffic.

“We were able to look at data in a new light—not just ‘How can we use data to target this consumer?’ but ‘What can we learn about our audience from data? What does this audience look like holistically? Where else do they shop? How old are they? Where are they located?’” said DeAngelis.

According to Stiska and DeAngelis, the campaign’s results and insights have provided a better understanding of the Goodwill shopper and donor far beyond the limited amount Goodwill previously had about who visits the stores. The campaign also enables additional affinity insights that may lead to potential future partnerships, such as with other area businesses and donor outreach efforts.

“It takes this tool, Teemo’s GeoAds, from leading edge to a real tool in the toolbox,” said Stiska. “The results feel more trustworthy and supply more information about who the customers shopping at Goodwill are. The campaign also provides future opportunities to close the gap from intent to action. The ads help take it to the next step—from the consumer visiting the website or watching your videos online to actually coming into stores to experience the joy of thrift shopping.”



DOING WELL BY DOING GOOD

Responsible use of consumer data drives a tremendous amount of engagement and commerce—but is also a force for social good. At the 2016 DAA Summit, three panelists took the stage to explain how advertising works for the public's benefit.



Airbnb Commercial by TBWA\Chiat\Day Los Angeles (Source: AdForum)

"We're so focused on eliminating the bad that we often forget the many benefits of digital advertising and what we can accomplish through interest-based advertising and data collection," said moderator Nancy Hill, president and chief executive officer of the 4A's, at the Digital Advertising Alliance Summit 2016. "Data can provide insights into location, preferences, habits, and more," she added.

That knowledge can be used for many purposes, including social responsibility. Take, for example, the award-winning Federation for Internet Alerts (FIA), a public safety initiative. "The Federation for

Internet Alerts is the fruit of competitors coming together and saying, 'You know, we can serve an ad in real time and it can be relevant, but what if there's a tornado? What can we do?' It's a simple mission: to leverage our technology for good and give our consumers true relevance," said Jason Bier, president of the Federation for Internet Alerts and executive vice president, general counsel, and chief privacy officer of Engine Media Group. The Federation for Internet Alerts has now launched on four continents—Europe, Asia, North America, and South America—and is working to expand into many other regions.



OWN IT Every Day is a community where small-business owners learn from one another.

Another agency, Rubin Postaer and Associates (RPA Santa Monica), created a platform called OWN IT Every Day, a community where small-business owners can come together to talk and learn from one another, according to Tim Leake, RPA's director of growth and innovation. OWN IT uses daily content, such as videos, to keep the community engaged and sharing. Leake noted the unexpected profitability: "For every dollar spent on this program, we actually drove sales for client Intuit QuickBooks." By investing in its customers, OWN IT generated triple-digit ROI.

Moving to the hospitality and travel industry, client Airbnb, with its agency partner, innovated—and in doing so, offered a salute to a greater purpose. Kyle Luhr, senior digital strategist at TBWA\Chiat\Day, explained that the agency and client were dissatisfied with the current state of promotion in the travel category. "Travel's meaningful—it holds a special value in our lives and is inspirational," Luhr said. "So we chose to promote something that literally no other brand in the world could promote—and that was treehouses. Globally, Airbnb has approximately 700 treehouses to date. Really, what we tapped into

is the idea that the movies we watch create and build up story worlds into which you feel drawn—worlds that captivate the imagination.” In 2014, 45 million tourists chose travel destinations based on what they saw on television and in movies.

By using treehouses as a metaphor for fun, discovery, and imagination in travel, Airbnb sought to recapture the magic of staying somewhere otherworldly and unique, while supporting home entrepreneurship.

“To be able to put technology toward something truly good,” said Tim Leake of RPA, “I imagine there are many other ways to leverage that. Once the platform is built, it has a core purpose, and there’s so much you can do with it.”

When it comes to advertising, particularly as it pertains to consumer data, it is important to remember the significance of relevance and respect for the consumer. As 4A’s CEO Nancy Hill said, “Again, I think it’s really important for us as an industry to take a step back every once in a while and talk about the good things that data gives us.”

FIA’s Jason Bier remarked, “It’s good to have the ability to push a different envelope—to pursue a vision that might not be profit oriented—because that can create additional opportunities, including for-profit ones,” noting that these three companies are only a handful of examples of the societal good that responsible data use can help to produce.

THE IMPACT OF THE FIA

FIA sends AMBER Alerts to almost 15 million unique devices per month and has reached many millions of people in the designated areas. An average person receives four messages for each AMBER Alert and that is a total of more than 750 million AMBER Alert impressions.

