

One-to-One Consent

Thoughts, Ideas, & Discussion

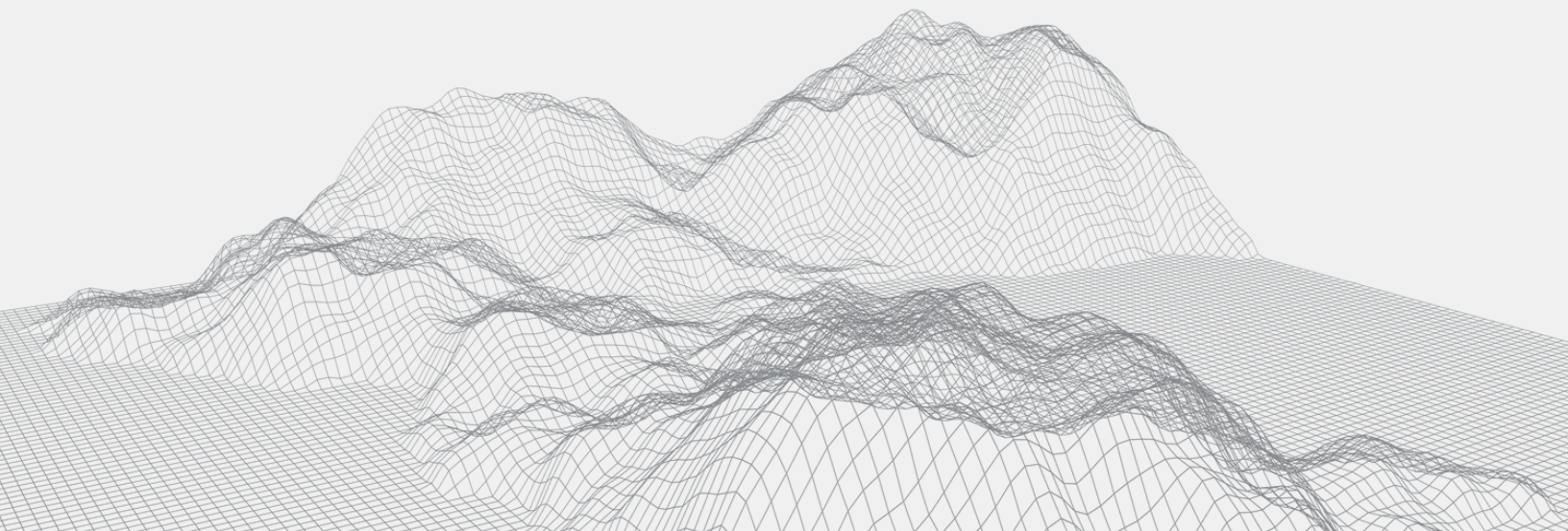
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Coregistration (Coreg) Sites

Coreg sites collect Personally Identifiable Information (PII) before users enter the path. With the FCC's new one-to-one consent rules, coreg site owners face several challenges:



Pre-Pinging Advertisers

Issue: Coreg sites must pre-ping (dupe-check) potentially 50-100k+ daily advertisers using APIs to ensure the advertiser does not already own the lead.

Solution: Implement efficient and scalable pre-pinging systems to handle high volumes of data and ensure accurate lead checking without compromising performance.

Revenue Loss from Duplicate Leads

Issue: If a pre-ping shows the lead is unique, the advertiser's offer can be shown. However, if the advertiser later rejects the post, the coreg site loses revenue and wastes an ad impression.

Solution: Advertisers must be able to adequately respond to pre-ping (dupe check) API requests to let the site owner know whether or not they already have the lead.

Real-Time Bidding

Issue: Coreg site owners may require advertisers to bid for ad placement, leading to a more competitive environment.

Solution: Implement real-time bidding mechanisms within the API response to streamline the bidding process and optimize ad placement.

Owned and Operated (O&O) Sites

O&O sites face similar challenges with the FCC's new one-to-one consent rules. They need to dynamically display advertiser information and gather consumer consent effectively.

Front-End Development Challenges

Issue: O&O site owners need to develop front-end solutions to display various buyer options dynamically.

Solution: Invest in advanced front-end development to create flexible and responsive user interfaces that can handle dynamic content loading efficiently.

Handling Duplicate Leads

Issue: O&O sites must check for duplicate leads to prevent wasting ad impressions.

Solution: Implement early lead checking mechanisms and use aggregated API responses to streamline the process.

Efficient API Calls

Issue: O&O sites need to ping all potential buyers quickly to avoid long loading times and provide a seamless user experience.

Solution: Optimize API call processes and reduce latency to ensure fast response times from buyers' APIs.

Dynamic Display of Advertiser Information

Issue: O&O sites must display the correct company name in the TCPA text and gather consumer consent dynamically.

Solution: Develop dynamic content generation systems that integrate with advertiser APIs to display accurate information swiftly.

Conclusion

By tackling the below issues head-on, both coreg and O&O site owners can ensure compliance with the FCC's One-to-One consent rules while maintaining a seamless and efficient operation.



01 Front-End Development

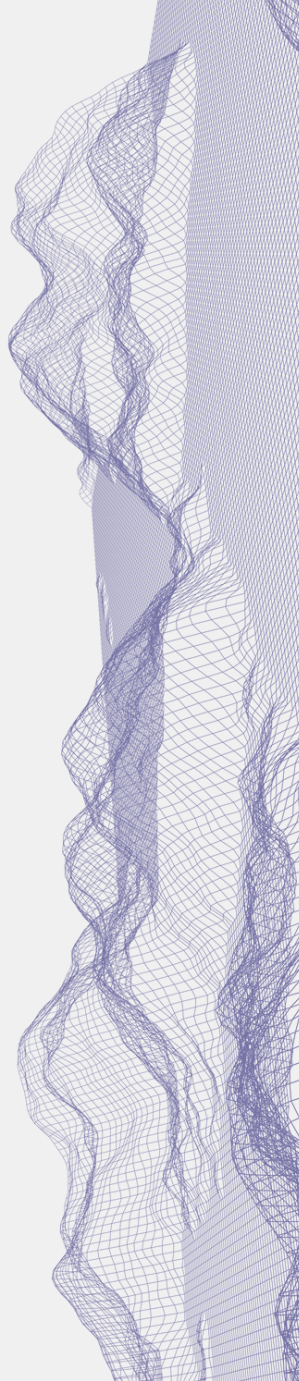
Investing in advanced front-end development to handle dynamic content display.

02 Real-Time Lead Checking

Implementing efficient lead checking and real-time bidding systems.

03 Scaling API

Optimizing API call processes to reduce latency and improve user experience.



What's to Come

Looking Forward with One-to-One Consent

As these consumer consent laws begin to roll out, significant system changes need to be made to keep up with these laws. Stay tuned to see what Lead Prosper has in store to mitigate these new changes.