



# CDP LOOKBOOK

## **CUSTOMER ACQUISITION**

HOW ZEOTAP CDP CAN HELP YOU  
GROW YOUR CUSTOMER BASE - EVEN  
IN A WORLD WITHOUT COOKIES



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# INTRODUCTION: THE COOKIELESS FUTURE IS ALREADY HERE

Contrary to popular belief, the [cookieless future](#) is not set to land in late 2023 as per Google's announcement - it's actually already here.

What do we mean? It's because third-party cookies have *already* disappeared from a number of browsers - including Safari and Firefox - and Google Chrome will simply be the last among them to make the switch.

This deprecation of third-party cookies is the latest step in the adtech industry's journey towards healing its relationship with consumers, damaged by breakdowns in trust exemplified by the Cambridge Analytica scandal. The rebuilding of this transparency has also taken the shape of legislative moves such as GDPR ([celebrating its fourth anniversary in 2022](#)) and Apple's privacy update (now one year old).

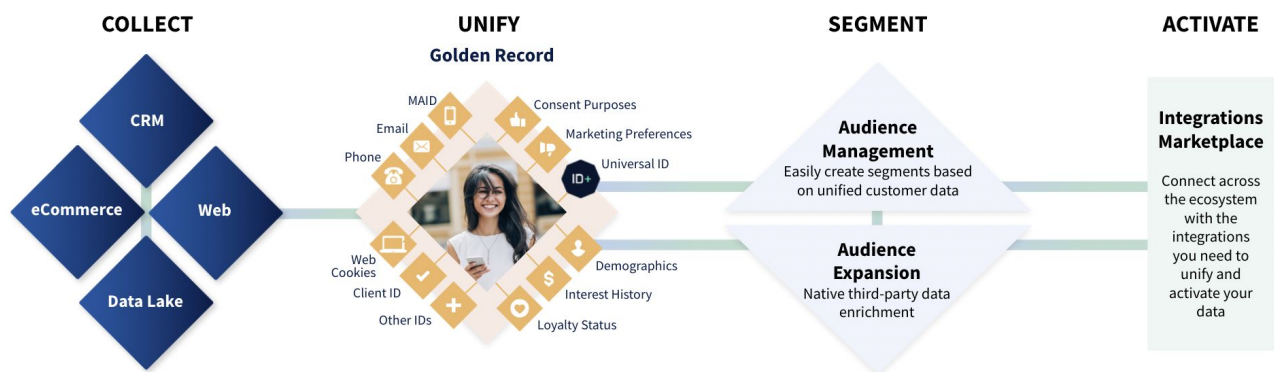
But despite its importance and its urgency, the post-cookie world is still alarmingly out-of-focus. There are dozens of potential [replacements for third-party cookies](#) on the table, each one with unique advantages and disadvantages, meaning that there's no rulebook for moving forward, let alone a silver bullet to easily solve the problem.

For marketers, the message is simple: **act now**. With no clear path to follow, success will come through forging your own way in a spirit of trial-and-error - so saving your experimentation for when you have no other option is a risky exercise. This guide will show you how a Customer Data Platform can not only drive your acquisition marketing today, but help ease your transition into a cookieless strategy over time.

# THE CORE PRINCIPLE: CONTINUITY THROUGH **FIRST-PARTY DATA**

Outside of the debate around contextual vs fingerprinting vs cohorts, there's one piece of advice for the cookieless future that's been consistent almost anywhere you ask: **build up your base of first-party data.**

This is where a Customer Data Platform (CDP) comes in, helping you collect, unify and segment your data from any number of platforms and silos where it might currently be stored:



With these segments in hand (for example, high-value customers), native integrations into the adtech and martech ecosystem make it possible to activate them in campaigns across your full spectrum of channels. Right now, third-party cookies are part of that mix - but they're only a fraction of the picture, meaning that when they're no longer an option there are plenty of other means to carry on doing business.

In the case of [Zeotap's CDP](#), it also adds in a critical factor: consent orchestration. This means that the data unified onto a single profile also includes an up-to-date record of consent and marketing preferences, so you can be sure you're only activating where you have permission to do so.

With this foundation of first-party data, let's explore some of the ways it can be brought to life to drive new customer acquisition...

# USE CASE 1

ACTIVATION IN A COOKIELESS FUTURE



## THE CHALLENGE

With third-party cookies disappearing, the ability to accurately target across the programmatic ecosystem will be upended. While solutions like cohorts and contextual targeting may provide marketers with scale, they're expected to do so at the expense of accuracy - creating a potential hit to return on ad spend (ROAS).

