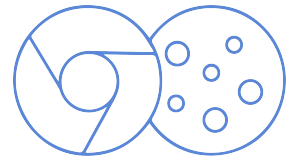


IT'S OVER FOR THE 3RD PARTY COOKIE. **WHAT NOW?**



SAYING GOODBYE TO **COOKIES**

Google dropped a bombshell on the advertising industry when it announced it would **“phase out support” for third-party cookies on Google Chrome by the end of 2023** (effectively killing them).



To level-set, first-party cookies help web publishers track users on their own properties, while third-party cookies help advertisers track user activity across their web travels in order to better target them with relevant ads.

In response, the Association of National Advertisers and the American Association of Advertising Agencies (4A's) issued a statement that Google's decision could hurt digital businesses, consumers and technological innovation. The statement said **“it would threaten to substantially disrupt much of the infrastructure of today's Internet without providing any viable alternative**, and it may choke off the economic oxygen from advertising that startups and emerging companies need to survive.”

Recently, I wrote another [piece](#) predicting that cookies were not long for this world, a sentiment widely accepted by the industry for some time. Safari and Firefox already allow users to turn off tracking —and Google's move is another nail in the coffin (especially considering their dominant market share).

SO, WHAT NOW FOR DIGITAL ADVERTISERS?

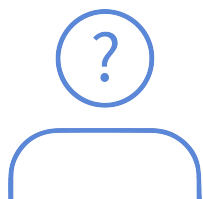
THE GOOGLE ANSWER | PLAY IN THE SANDBOX

Google has suggested its **Privacy Sandbox** — a set of web standards (web browser APIs)— as a replacement for cookies. The solution is supposed to still give advertisers the **ability to target and measure campaigns while preserving user privacy**. It represents a new way of sharing data over the internet in which an advertiser must call an API to get a certain cohort of users (not an individual user) who have performed a specific action.



This process addresses the privacy problem, but it will also severely **limit the ability to offer customization** to a user or the 1:1 experience so many of us have come to expect. That's what everyone is worried about, and **Google is asking for feedback from the ecosystem** — and all invested parties should make sure they're part of the conversation.

THE COOKIELESS FUTURE

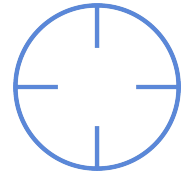


Digital identity — or cross-channel and cross-device identity graphs — **is critical to the future of advertising**. As discussed in my previous article, **MAIDs (mobile AdIDs) are inherently mobile-based and more sustainable and efficient identifiers than cookies** — and will take center stage as the cookieless world approaches. The industry now has more reason to improve on in-app mobile challenges to drive more demand towards it - considering that 90% of a user's time on their smartphones/tablets is spent in apps (vs. 10% on web browsing).

Historically, the migration of marketing spend from web to in-app advertising hasn't kept pace with the amount of time users spend in apps. This disconnect has mainly been due to viewability issues, brand safety concerns, and the fact that audience ratings vendors have been slow to pay attention to the app space. Google's announcement should help catalyse the industry to improve on these issues and finally drive the demand to in-app advertising.

FIRST PARTY OFFLINE DATA WILL BE A GOLDMINE

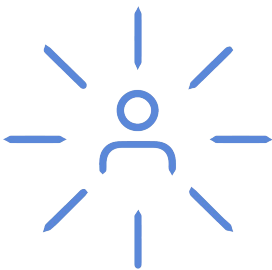
Brands will always need to identify their customers in their CRM database through hashed email/phone numbers with a digital identifier (ideally, mobile AdIDs, smart TV IDs and other digital device identifiers). Therefore, identity linkages that originate from more permanent CRM data will still be a viable solution for advertisers.



There is no doubt that brands will hold tight their offline first-party data as the cookieless future becomes a reality. Why? Simply **because emails and phone numbers will still be the most permanent identifiers that brands can rely on for digital re-identification.** They become extremely important when planning acquisition strategies to suppress current customers, as well as for churn prevention and cross/upselling strategies.