Since 2012, for each of the last 10,000 tornado warnings issued by the National Weather Service, FIA partners have sent an average of three tornado warnings per user device in the alerting areas. That is a total of more than 10 million tornado warning impressions.



CONSUMERS RELY ON THE AD-FINANCED ECONOMY

A vital part of our narrative for responsible data collection, use, and application toward relevant advertising is to recognize and document the value created by and derived from data sharing—both with consumers and with businesses that rely on the commercial availability of data for more relevant advertising, content, and services such as ad-supported financing. Americans value ad-financed content; our own studies show a premium exceeding \$1,400 a year. These benefits span myriad areas of consumer interest, from news to entertainment.

Furthermore, third-party studies show that audience data tied to addressable identifiers commands a premium ranging from 60 to 200 percent—a direct result of the power of interest-based data, which provides both publishers and advertisers an economic boost through relevancy. Why? Because such data exchange connects brands with consumers and consumers with what they want.

AMERICANS VALUE FREE AD-SUPPORTED ONLINE SERVICES

Americans place a value of more than \$1,400 per year on the array of free digital content, services, and mobile apps that are currently funded by advertising, according to a new survey conducted by the Digital Advertising Alliance (DAA). Respondents said those ad-supported content and services were worth \$1,404 annually (or \$116.99 per month), which is an increase of \$206.64, or 17%, over the \$1,197 that respondents assigned in value to such services in a similar survey in 2016.

“With tens of millions of Americans struggling to make ends meet, ad-supported digital content and services save families significant money by reducing the cost for access to vital information, tools, and

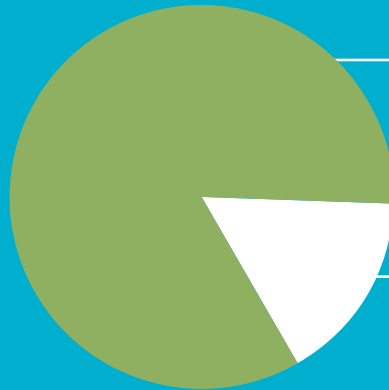
content, so it is imperative we continue our work of protecting the advertising model that helps fund those services,” said Lou Mastria, executive director of the DAA. “Paying an additional \$1,400 per year for access to popular websites, services, and apps is not a viable option for most Americans. The DAA will continue to provide convenient and effective tools for choice around the types of advertising consumers want to receive.”

Conducted via SurveyMonkey among 1,080 U.S. adults, the survey sought to quantify the aggregate value that Americans assign to the major types of services and content that are currently available for free because of advertising. Respondents were asked to estimate how much people would have to pay for 19 different types of online services and content, ranging from email to video, maps, sports, and weather, if they were offered only on a subscription basis rather than for free with ads.





Which of the following would you prefer: an Internet and mobile experience where there are no ads, but you have to pay for most content you read/see like blogs, entertainment sites, video content and social media, or today's Internet in which there are ads, but most content is free?



84.1%

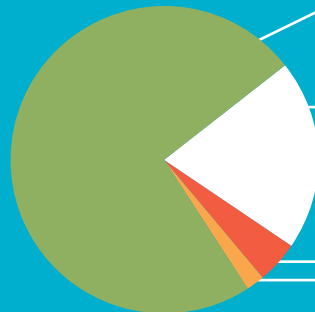
An ad-supported internet where most content is free

15.9%

A paid internet where everything cost money because there is no



Overall, how important to you is free Internet content like news, weather, email and blogs?



69.8%

Very important

23.2%

Somewhat important

5.1%

Not very important

1.9%

Not at all important

The survey was conducted from September 16–17, 2020. Based on a confidence interval of 95%, the margin of error for the survey is ± 3 percent. The full survey results are posted on www.digitaladvertisingalliance.org.

RESEARCH PROVES THE VALUE OF DATA

A vital part of our narrative for responsible data collection, use, and application toward relevant ads is to recognize and document the value created by and derived from data sharing. That was the purpose of a research effort we commissioned and announced in February 2014, which examined data collection and sharing via cookies for the purposes of interest-based advertising.

Online advertising that uses cookie technology to increase relevance by leveraging consumers' information generates significantly greater economic value than advertising without cookies, according to an economic study by Professors

Howard Beales of George Washington University and Jeffrey Eisenach of the American Enterprise Institute. This research has important implications for publishers, ad technology firms, agencies, advertisers, consumers, and policymakers.

