



Switching to a First Party Data Strategy in the Third Party Cookie Apocalypse

Today's Speaker

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Director, Product Marketing
Tealium



Tealium connects
data so you can
connect with your
customers.

Agenda

Supercharging B2B CX with a First Party Data Strategy

- Storm clouds on the horizon for using data
- 1st party data to the rescue
- Shifting strategic and technology considerations
- Summary

To win in
today's market
you need to
understand
and engage
your **customer**
through **data**

Storm Clouds on the Horizon

New rules and tech means the way you know your customer through data is evolving



What's happening now?

Change is the norm— manage accordingly

"Pal About" would like permission to track you across apps and websites owned by other companies.

THE SAFARI BROWSER UPDATE THAT'S DRIVING MARKET CRAZY

Technically Speaking examines how to out tracking

By George P. Silefo, Published on February 19, 2019.

JULY 27

Google delays when Chrome will phase out third-party cookies to 2024

Abner Li - Jul. 27th 2022 10:32 am PT @technacity

APPS & UPDATES

CHROME

Building a more private web

Justin Schuh
Director, Chrome
Engineering

Privacy is paramount to us, in everything we do. So today, we are announcing a new initiative to develop a set of open standards to fundamentally enhance privacy on the web. We're calling this a Privacy Sandbox.

Published Aug 22, 2019

Allow While Using App

Don't Allow

Allow While Using App

Don't Allow

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FIREFOX FOLLOWS APPLE IN BLOCKING THIRD-PARTY COOKIES ONLINE

03 Trust Becomes More Important, Yet More Elusive

State of the Connected Customer 20

Google's Chrome no bar these tracking t

Published on June 04, 2019.

More devices, more channels, and more customer data have elevated customer engagement and created new ways for companies to differentiate. In some cases, however, they've introduced vulnerabilities and anxieties.

46% of customers feel they've lost control over their own data.

Distrust has become so prevalent that a significant number of customers now view companies as indifferent to the matter. Security has always been important, and customers treat it as a standard requirement for doing business. Eighty-four percent of customers are more loyal to companies that have strong security controls.

Lax Security Hurts Trust and Sales

41% of customers don't believe companies care about the security of their data.

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84% of customers are more loyal to companies with strong security controls.

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It feels like a lot



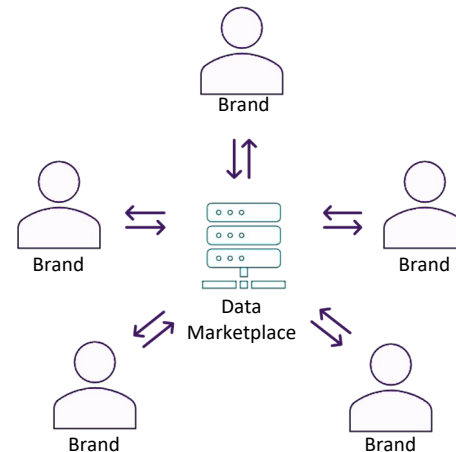
...but it doesn't have to!

Rise of 1st party largely related to 3rd party cookie deprecation



1st Party

- Owned - Directly collected, custom to you
- Reliability and accuracy up to you, longer window
- Unique to your traffic, properties, CX
- Fewer restrictions
- Adoption growing rapidly
- Transform for use anywhere



3rd Party

- Acquired - typically purchased, pre-segmented
- Less reliable, accurate, more time-limited
- Good for scaling ad reach
- Many restrictions - browsers, regulations, attitudes
- Likely has peaked
- Not great for mobile

Data Deprecation:

“Data deprecation restricts tracking and access to consumer data due to regulatory, browser, walled-garden, or consumer actions.”

FORRESTER®

Data Deprecation needs to be solved across silos

CHALLENGE

Advertising

Ability to **target travellers, prospects, and lookalikes** is significantly diminished, as is **performance data** to drive optimizations

Analytics

Measurement of **digital platform activity**, and the marketing placements that drive traffic, will suffer significant gaps

Experiences

Ability to **recognize, remember, and recommend** is dramatically decreased without cookies

KEY USE CASES

Prospect targeting

Site retargeting

Lookalike targeting

Suspect targeting

Media measurement & attribution (ROAS)

