November 9, 2021

How will cookie deprecation impact 2022?

And 5 other key questions to ask before it's too late

Fusion Alliance

Welcome!

(Feel free to grab a snack)

Reasons you might be here...

You've probably heard

- The "cookiepocalypse" is imminent
- ...but now not until 2023
- Third-party vs. First-party cookies
- "IDFA" & iOS 14.5
- "Walled gardens"
- "FLOC", "UID", etc.

Reasons you might be here...

I know this is important but don't know where to start!

I'm on the journey, but still have questions!

We will talk about...

- Where to start to assess your risk amid the changes to cookie and other ID tracking policies

- Ways to start the conversation within your organization

- Potential blind spots in your post-cookie planning

- How to activate your first-party data strategy

Meet our experts

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Marketing & Data
Privacy Expert

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Vice President
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Digital Solution
Director

How will cookie deprecation impact 2022?

– And 5 other key questions to ask now, not later.

Let's start with definitions

What this represents

The type of interaction with the customer

The business value it signifies

Trustworthiness

Let's start with definitions

	Third-Party
What this represents	Data collected by an aggregator to help you reach broader audiences for advertising initiatives. Is purchased or leveraged through demand-side platforms (Facebook Ads Mgr, DoubleClck, MediaMath, LiveRamp) or Advertising DMPs
The type of interaction with the customer	Indirect

Unknown with regard to consent |
| The business value it signifies | Data at aggregate level

Data is opaque |
| Trustworthiness | Low-moderate quality & completeness

Low trust |

Let's start with definitions

	Second-Party	Third-Party
What this represents	Data collected on new audiences by trusted partner, conforming to similar compliance and governance policies	Data collected by an aggregator to help you reach broader audiences for advertising initiatives. Is purchased or leveraged through demand-side platforms (Facebook Ads Mgr, DoubleClck, MediaMath, LiveRamp) or Advertising DMPs
The type of interaction with the customer	Direct Data collected with consent by trusted partner	Indirect Unknown with regard to consent
The business value it signifies	Data for individuals	Data at aggregate level Data is opaque
Trustworthiness	Very-high quality & completeness High trust	Low-moderate quality & completeness Low trust

Let's start with definitions

	First-Party	Second-Party	Third-Party
What this represents	Data collected on your audiences using your own applications, websites and interactions ; conforms to company compliance & governance policies	Data collected on new audiences by trusted partner, conforming to similar compliance and governance policies	Data collected by an aggregator to help you reach broader audiences for advertising initiatives. Is purchased or leveraged through demand-side platforms (Facebook Ads Mgr, DoubleClck, MediaMath, LiveRamp) or Advertising DMPs
The type of interaction with the customer	Direct Data collected with consent	Direct Data collected with consent by trusted partner	Indirect Unknown with regard to consent
The business value it signifies	Data for individuals	Data for individuals	Data at aggregate level Data is opaque
Trustworthiness	Very-high quality & completeness High trust	Very-high quality & completeness High trust	Low-moderate quality & completeness Low trust

Let's start with definitions

	Zero-Party	First-Party	Second-Party	Third-Party
What this represents	Data customers provide intentionally and proactively, with intent for a given purpose and used strictly for that individual's experience	Data collected on your audiences using your own applications, websites and interactions ; conforms to company compliance & governance policies	Data collected on new audiences by trusted partner, conforming to similar compliance and governance policies	Data collected by an aggregator to help you reach broader audiences for advertising initiatives. Is purchased or leveraged through demand-side platforms (Facebook Ads Mgr, DoubleClck, MediaMath, LiveRamp) or Advertising DMPs
The type of interaction with the customer	Direct Data collected with consent	Direct Data collected with consent	Direct Data collected with consent by trusted partner	Indirect Unknown with regard to consent
The business value it signifies	Data for individuals	Data for individuals	Data for individuals	Data at aggregate level Data is opaque
Trustworthiness	Very-high quality & completeness High trust	Very-high quality & completeness High trust	Very-high quality & completeness High trust	Low-moderate quality & completeness Low trust

Don't I have more time?