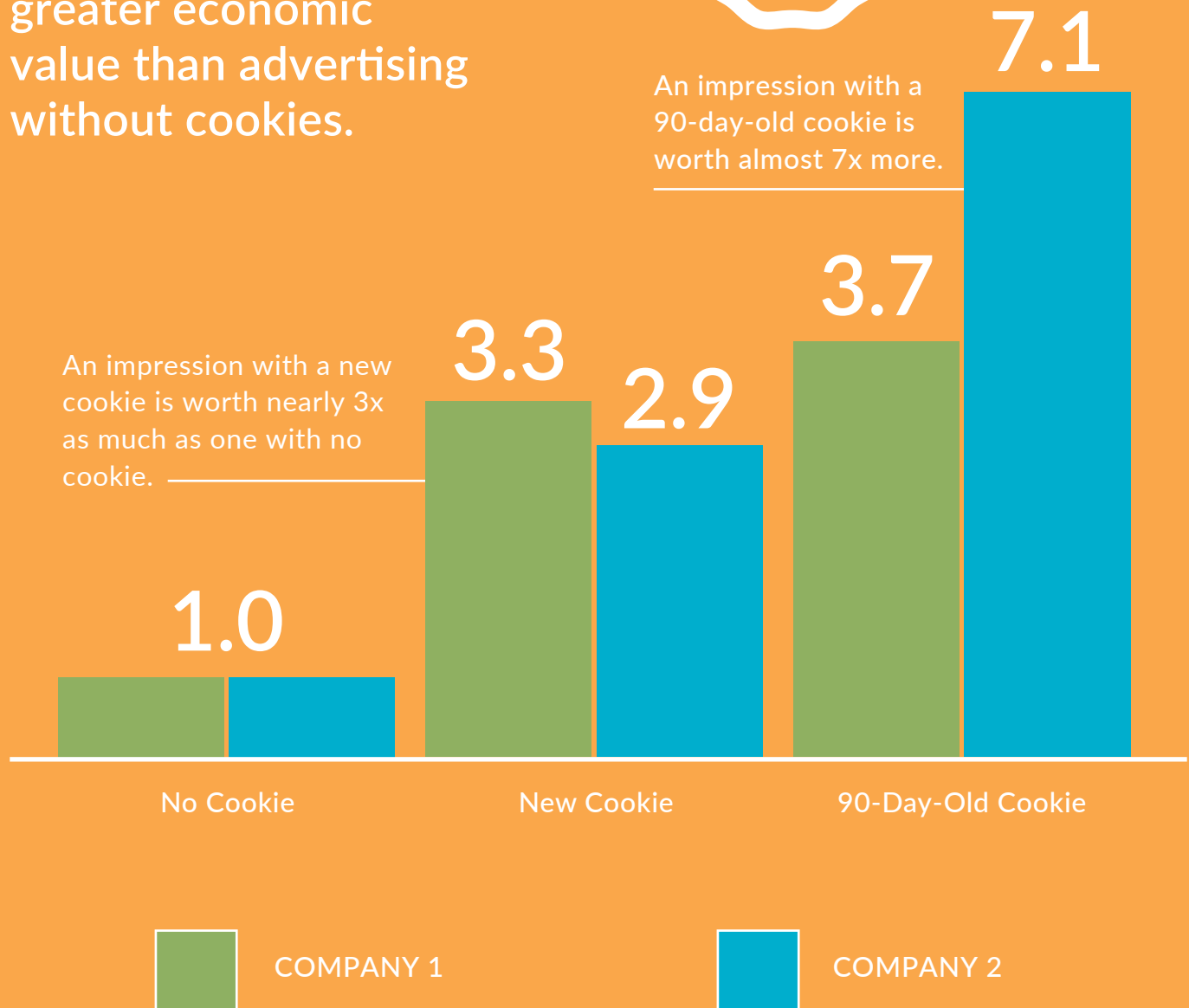
The study, conducted on behalf of DAA, found that the availability of cookies to facilitate information transfer increases the average impression price paid by advertisers by 60 to 200 percent. Additionally, ads for which cookie-related information was available sold for three to seven times as much as ads without cookies.



Online advertising that uses cookie technology generates significantly greater economic value than advertising without cookies.



An impression with a 90-day-old cookie is worth almost 7x more.