Brands will therefore continue to need to identify their CRM customers while executing their online marketing strategies. This will not be affected by the Google position. **Brands will be scaling their efforts to gather as many emails as possible to build up their first-party data based on permanent identifiers.**

THE UNIVERSAL ID | A SHIFT FOR VENDORS LOOKING TO SURVIVE



Some technology platforms that currently rely on cookies to resolve identity are already producing universal, agnostic ID solutions to **bypass the upcoming Google restrictions.**

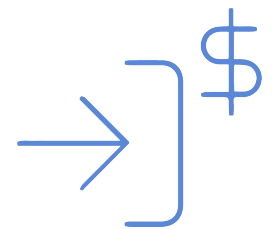
A real universal ID used by every single player in the industry would provide the underlying plumbing for the marketing ecosystem in an ideal world. However, it's an ambitious goal for any company undertaking this path.

The race has already started so **vendors only have two years remaining to develop their universal ID solution**, win enough partners to become relevant in scale and a feasible industry alternative (in fact selective Customer Intelligence platforms have started establishing such IDs.)

Publishers will have an incentive to work with a couple of universal ID suppliers to not make themselves too dependent on any one provider.

PAYWALLS AND LOGINS EXPECT MORE

It's been a **growing trend for web publishers to start charging for content** — this may start to increase and, at the very least, we can expect more publishers to require logins to access their content (in order **to capture valuable first-party data** such as phone and email).



This will enable any identity resolution provider to deliver enrichment and activation of these offline IDs, either via direct deals or private marketplaces. In some respects, this means a publisher's first-party cookie (owned by the Wall Street Journal, for example, based on their consensual relationship with the user) will be treated similarly to how the industry historically handled a channel cookie (such as those offered by The Trade Desk for example). **Publisher's first-party cookies will become a valuable digital currency as brands will use them to find and target their customers across different publishers' domains.**

It's a new frontier for digital advertising and it's time for all parties to adapt — ideally before 2023 rolls around.

ZEOTAP

CUSTOMER INTELLIGENCE UNLEASHED

WHO ARE WE

Brand marketers' **obsession with first-party data is no secret** — and with the cookieless future becoming a reality, brands will hold onto it tighter than ever before. Customers still expect personalised interactions despite increasing privacy regulations. First-party data by itself, however, has proven to be just one piece to achieving multi-touchpoint personalisation and more effective marketing.

With these industry challenges in mind, Zeotap's mission is simple – we have built a **Customer Intelligence Platform to help brands better understand their customers and better predict their behaviours**. Ultimately, our goal is that our customers can deliver heightened experiences and invest only in those relationships that matter. How do we achieve this? With our **modular privacy and security-compliant Customer Data Platform (CDP)**.

1. CUSTOMER INTELLIGENCE PLATFORM

We've built a **one-of-a-kind platform**. With an increasing **focus on first-party data strategies**, Zeotap's Customer Intelligence Platform offers brands a way to advance their competitive edge and make the most out of their customer data through:

- Data collection and unification
- Third Party Identity Resolution
- Third Party Data Enrichment
- Machine-learned audience building and cross-channel activation

Customisable for varying use-cases (from customer activation to cross/up-selling and customer retention), it serves the entire adtech and martech ecosystem thanks to its integrations and workflows between different pre-existing tech stacks: **publishers, channels, and data partners**.

2. PROPRIETARY IDENTITY GRAPH

Identity resolution is still today one of the most basic needs marketers are grappling to master. At Zeotap, our focus has been on building a **patented identity graph** that's strong across identifiers, but especially on **MAIDs** (mobile AdIDs). We've partnered with large publishers and telecom operators to natively source mobile data (both identity data such as email addresses/phone numbers as well as profile data) mapped to MAIDs — **making our cookie dependency almost nonexistent**.

However, in order to better serve our clients and have a more complete identity graph, we also apply our own **deterministic mapping to link our dataset to cookies**, and we source data directly mapped to cookies (from large marketplaces, e-commerce shops, etc.).

