

A Guide to COOKIELESS FUTURE

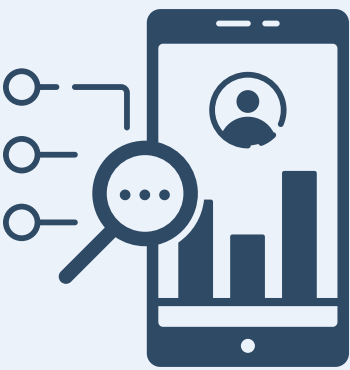
6 Steps and Considerations

01

Review current third-party cookie use cases

Inventory current use cases and tools to assess the impact of losing third-party cookies.

- Ask vendors if they already have a strategy for a cookieless future and evaluate if their plans fit with your needs.
- Determine what you can do to mitigate risk and evolve your go-to-market strategy.
- Explore if other solutions are in place that will be critical for your evolution, such as ensuring the placement of a sitewide tagging system.



02

Analyze the state of first-party data

Ensure your first-party data is compliant with current data regulations (e.g., CCPA and GDPR).

- Map out the information you collect, where you're collecting it, and whether the data in those systems is opted in.
- Ensure activation platforms have the first-party information needed to deliver customized, relevant, and engaging messages to your customers and prospects. Having integrations across platforms and across your teams is critical.
- Work on data hygiene now and ensure you have a compliant, active database.



03

Address gaps and specific use cases

Think long-term and not just about what you need to solve for in the near-future.

- Privacy regulations and requirements from consumers will continue to evolve, so have a monitoring plan in place to be sure you stay up-to-speed.
- Approach the work as a great opportunity to address a longer term content strategy, personalization, and precision marketing that will enable a better customer experience. It's always a great time to do the right thing and stand out from the crowd.



04

Aggregate data to create a single view of the customer

Launch an identity-centric architecture with a single view of all customer data.

- Aim to be effective and not invasive with outreach activities. Effective means having awesome content and first-party consent to deeply engage with your audience. Not invasive looks like honoring privacy requirements and personalizing when it's helpful to the customer.
- Work on creating orchestrated journeys that consider engagement as the primary factor.



05

Focus on customer-centric marketing

Plan on showing up when and where prospects are researching.

- Think about your content and how it can provide value. A good keyword strategy will be necessary.
- Create engaging and tailored content to drive opt-ins at different stages. Educational content and promotional offers are great for audiences. Webinars and whitepapers are better for focused groups who provide email and opt-in. ROI calculators or specific content recommendations based on needs is better in the 1:1 exchange.
- Consider contextual ads that show up where you already are versus retargeting widely across the internet.

06

Evolve the measurement approach

Embrace a testing and learning mindset—innovation and experimentation will be key in using measurement to evolve.

- Optimize to the most important and valuable events. Advertisers will have to prioritize which conversions are most important for reporting needs.
- Prepare to make decisions with different information. Privacy will be protected (limited data sent from devices) yet you'll be able to see event-level reporting and data patterns for groups of people in interest-based cohorts.
- Use the work you did on first-party data to enhance 1:1 engagement and value exchange.