BUILDING & SUSTAINING A CULTURE OF CONSUMER TRUST

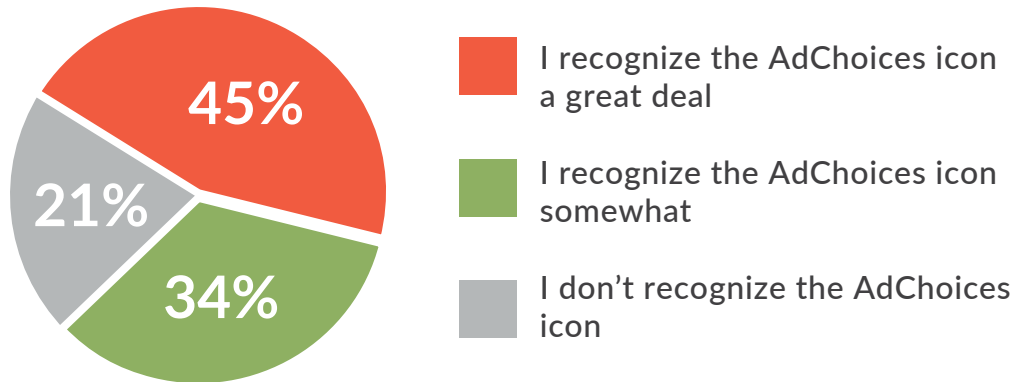
Since the onset of the self-regulatory AdChoices program in 2010, we knew recognition and understanding of the blue AdChoices icon had to be earned. Early surveys placed such recognition at levels in the single digits. Oh, how times have changed, thanks in part to the 1.5 trillion AdChoices icons that are now served globally each month. Today, in the United States, nearly eight in ten consumers say they recognize the icon, and a majority understand its purpose. Perhaps no other icon on the internet is served as frequently or is as widely recognized as AdChoices, which provides real-time, on-demand privacy information focused solely on two persistent consumer questions: “Why did I get this ad?” and “What can I do about it?” That dedication of purpose has served to bolster consumer trust in ads, apps, and sites that leverage the power of the icon.

11 CONSUMERS TRUST & SUPPORT THE ADCHOICES ICON

Americans broadly recognize, understand, trust, and support the blue triangular AdChoices icon that appears across ads, websites, and apps, providing access to information and choices about advertising, according to the DAA AdChoices Icon Consumer Awareness Survey 2024. The survey found that approximately four out of five respondents recognize the AdChoices icon, find it useful, consider it easy to understand, and want continued access to icon-based information and choices about advertising. “The AdChoices Icon program is one of the great success stories in modern advertising self-regulation,” said Lou Mastria, President & CEO of the DAA. “This simple privacy icon has become a trusted, real-time gateway for information and choices about advertising for millions of Americans and this survey demonstrates that large majorities recognize it, understand it, support its continued and expanded use into new media, and trust the brands who use it.”

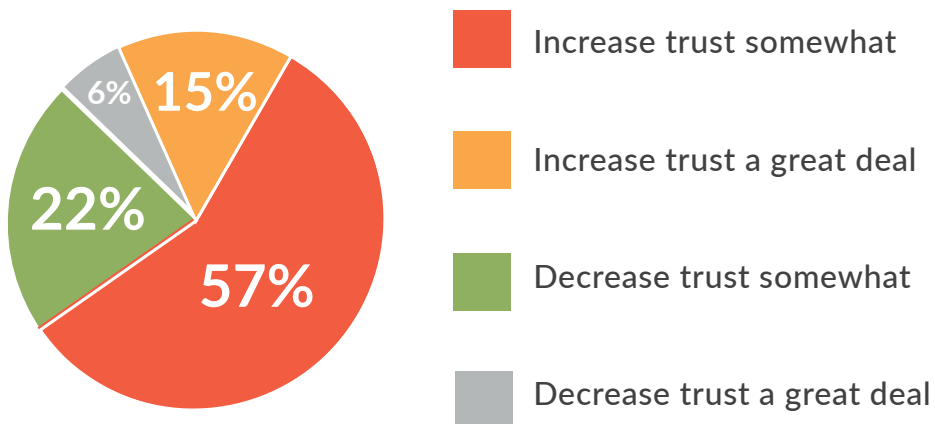


Most People Recognize the AdChoices Icon



79%

The AdChoices Icon Increases Trust in Advertisers



72%

PUBLISHERS EMPHASIZE RESPONSIBLE DATA PRACTICES

As consumers embrace multiple platforms, the online publishing world evolves to engage site visitors with trust, control, and transparency.





Publishers of all sizes took the main stage at the Digital Advertising Alliance (DAA) Summit 2015 to discuss the role of responsible data collection in providing relevant content on their sites, both editorially and in advertising. Adhering to DAA Principles, they agreed, is essential to engender and bolster consumer trust.

“In our company we have democratized the approach to consumer protection and privacy,” said Michael Hauser, assistant general counsel for Turner Broadcasting System, the owner of CNN and other brands. Hauser noted that Turner has a cross-functional team that regularly meets to discuss privacy and information security.