1 — Assess your risk
Q4 2021

2 — Develop a first-party data strategy
Q1 2022

3 — Gain organizational buy-in and budget
Q2 2022

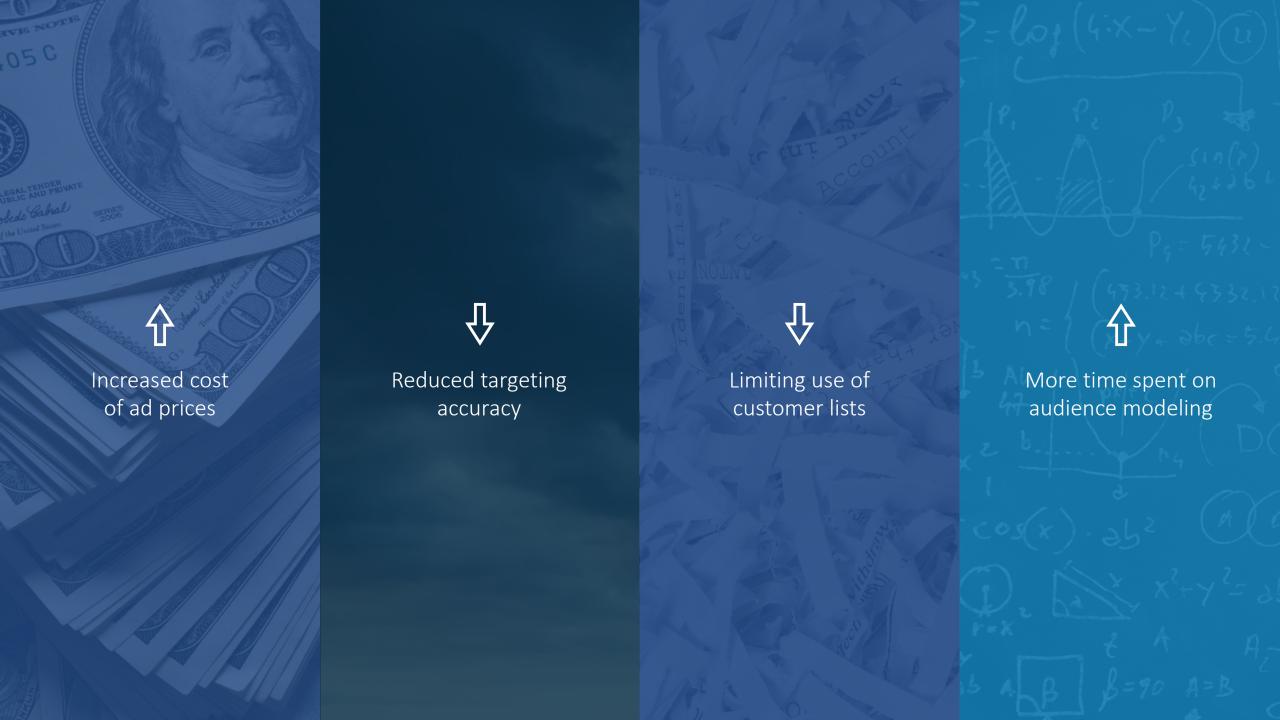**4** — Implement and execute the strategy
Q3 2022 – Q2 2023

