

# Consentless advertising

This article can also be found on [our website](#).

**Adhese offers a robust consentless advertising capability, ensuring that you can continue to offer effective advertising campaigns to advertisers while fully respecting user privacy and adhering to strict data protection regulations.**

## what is no-consent or consentless advertising?

Consentless advertising refers to digital ads that do not require user consent for tracking and targeting. This advertising is used for users who have not given consent or when consent has not been asked.

Since the introduction of GDPR, retail media owners and publishers across Europe have installed consent management platforms. Users get a choice between accepting or refusing the use of personal data. For users who do not consent, no cookies can be stored in a browser, and no unique id can be assigned to a visitor/browser by any other means for advertising purposes.

## your AdTech needs to be ready for no-consent advertising

In many cases, AdTech only functions with a unique id to execute some form of identity-based marketing. As a result, none of these visitors gets to see advertising. The media owner gets no revenue from that traffic. It's no surprise that Adhese is able to effectively deal with this!

## no-consent traffic is growing

As GDPR adoption evolves and it becomes easier for users to refuse consent. This makes the share of anonymous media larger and the search for revenue even more urgent.

## contextual advertising

Contextual advertising does not rely on personal user data but focuses on the webpage's context or media content where the ads are displayed. This method targets ads based on the relevance of content to the advertisement, ensuring high engagement without needing explicit user consent.

## first-party data

First-party data with consent is used to create detailed but anonymized audience segments, allowing targeted advertising that does not compromise personal privacy or require additional consent beyond the initial interaction.

## segmentation and targeting

Advanced segmentation and targeting do not depend on personal identifiers. Media owners can effectively reach their desired audience based on non-personal criteria such as device type, content preferences, and behavioural patterns observed within the same session.

## future of consentless advertising

Adhese ensures that all advertising practices meet legal standards for privacy and data protection, giving you peace of mind and safeguarding against legal risks.

Adhese consentless advertising is crucial for media owners who want to balance effective advertising with stringent compliance and user privacy concerns in a cookie-less world.

[Read how Adhese's targeting capabilities support consentless advertising.](#)

Check out the [whitepaper](#) on consent-based advertising.

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