

MARKETING WITHOUT COOKIES

READY FOR THE PRIVACY-SAFE FUTURE

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What is a cookie?

Most cookies recognize individual users over several page views. This is important for the usability of websites and for various advertising purposes.

Cookies are small **files filled with information** by the browser during browsing and **stored for a certain time period**.

What are the use cases of cookies?

Cookies **simplify the measurement** and **target group-specific** delivery of digital advertising materials. There are two relevant types of cookies:

First-party cookies

... are set or read directly by the website currently being visited. Examples of use cases:

- Saving language settings
- Enabling a shopping cart
- Aggregating web analytics data
- Quantifying user actions for campaign measurement (conversions)

Third-party cookies

... are set or read from „foreign“ domains on the currently visited website. Examples of use cases:

- Audience creation and targeting based on surfing behavior
- Frequency capping
- Attribution of view-through conversions

Why are cookies suddenly on everyone's lips?

The topics of **data protection**, **transparency**, and **user privacy** have gained weight and attention in public discourse recently. These are the most important developments in recent months:

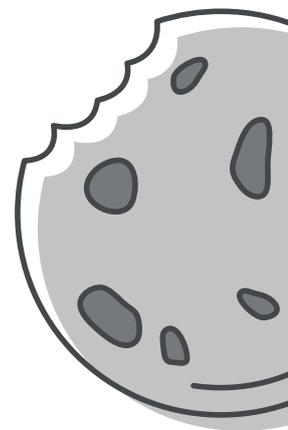
- All browser and operating system providers are stepping up their efforts to restrict tracking options for advertisers. In doing so, they are positioning themselves in the market with tighter data protection and increased transparency.



- Although Google has not yet implemented such restrictions for **Google Chrome**, it [announced in March 2021](#) it will **no longer use identifiers** that track individual users **across different sites**. This will particularly affect classic targeting and measurement methods. Since then, cookies have been the number one topic in the marketing world.
- With **iOS 14**, **Apple** is further tightening the restrictions on tracking options and has been pushing for explicit user consent for marketing tracking in apps since April 2021.
- AdTech providers are pursuing workarounds, such as **modeled conversions** or **frequency capping** based on **machine learning** („black box“).
- **Various technological alternatives** will likely soon be available that will partially restore the lost capabilities using privacy-compliant mechanisms. A few examples: Google's answer is Privacy Sandbox, Apple is launching Private Click Measurement in addition to the SKAdNetwork already in use, and Trade Desk is launching Unified ID 2.0. NetID is already well established within the EU.
- The discussion about consent for tracking is also gaining momentum in Switzerland: From the publisher side, efforts to deal with the new situation are moving toward a [login alliance](#).

What is the goal of a future without third-party cookies?

- **Transparency** and **education** about what information is collected, when, by whom, and for what purpose
- **Protection of the privacy** of the individual user by making so-called personal data (e.g. contact information, personal interests, etc.) unidentifiable
- Creating **more control for users** to implement individual preferences (active consent and data control center)





How does this affect my marketing efforts?

All **use cases** based on **third-party cookies** will be restricted or no longer possible. **First-party cookies** will also be **more tightly regulated**.

Examples of measures affected:

- Difficulty in recognizing same user in new environment, but workarounds are possible e.g. targeting pools, remarketing, frequency capping
- Targeting lists will shrink
- Conversion tracking becomes more restrictive, but not impossible

Effects on targeting

Strongly affected

Retargeting

The size of retargeting/remarketing lists will generally shrink. On third-party inventory, users will no longer be reachable at all – at least if no alternative technology such as FLEDGE is widely deployed.

Interest targeting on third-party inventory

This marketing use case can no longer be implemented without third-party cookies. Various parties are working on privacy-compliant alternatives; the technologies are still in the test phase.

Little affected

Behavioral targeting in Walled Gardens

Large players such as Google, Amazon, Facebook, and Apple have enough first-party data to continue to ensure precise targeting of behavior-based campaigns.

Non-user-based targeting

Targeting methods not based on individual user behavior will not be affected by the developments and will regain importance. Attributes such as **location, time, device,** or **contextual signals** can be used effectively in combination with algorithmic optimization.



Effects on measurement and attribution

Strongly affected

Conversion tracking

The tracking of conversions, such as the purchase of a product, depends heavily on the use of a consent management platform and the consent achieved for using cookies. Conversion tracking will be modeled more statistically in the future and/or enabled by new technologies.

Little affected

Web analytics

Web analytics is heavily dependent on the use of a Consent Management Platform and the consent achieved for the use of cookies. The recognition of returning website visitors is already limited, for example in Safari.

View-through metrics

These data points are no longer measurable without third-party cookies on the Open Web. Alternative technologies are being considered but are not yet very far along.

On-platform metrics

Fundamental values measured directly by ad networks, such as click-through rate or impressions, are unaffected if they are not based on conversions.

And now?

Short term

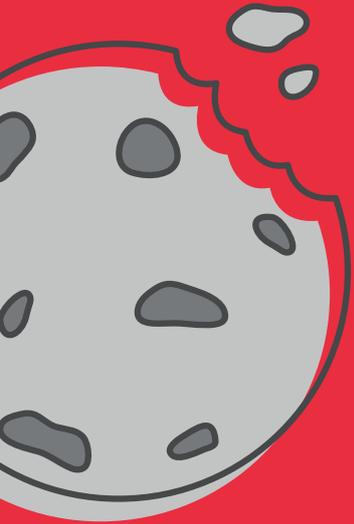
- Implement ad network recommendations (e.g. conversion linker, global site tag, etc.)
- Use customer match technologies
- Create understanding of how digital KPIs are created and modeled
- Have an audit made of the current set-up

Medium term

- Examination of a Consent Management Platform for maximum transparency
- (Partial) migration to server side tag management
- Evaluate and implement new technologies
- Increased use of privacy-safe targeting

Long term

- Development and implementation of first-party data projects (e.g. use of a customer data platform)
- Definition of a comprehensive data strategy to maximize the use of data on all communication channels



THE END OF COOKIES IS AN OPPORTUNITY: LESS TECHNOCRACY, BETTER ADVERTISING.

Any questions? Read our [blogpost](#) on the topic or
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