Kyle McCarthy, cofounder and editor of Family Travel Forum, a niche travel site for family travel planning, noted that as a small publisher, most privacy issues—as well as customer service—fall to her staff. “Consumers are happy to send us a lot of their personally identifiable information in order to get better vacation planning help,” said McCarthy. As a result, her organization is careful with how it handles this information, taking steps to ensure data security. For the advertisers on her site—most of which are provided by third-party networks—she relies on programs such as the DAA to keep data collection aligned with consumer expectations.

“Most companies are trying to do the right thing in regard to privacy, but they are often resource- and budget-constrained,” said Patricia Neuray, vice president of sales at TRUSTe, an approved DAA provider. “The most successful privacy programs are



Most companies are trying to do the right thing in regards to privacy.

— Patricia Neuray, VP of sales at TRUSTe

more cross-functional. It can't just be the privacy department that is responsible for best practices; it has to be an engagement across multiple departments.”

The Publishing Business Model is in Flux

Sal Tripi, assistant vice president of digital operations and compliance at Publishers Clearing House and PCH.com, noted that the privacy team at his organization used to be centrally located. As

Family Travel Forum®

North America Europe Caribbean South America Asia Africa Pacific Student Articles



Family Travel Forum helps parents plan family trips (www.myfamilytravels.com).

technology evolved, the company pushed privacy responsibilities into the various business units. “We have gone through this evolutionary process of education and bringing privacy forward so that it’s not centralized—it’s now permeated throughout the entire organization,” he said.

Moderator Clark Rector, executive vice president of government affairs for the American Advertising Federation and a DAA board member, asked, “How have you seen the publishing business model change, and how has your own company’s model changed?”

“In our business it’s all about moving from linear into the digital space, and how you get our content in front of the consumers—and increasingly that is

One of the greatest challenges for publishers is maintaining the same informative tone while preserving privacy and integrating advertising.

through mobile and other digital devices,” Hauser said. “Our challenges are how to get that content delivered to the consumers through these multiple platform and also how to layer on top of that the advertising infrastructure that is available for the web and mobile platforms.” Hauser also noted that privacy and information protection remain a concern, which the company remains vigilant in addressing.

McCarthy shared her own evolution story with Family Travel Forum, which began as a subscriber-

Consumers are more technologically savvy and aware of interest-based advertising.

only print newsletter and transitioned into an ad-supported website with both editorial and sponsored content. One of the greatest challenges, she said, is maintaining the same informative tone across all channels while preserving privacy and integrating advertising. “We have come to rely on the ad networks and on associations like the DAA to keep them [advertisers] straight. We have no way of policing it—we are just too small,” McCarthy said. “We try to do the right thing by our readers so they can understand what’s sponsored and what’s not.”

Tripi noted that with a changing business model, everyone—from consumers to advertisers—has rising expectations. “This is a challenging environment: how to balance each of these, to give a good relevant experience, to have a positive interaction with the advertisers, while maintaining and protecting data,” he said. “To us, what’s paramount is maintaining trust with our users and making sure they feel comfortable giving us data.”

Neuray commented that consumers are becoming more technologically savvy and are more likely to be aware of interest-based advertising. “The key is building that trust and letting people know why and how you are collecting info and how it will be used. Consumers are more likely to be engaged with you.”

Data Privacy is Always a Priority

“Do publishers think data privacy is important to their business?” asked Rector. “It has to be because we are all in an environment where big data is governing the world,” Hauser said. “There is also pressure to deliver content in a more personalized way.” He noted that in order to enhance business and leverage consumer data, privacy must be a concern throughout. “Companies have to think about how to protect consumers’ data, or else the regulators will help you think about it for them.”

Neuray noted that publishers place high importance on data and privacy management. “Businesses want to do the right thing, but if they don’t have the resources or can’t make the business case for it, they are often thinking one thing but actually doing something very different,” she said.

Rector asked, “Talk about how companies are implementing data privacy measures. Have you seen companies using different ways of addressing this?” “One of the most aggressive things we have taken on is data minimization and purging of data,” said Tripi. He noted that the relevancy of data changes quickly, as consumers age and vary their interests. “We were able to reduce the liability of carrying so

much data, and we also made our systems faster.” “Privacy by design is being incorporated into companies’ DNA,” Neuray said. Companies are making sure to address privacy throughout the product lifecycle, rather than treating it as an afterthought.

Data Best Practices Are Also Changing

“Over the five years of the DAA’s existence, this data privacy has become more of a routinized process,” Hauser said. “People see the DAA Icon and understand that something is going on behind the scenes. Privacy and security aspects are being baked in at the beginning, in a way that hadn’t been the case five years ago—and that is due in part to actions like the DAA Icon and the increasing overall market understanding of what that is about.”