5 — Measure and adjust
Before end of 2023

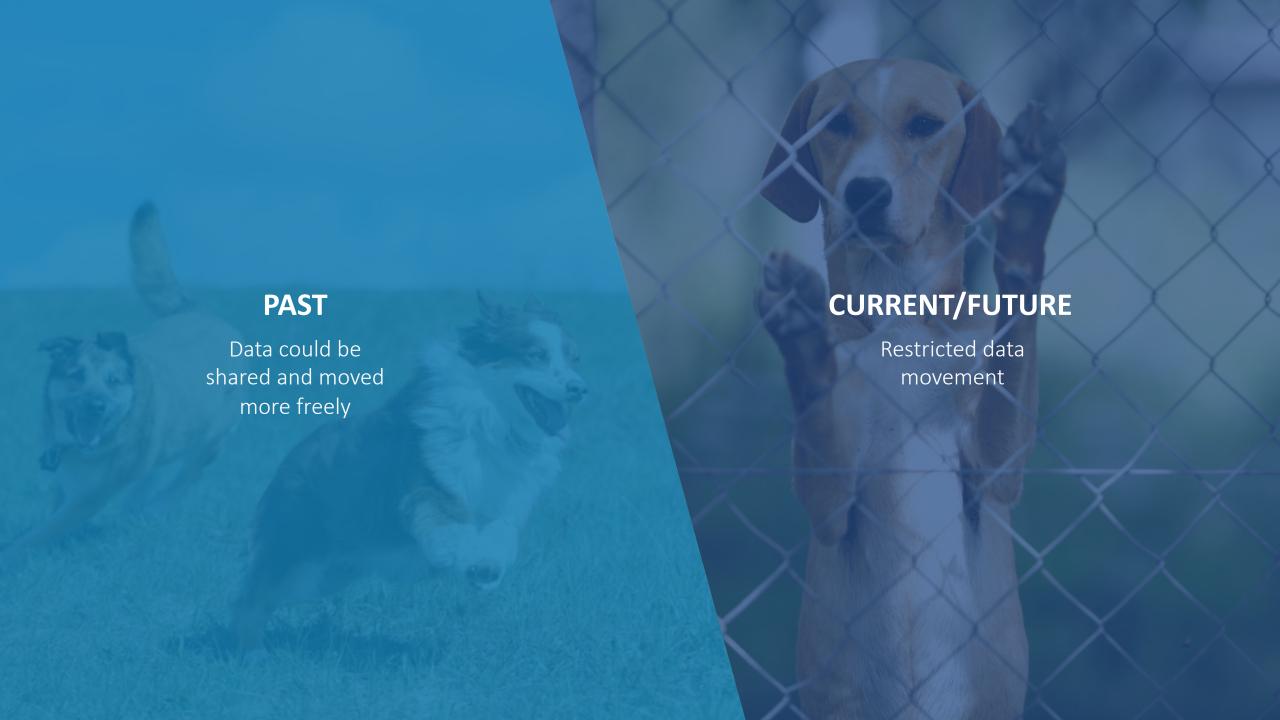- "Replacement" IDs are not mature

- First-party data sourcing takes time

- New technology & gaining organizational buy-in could add months to the process

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(1)

How will this impact my marketing efforts & economics?

⬆ Increased cost of ad prices

⬇ Reduced targeting accuracy

⬇ Limiting use of customer lists

⬆ More time spent on audience modeling

②

How will my data flow?

PAST

Data could be
shared and moved
more freely

CURRENT/FUTURE

Restricted data
movement

③

How will this change the experience for my customers?

CONSUMERS EXPECT

Login details to be remembered

Items to remain in their cart
if they exit your site

You to remember their favorites and
personalize their experience

Their privacy to be respected

4

Do I need to reassess my tech stack?

Possible tech stack

CDP — Customer Data Platform

DSP — Demand-Side Platform

CMA — Campaign Management & Automation

ADMP — Advertising Data Management Platform

CRM — Customer Relationship Management

Prospect | Customer

BI & Analytics Platforms

Integrated Data Platform

Master Data Management

5

Who at my company needs to be involved in the conversation?

IT

CMO

CDO

Analytics

MARKETING

DATA

Media Leads
& Partners

Marketing
Technology

Data Architects

Privacy &
Security Leads

The *new* data strategy checklist

☐ First-party data amplification

☐ Privacy and security evaluation

☐ Testing the new wave of targeting

☐ Exploring "walled gardens"

☐ Martech evaluation

Next steps

1 Assess your risk

Q4 2021

2 Develop a first-party data strategy

Q1 2022

3 Gain organizational buy-in and budget

Q2 2022

4 Implement and execute the strategy

Q3 2022 – Q2 2023

5 Measure and adjust

Before end of 2023

We can help assess your risk now

A Third-Party Data Map

A picture is worth a thousand words. We'll illustrate the scope of your challenges with a visualization of the teams, processes and technologies impacted by the loss of third-party data.

A Risk Scorecard

How at risk is your organization? You'll be able to point to our evaluation scorecard for different factors such as monetary risk, process impact, data security and more.

A 2023 Readiness Roadmap

We'll map the key next steps and overall approach for you business up until Google flips the switch on third-party cookies in late 2023.

Questions?

Don't be shy!

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