55 the data company

Google

Future-proofing your marketing strategy in a cookie-less era

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Meet Our Speakers

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Context and opportunity

People's expectations of privacy have shifted

People are increasingly **worried about sharing their personal information:**

64% of consumers: mistrust companies to protect their personal data and privacy online.

Consumers **want to**:

- ❏ Know their personal data is secure & private
- ❏ Be confident their data is not abused
- ❏ Have the ability to control their data

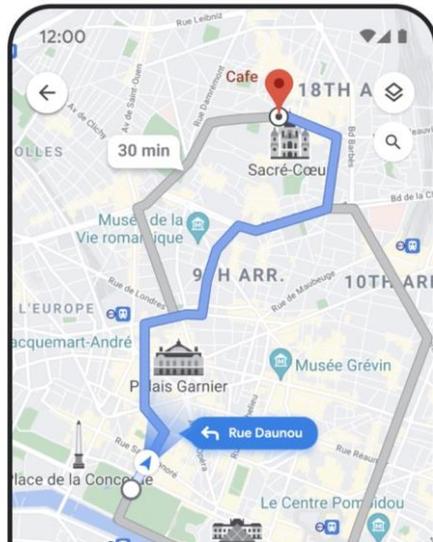However, people also want great experiences with **brands that they care about:**
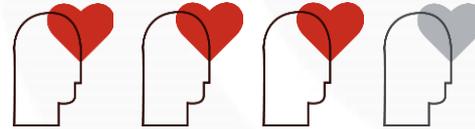
3/4

of people say they only want to see ads that are relevant and useful to them (BCG & Google)
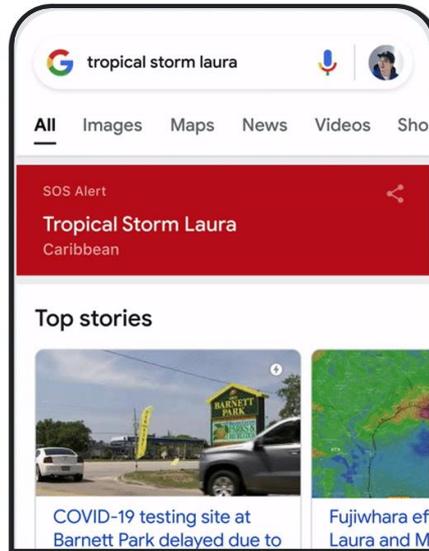
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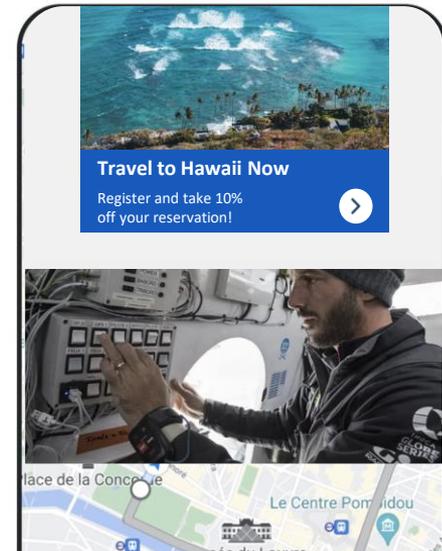# Data enables relevant and useful user experiences

Avoid traffic

Local information

More relevant ads

Not all cookies are the same

A cookie is a small (text) document saved on your browser to store information

a.com cookie

Cross-site (Third Party)

a.com

b.com service
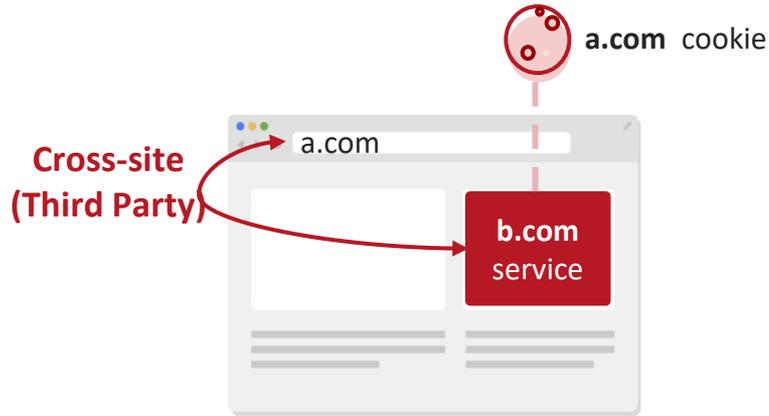
Third Party Cookies are created by domains that are not the website (or domain) that you are visiting. They are often used by **ads or tracking** providers.

b.com cookie

Same-site (First party)

a.com

a.com
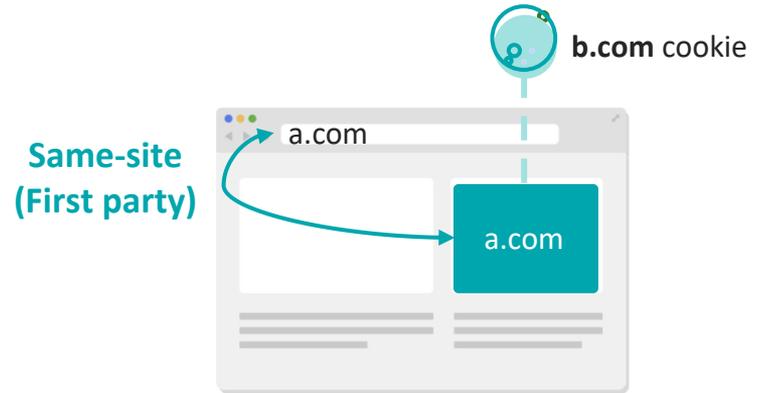
First Party Cookies are directly stored by the website (or domain) you visit. They are used to provide a **good user experience** on site.