## THE SOLUTION

1. Zeotap CDP collects and unifies your first-party data into a single customer profile that incorporates consent and marketing preferences.
2. Zeotap CDP connects your chosen audiences to the programmatic ecosystem via [Zeotap's ID+](#), a natively-integrated Universal ID with consent baked into it, ensuring that accurate, quality audience addressability doesn't come at the cost of consumer privacy.







## THE RESULT

Quality reach, as explored in pilot campaigns by [PHD Media](#), Samsung and more.

**Zeotap's CDP** is unique in having its own native Universal ID (which is interoperable with many others) - read more about it [here](#).

# USE CASE 2

INCREASE WALLED GARDEN EFFICIENCY





## THE CHALLENGE



Walled gardens - the closed ecosystems such as Google and Facebook where the provider controls everything within them - are likely to grow in importance with the disappearance of cookies.

One way that marketers can drive greater efficiency within walled gardens is to activate their own first-party data segments within them. For example:

- **targeting lookalikes of your best customers**
- **excluding segments of existing customers from acquisition campaigns**

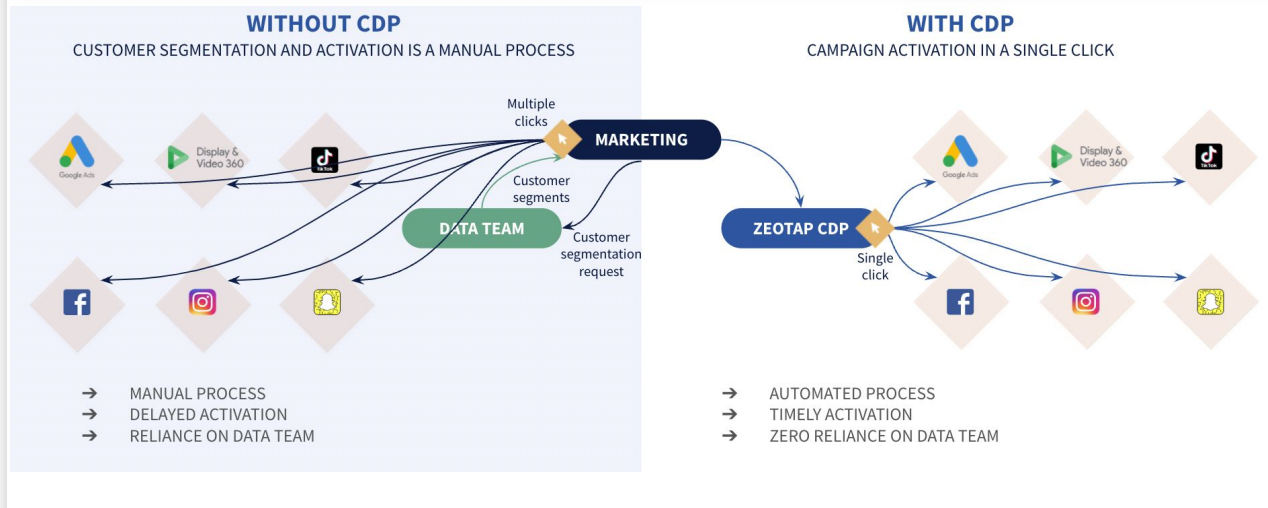
But there's a challenge here - with so many walled gardens, the manual process of pushing these audiences and segments each time becomes time-consuming and labour intensive, ultimately impeding your ability to act quickly:

## THE SOLUTION



1. Create your single customer profile within Zeotap CDP
2. Create segments within the CDP with a few clicks (no need for Data team support). You can even use Zeotap CDP's [Predictive Audiences](#) functionality to create machine-learned segments based on RFM (Recency-Frequency-Monetary) or Customer Lifetime Value in order to identify your best audiences.
3. Send your audiences to any walled garden with a single click, ready to activate

## THE SOLUTION (cont.)



## THE RESULT

CHECK OUT THE CASE STUDY ON THE NEXT PAGE!

# CASE STUDY: INCREASING ACQUISITION FOR A LEADING CAR SHARING BRAND

For fast-moving (literally) services such as car sharing, new user acquisition is a competitive and potentially painfully expensive game. In order to grow its active user base, this company leveraged Zeotap CDP to help sharpen its use of walled garden campaigns - in just a few simple steps.