“Even though the icon is ubiquitous, you are not seeing a lot of opting out. People engage with the icon and see it, but they are not opting out,” Hauser added.

The panel of large and small publishers summed up changes in the industry and how their businesses are dealing with consumer data protection—through trust and transparency. DAA Principles are an essential part of this mission.

Companies have to think about how to protect consumers’ data or else the regulators will help you think about it for them.

— Michael Hauser, assistant general counsel for Turner Broadcasting System



ENFORCEMENT IN ACTION 5.0

A Resource Guide for Businesses Throughout the Interest-Based Advertising Ecosystem

The Authoritative Synopsis of Digital Advertising Alliance Accountability Program Cases and Reporting



Independently Enforced by Accountability Organizations:



Publication, May 2025

Stuart P. Ingis, Chairman, Variable LLP, and General Counsel, Digital Advertising Alliance
Michael A. Signorelli, Partner, Variable LLP, and Counsel, Digital Advertising Alliance

EFFECTIVE INDUSTRY SELF-REGULATION & COMPLIANCE

Self-regulation has myriad advantages as a complement to pragmatic public policy. It is nimble, flexible, maintains industry and consumer buy-in when properly administered, and helps preserve taxpayer resources to the enforcement of laws where real harms can be prevented. None of this is possible, however, without independent accountability authority that is “built in” to the AdChoices program since its start. Unlike traditional self-regulation, AdChoices relies on third parties which enforce the principles. In the United States, this falls to two organizations. The BBB National Programs and its Digital Advertising Accountability Program, and Association of National Advertisers (ANA) and its Center for Ethical Marketing serve to work cooperatively to ensure accountability and enforcement of the DAA Principles.

Together, the BBBNP and ANA are responsible for monitoring and enforcing compliance, as well as managing consumer complaint resolution. Both programs police entities engaged in online behavioral advertising and help bring these entities into compliance, providing both “enforcement with teeth” and a complement to state and federal regulators and agencies.

LEADERSHIP IN DIGITAL PRIVACY & INNOVATION

The DAA Principles and their implementation across the digital advertising industry has elevated ethical themes among industry leadership and the next generation of marketing privacy leaders, which is so vital to the advancement and protection of both consumer privacy and advertising innovation. The DAA's Privacy Icon Awards and Next Generation Program are two examples that we celebrate each year at our annual DAA Summit. We owe a great deal of gratitude to these leaders and to those newly entering our discipline each year.





GENIE BARTON & LEE PEELER

HONORED AS
PRIVACY ICONS

The Digital Advertising Alliance (DAA) on June 13, 2024, named Genie Barton and Lee Peeler as recipients of the 2024 DAA Privacy Icon award in recognition of their leadership in privacy self-regulation and accountability. While serving at the Council of Better Business Bureaus (now BBB National Programs), Barton and Peeler created and led the Digital Advertising Accountability Program, which continues to serve as an independent enforcement mechanism for self-regulation in the digital advertising industry.

“Effective self-regulatory programs need a trusted and independent process for enforcement, and Genie and Lee were the architects of those vital compliance efforts for digital advertising,” said Lou Mastria, president and CEO of the DAA. “Genie and Lee put the ‘teeth’ in the DAA’s enforcement process, and they played an equally valuable role by helping companies understand their obligations and correct any deficiencies, while releasing public reports on each investigation for full transparency.”

“The Digital Advertising Accountability Program continues to serve as a testament to their hard work and to the actions and engagement of the many companies who have supported those efforts,” Mastria continued. “I’m delighted to recognize these two accountability innovators, privacy guardians, and industry leaders with this well-deserved honor.”

“A career of giving consumers information and choices while building trust in digital advertising has been a career well spent,” said Barton. “It’s been a privilege to work with leaders across both government and the advertising industry to ensure that the DAA Principles were not just words on paper but concrete actions enforced for hundreds of companies. I’m grateful to have contributed to these efforts, and I remain dedicated to supporting responsible practices in digital advertising. I am also proud of the DAA for continuing to develop cutting-edge principles and programs.”

“Over the last three decades, I’ve been lucky enough to work on both sides of the privacy protection arena—both on the regulator side at the FTC and in the private sector on self-regulation,” said Peeler. “I saw how regulation and self-regulation can reinforce and support each other when the private sector sets high standards, educates companies on how to comply with them, investigates potential concerns, and, when necessary, refers noncompliant companies to the appropriate regulator. I’m proud of the work we’ve accomplished together and delighted to accept this award, and I commend the leadership of the DAA for building on this strong foundation to address the ever-evolving challenges of today’s data-driven marketplace.”