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Not all data is created equal

You need a **framework** to **evaluate the quality** of each source of data -- the quality of your data determines **quality of insights and decisions it drives**.

Age

How fresh is the data?

- 1 Data is not refreshed
- 10 Data is refreshed instantly

Source

How reliable is the data source?

- 1 The data is a guess
- 10 The data is factual information

Scale

How much of the data exists?

- 1 There is hardly any data
- 10 Enough to analyse and target

Cost

How much does it cost to access?

- 1 Very expensive!
- 10 Free

Accessibility

How easy is it to access this data?

- 1 Needs several integrations to gain access
- 10 Data is already available

Goal Multiplier

How related is it to business objective?

- 1 Data is not relevant at all to my objective
- 10 Data is highly relevant to my objective

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The value of first-party data for your business

Why it matters now:

Regulation, privacy concerns, and browser changes mean data based on third-party cookies or mobile identifier-based signals are becoming a less reliable and private source of data.

Advertisers who reconcile 1st party data sources see:

✓ **2x** incremental revenue generated from a single ad placement, communication or outreach.

✓ **1.5x** improvement in cost efficiency over companies with limited data integration.

First-party data provides the
foundation for machine learning

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Building trust with your customers is a huge opportunity

Brand trust is the **second-most important purchasing factor** for brands across most geographies, age groups, gender, and income levels.

When people **trust a brand**, they are about
2x as willing to share their personal information.

As trust in your brand grows, so too does the information you can use to help make your marketing strategy more relevant and effective.

Data-driven paid media ads typically unlock 20% efficiency gains; 20-30% effective gains for new acquisitions.

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What's the impact for marketers?

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Three persistent trends

Behavioural

Tracking-blocker usage by consumers

Technological

Blocking access to third-party trackers

Regulatory

All tracking from a site is subject to explicit consent

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The heterogenous privacy limitations imposed by devices and browsers makes it difficult for businesses to keep track and adapt

	COOKIES 3RD PARTY	COOKIES 1ST PARTY	OTHER TRACKERS
Web (Firefox)	All known trackers blocked	Limited restriction (45 days)	NA
(Edge)	All known trackers blocked	No restriction	NA
(Safari)	Fully blocked	- Normal cookies > 7d renewable - Cookie w/ click ids > 24h	Limits on IP & email addresses for Fall '21
(Chrome)	No restriction ▶ Phase out in 2023	No restriction	No restriction
iOS	Inherits Safari restrictions	Inherits Safari restrictions	Limits on IP & email addresses for Fall '21

	DEVICE ID (IDFA/AAID)	CLICK IDs IN URLs	OTHER TRACKERS
App-to-App & App-to-Web (android)	No impactful restriction, so far, only opt-out option	No restriction	NA
iOS	Subject to ATT consent, low rates expected	Subject to ATT consent, low rates expected	Limits on email addresses for Fall '21

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Impacts vary strongly across the user journey and depending on the detailed use cases

	Description	Impacts to date	Examples of use cases

COLLECT & MEASURE

Onsite/App measurement — *Limited*
- not-impacted: basic interactions counters
- impacted: users & Sessions volumes

Media measurement — *High*
- not-impacted: some ad-centric KPIs (imp/clicks)
- impacted: post-view conversions & MTA

Onsite/App activation — *Medium*
- not-impacted: "functional" AB-tests
- impacted: AB-testing & personalization in general

ACTIVATE

Media activation — *High*
- not-impacted: contextual targeting
- impacted: socio-demo targeting

CRM & on/off — *Medium*
- not-impacted: on-off measurement of Walled-gardens ads
- impacted: onboarders capabilities on the open web

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Assess your exposure

	Strongly impacted		**Softer impact for now**
Audience assessment	Browsers & devices with strong impacts	VS	Browsers & devices without impacts so far
	Non-consented audiences	VS	Consented audiences
Media mix assessment	Non-walled garden inventories	VS	Walled-garden inventories
	3rd-party cookie-based audiences	VS	Non-3rd-party cookie-based audiences

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How to get there?

Your first priority should be to extend awareness & knowledge across your organization

Data & Analytics

- **Build & detailed**
- **operational impact assessment**
- **transition roadmap**

Media buy operations Media engagement

- **Gain precise knowledge on impacts**
- **Start testing now**

Non- Media teams: Site/App development, SEO, CRM, Legal

- **Gain awareness on onsite/CRM impacts**
- **Support long-term solutions**

CMO & CTO

- **Gain awareness on the topic to build a company-wise strategy**
- **Secure budget**

3 must-knows to navigate around privacy impacts

1

How current marketing activities work with cookies & other trackers

2

What exactly are the new data restrictions?

3

How they impact use cases & audiences

Key success factors to apprehend the transition

1. Evangelize

2. Watch

3. Simplify

4. Remain use-case driven

5. Deal with uncertainty and opportunity costs

6. Implement short-term actions

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Any questions?

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