## STEP ONE



Created an audience of its top active users within Zeotap CDP

## STEP TWO



Pushed segments to Snapchat through the platform's native integration

## STEP THREE



Created and activated a lookalike audience within Snapchat based to acquire more high-quality users

## THE RESULT



- **87%** NEW ACTIVE USERS
- **92%** ORDERS

# USE CASE 3

INCREASING ROAS THROUGH AUDIENCE  
SUPPRESSION



## THE CHALLENGE

Whether in the cookieless future or even the semi-cookieless present, the problem remains that most types of campaigns can end up wasting money by delivering ads to audiences you're not looking to target. For example:

- A retailer targeting individuals with a first-purchase campaign - **even those who are already customers**
- A financial services company retargeting its website visitors - **even those with a low credit score**
- A travel company targeting summer vacation ads to in-market audiences - **even those who have already made bookings.**

This wastage is part of what leads to a lower Return on Ad Spend (ROAS).

## THE SOLUTION

1. Zeotap CDP collects, unifies and segments your first-party data into a single customer profile that incorporates consent and marketing preferences
2. With a few clicks, create audiences that you wish to **exclude** from your upcoming campaigns
3. Activate those audiences within the channel of your choice

## THE RESULT

- SAVE UP TO **20%** OF YOUR MEDIA BUDGET

# CASE STUDY: REDUCING CAC FOR A GERMAN RETAILER

For most retailers, the customer acquisition challenge is hard enough without the looming challenge of cookie deprecation. The rising cost of paid channels have meant a squeeze on budgets, with pressure to make campaigns as efficient as possible by reducing wastage.

## STEP ONE



Unify siloed data into a single customer view within Zeotap CDP

## STEP TWO



Created segments of existing customers, then developing lookalikes using [Zeotap Fuel](#), Zeotap's third-party data asset

## STEP THREE



Activate lookalike audience targeting within walled gardens and open web channels

## THE RESULT



→ **19%** CAC REDUCTION (VS. GOAL OF 15%)



# USE CASE 4

INCREASE MATCH RATES IN GOOGLE



## THE CHALLENGE

[Google Customer Match](#) is the gateway to leveraging your own data within the Google ecosystem.

It lets you use your online and offline data to reach and re-engage with your customers across Search, the Shopping tab, Gmail, YouTube and Display. Using your first-party data, Customer Match will target ads to those customers and other customers like them.

The problem comes in matching the data: uploading data directly to Google Customer Match only allows for Gmail-based email addresses as identifiers.

## THE SOLUTION

Increase your match rate by [uploading to Google Customer Match via Zeotap CDP](#). Zeotap's API integration allows for matching based on several different types of data, including email addresses and Mobile Device IDs. Used as part of Zeotap's Customer Data Platform, the integration also identifies non-Gmail email addresses, which helps achieve higher match rates compared to other upload processes.

## THE RESULT

Precision targeting with Google Customer Match helps deliver **79%** higher CTR and **67%** higher CVR than non-audience traffic.

# EXPLORE **ZEOTAP CDP**

**Zeotap's** Customer Data Platform helps ensure your organisation remains compliant with constantly evolving consumer data regulations, whilst delivering an omnichannel experience capable of bolstering brand loyalty and providing personalised customer experiences.

To find out more about how **Zeotap CDP** can support your key challenges, get in touch for a no-obligation consultation.

[www.zeotap.com](http://www.zeotap.com).

# ZEOTAP

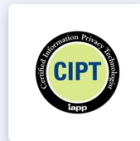
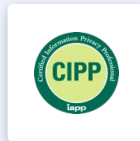
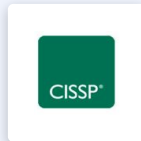
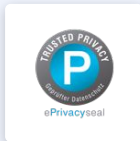
## THE NEXT GENERATION CUSTOMER DATA PLATFORM

**Zeotap** creates unity between data and privacy to power personal and trusted customer experiences. At its heart is **Zeotap CDP**, the next-generation Customer Data Platform that empowers marketing and data teams to collect, unify, segment and activate customer data while putting privacy and compliance front-and-centre. Complemented by **Zeotap Fuel**, a data asset designed to deliver quality without compromising on data privacy, Zeotap also offers **ID+**, a universal marketing ID. Recognised by **Gartner** as a "Cool Vendor" and G2 Crowd as a **CDP Momentum Leader**, Zeotap works with market-leading brands including **P&G**, **Audi** and **Virgin Media**. For more information visit [www.zeotap.com](http://www.zeotap.com).



### PRIVACY AND SECURITY IS IN OUR DNA

Designed in Germany for the stricter compliance standards of operating in Europe



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