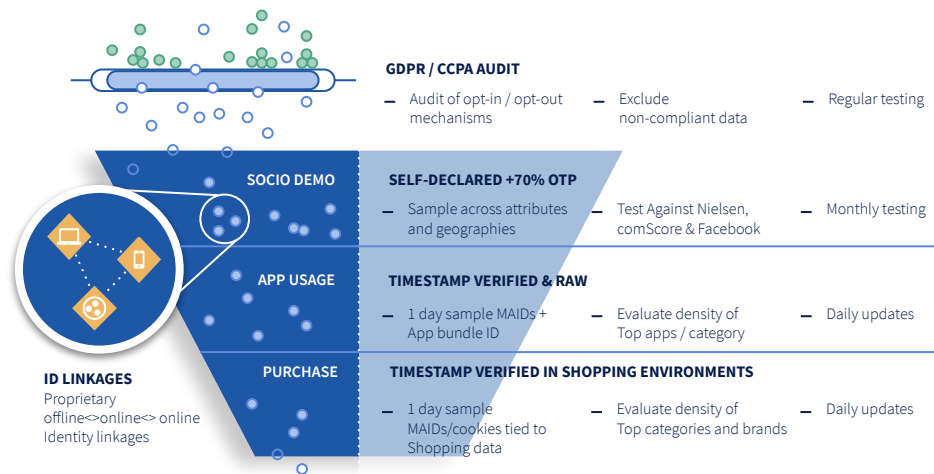
With over **200M identity profiles** in our platform, our linkages are ID-verified/self-declared and therefore as accurate as they can be, allowing brands to deterministically connect their offline CRM data (emails/phone numbers) to online identifiers as well as online-to-online identifiers – allowing a truly **360-degree single customer view**.



3. UNIFIED HIGH-QUALITY DATA LAYER

We've **unified and curated the finest data in the market** for maximum marketing impact with precision and scale. We only accept data partners that have met our strict data sourcing principles: i.e. **uniqueness + quality + scale + GDPR and CCPA compliance**.

TAKING A CLOSER LOOK AT OUR DATA CATEGORIES:



4. DATA AND SECURITY BY DESIGN

As a German company, we've built our platform with security and privacy-by-design principles that have been at the heart of our success as a global partner. We've earned stringent global certifications that prove our commitment to security and privacy, and we are GDPR-compliant across our European markets.

Our certifications include:

- ➔ The enterprise-grade security ISO/IEC 27001
- ➔ CSA (Cloud Security Alliance) STAR Silver
- ➔ The GDPR-ready seal
- ➔ The CIPT (Certified Information Privacy Technologist)
- ➔ The CISSP (one of the most sought-after certifications in information security)
- ➔ The CCISO (Certified Chief Information Security Officer) certification amongst others.



HOW CAN WE HELP YOU NAVIGATE A COOKIELESS WORLD?

We've been preparing for this transition for over 2 years now.

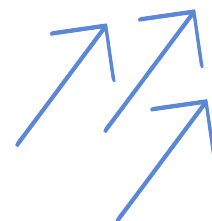
In that time, we've been helping leading brands, publishers and partners prepare for the cookieless world through two key programmes: the Customer Intelligence Platform and ID+.

The **Customer Intelligence Platform** is your key to being able to build a first-party data asset that supports your ability to drive scalable, personalised marketing after third-party cookies deprecate. As the next-generation Customer Data Platform, it allows you to unify, enhance and activate your data while putting security and privacy first.

ID+ is Zeotap's Universal Identifier, designed to support publishers and advertisers alike in providing a new means of programmatic addressability.

While 2023 may seem a long way away, every second counts in getting ready for this seismic shift in how our industry works.

WE'RE HERE TO HELP CLIENTS NAVIGATE THE UPCOMING SHIFT AND GUIDE THEM TOWARDS A COOKIELESS FUTURE.



MAKE SURE YOUR COOKIELESS STRATEGIES ARE ON TRACK FOR 2023



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