GENIE BARTON



Barton has more than 30 years of experience spanning the private sector, federal government, and consumer protection arena. As vice president of the Council of Better Business Bureaus (now BBB National Programs) from 2009 to 2016, she created and directed the Digital Advertising Accountability Program, the privacy compliance initiative for the DAA's Self-Regulatory Principles. She later served as president of the International Association of Better Business Bureaus' Institute for Marketplace Trust from 2016 to 2018.

Barton is coauthor of the International Chamber of Commerce's guidance on developing self-regulatory digital advertising programs in emerging markets and she has collaborated closely with colleagues in Canada and the European Union to establish digital advertising enforcement frameworks.

Earlier in her career, Barton held positions at the Federal Communications Commission (FCC), the Office of Compliance of the U.S. Congress, and the U.S. Department of Commerce. She was recruited from the FCC to serve as general counsel and vice president for law and policy at USTelecom, the Broadband Association, where she achieved a reduction in regulatory fees that saved members more than \$10 million in the first year.

She currently leads Privacy Genie Consultancy, where she provides strategic advice to companies and investors seeking practical guidance on regulatory, ethical, and business challenges in the digital industry.



LEE PEELER

Peeler has a distinguished career marked by significant contributions to privacy and advertising self-regulation. He served as president and CEO of the Advertising Self-Regulatory Council and as executive vice president of the Council of Better Business Bureaus from 2006 to 2019, and of BBB National Programs from 2019 to 2020, following a 33-year tenure at the U.S. Federal Trade Commission (FTC). Under his leadership, the ASRC and DAAP carried out more than 130 enforcement actions related to the DAA's Self-Regulatory Principles.

At the FTC, Peeler served as deputy director of the Bureau of Consumer Protection and in various other roles. His division brought the agency's first online privacy policy deception case. He was also the second staff member to oversee implementation of the Federal Fair Credit Reporting Act and contributed to legislative recommendations stemming from the 1978 Report of the Privacy Protection Study Commission.

Peeler participated in the FTC's groundbreaking Privacy and Tech Hearings in the 1990s and played a key role in shepherding the Children's Online Privacy Protection Act through Congress.

THE NEXT GENERATION OF MARKETING LEADERS

During our DAA Summit in June 2017, we welcomed 10 individuals as “nextGen” scholarship recipients through the generosity of our nextGen sponsor Facebook (now Meta). Self-regulation is rarely taught in school so it’s incumbent on us to support the next generation of career entrants as they begin their ethics and corporate responsibility careers. That’s why the DAA is reaching out and educating newly entering marketing, IT, and legal practitioners in our field.

While this DAA program only has been operational in the U.S. for a little more than eight years, that period welcomed a whole new generation of talent in terms of business professionals dealing with data and privacy issues. Nominated by our association founders, these young people from diverse backgrounds epitomize the breadth and depth of commitment to industry self-regulation.

We plan to make this sponsorship an ongoing part of our annual programming. We are also hopeful this initiative increases understanding and reduces friction for businesses as nextGen students and professionals navigate their digital advertising careers.





END NOTES

01 SMBS DEPEND ON DIGITAL ADVERTISING

Published on October 29, 2024

<https://digitaladvertisingalliance.org/blog/summit-snapshot-congresswoman-debbie-lesko-offers-vigorous-defense-smbs-privacy-laws-are>

02 DATA DRIVES SMB SUCCESS ONLINE

Published on August 17, 2021

<https://digitaladvertisingalliance.org/blog/summit-snapshot-data-drives-small-and-mid-sized-business-online-it%E2%80%99s-imperative-regulation-not>

03 ONLINE ADVERTISING IS INVALUABLE TO SMBs, COMMUNITIES, CONSUMERS & THE NATION

Published on May 23, 2022

<https://digitaladvertisingalliance.org/blog/summit-snapshot-congresswoman-debbie-lesko-offers-vigorous-defense-smbs-privacy-laws-are>

04 RELEVANT ADVERTISING PROMOTES SMB INNOVATION

Published on July 14, 2014

<https://digitaladvertisingalliance.org/blog/promoting-online-content-diversity-and-small-business-innovation-through-relevant-advertising>

05 HOW DIGITAL ADVERTISING DATA HELPED SAVE MORE THAN 50K LIVES DURING COVID-19

Published on September 1, 2021

<https://digitaladvertisingalliance.org/blog/hhs-report-shows-digital-advertising-data-helped-save-more-50k-lives-during-covid-19-why>

06 DATA IS VITAL FOR PUBLIC SAFETY INITIATIVES

Published on September 1, 2021

<https://digitaladvertisingalliance.org/blog/summit-snapshot-data-4-good-%E2%80%93-ad-council-federation-internet-alerts-deploy-data-vital-public>

07 GOODWILL LEVERAGES DATA TO DRIVE IN-STORE SHOPPING

Published on July 9, 2019

<https://digitaladvertisingalliance.org/blog/summit-snapshot-19dc-data4good-%E2%80%93-goodwill%E2%80%93leverages-data-universe-drive-store-shoppers>

08 DOING WELL BY DOING GOOD

Published on August 8, 2016

<https://digitaladvertisingalliance.org/blog/summit-snapshot-doing-well-doing-good>

09 AMERICANS VALUE FREE AD-SUPPORTED ONLINE SERVICES

Published on September 28, 2020

<https://digitaladvertisingalliance.org/press-release/americans-value-free-ad-supported-online-services-1400year-annual-value-jumps-more-200>

10 RESEARCH PROVES THE VALUE OF DATA

Published on February 2014

<https://digitaladvertisingalliance.org/new-research-proving-premium-data>

11 CONSUMERS TRUST & SUPPORT THE ADCHOICES ICON

Published on April 2, 2024

<https://digitaladvertisingalliance.org/press-release/survey-finds-broad-consumer-recognition-trust-understanding-and-support-daas-adchoices>

12 PUBLISHERS EMPHASIZE RESPONSIBLE DATA PRACTICES

Published on July 5, 2019

<https://digitaladvertisingalliance.org/blog/daa-summit-2015-publishers-engage-consumers-trust-and-transparency-0>

13 EFFECTIVE SELF-REGULATION & COMPLIANCE

<https://digitaladvertisingalliance.org/blog/helping-ecosystem-adapt-9-ways-daa-helped-2017>

<https://bbbprograms.org/programs/all-programs/daap>

<https://www.ana.net/accountability>

14 GENIE BARTON & LEE PEELER HONORED AS PRIVACY ICONS

Published on June 13, 2024

<https://digitaladvertisingalliance.org/press-release/digital-advertising-alliance-recognizes-genie-barton-and-lee-peeler-daa-privacy-icons>

15 THE NEXT GENERATION OF MARKETING LEADERS

Published on January 2018

<https://digitaladvertisingalliance.org/blog/helping-ecosystem-adapt-9-ways-daa-helped-2017>

LOU MASTRIA

Lou Mastria serves as President and CEO of the DAA, where he leads U.S. and global efforts for self-regulation, consumer transparency, and choice in the delivery of interest-based advertising online. Mastria joined the DAA in 2012 and has represented the DAA in testimony before Congress and at other industry and policymaking events.

Mastria was also Chief Privacy Officer at both regulated and self-regulated organizations such as the Direct Marketing Association (now part of the Association of National Advertisers), Canoe Ventures, LLC, and DataLogix Corp., a leading provider of database services.

In 2024, Mastria was awarded a “Silver Apple” from the Marketing Club of New York for his career achievement, industry leadership, and giving back to the community. In 2018, Mastria was named to AdMonster’s inaugural “Power List,” honoring professional excellence and influence in digital media and advertising. Mastria is a Certified Information Privacy Professional (CIPP/US) through the International Association of Privacy Professionals and a Certified Information Systems Security Professional (CISSP) through the International Information Systems Security Certification Consortium, Inc., (ISC)²®.

CHET DALZELL

Chet Dalzell is Senior Vice President of Participant Communications and Engagement for the DAA. He has more than 25 years of public relations management and expertise working with leading brands in consumer, donor, patient and business-to-business markets, and in the field of integrated marketing. He is on the Board of Directors to the Marketing Club of New York and currently serves as president.



ABOUT THE DAA

The Digital Advertising Alliance (DAA) is an independent not-for-profit organization which establishes and enforces responsible privacy practices for relevant digital advertising, while giving consumers information and control over the types of digital advertising they receive. The DAA runs the AdChoices, mobile AppChoices, About Identifiers, and About PoliticalAds programs. Underlying the DAA's efforts are the DAA Self-Regulatory Principles, including updates to address changing technologies and business models around multi-site, mobile, cross-device and connected device data. Compliance with the DAA Principles is independently enforced for all companies in digital advertising by BBB National Programs and the Association of National Advertisers (ANA) Center for Ethical Marketing. The DAA is managed by a consortium of the leading national advertising and marketing trade groups, including the 4As, American Advertising Federation (AAF), Association of National Advertisers (ANA), Interactive Advertising Bureau (IAB), and Network Advertising Initiative (NAI), with the advice of BBB National Programs.

FOUNDING ASSOCIATIONS





WWW.

youradchoices.com

aboutpoliticalads.org

aboutidentifiers.org

digitaladvertisingalliance.org