Audience analysis

Lifetime value analysis

Site personalization

Controlled A/B/n experimentation

Persistent logged-in state

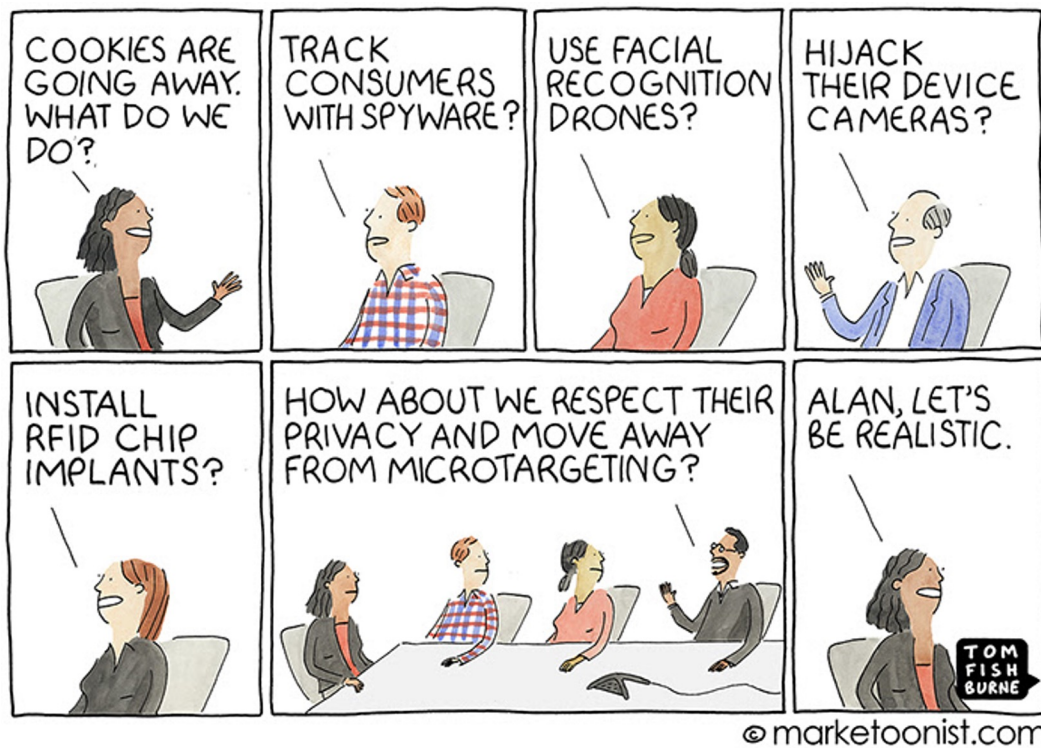


1st Party Data to the Rescue

A sustainable foundation for customer experience and beyond

Your approach dictates how long your solution will last

Focusing on workarounds isn't a sustainable approach



So what's the way forward?



“We Give Up”

- Head back to the way things used to be and buy advertising direct
- Focus on fuzzy measurements like last click attribution
- Go for scale rather than contextual or personalized experiences



“We Find Workarounds”

- Consistently changing your data strategies as browsers change theirs
- Hack our way into user IDs
- Privacy and consent come second

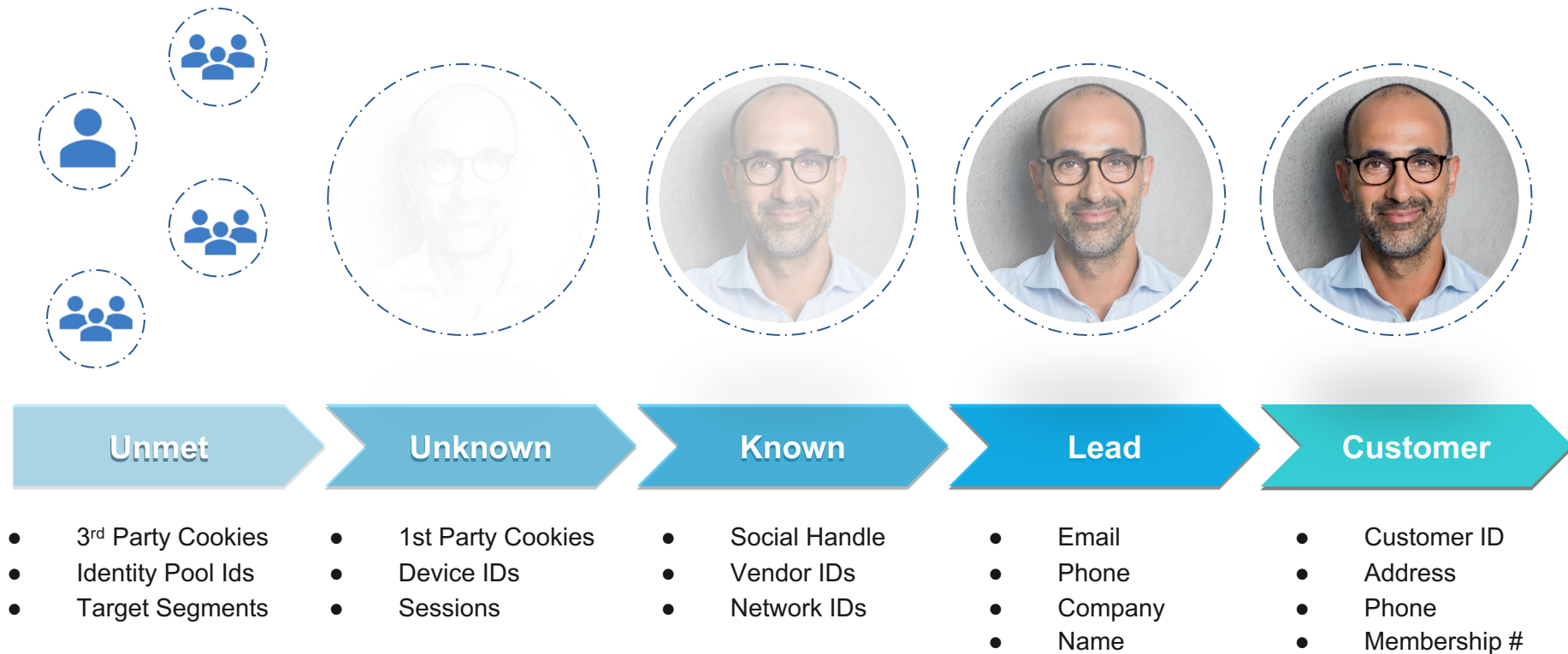


“We Start to Deliver a First-Party Driven Approach”

- Build a foundational customer data pipeline for your business (real-time, channel independent, trusted)
- Collect every first-party interaction with consent, rely on more accurate data
- Integrate data into the marketing and analytics tools to deliver customer-first experiences

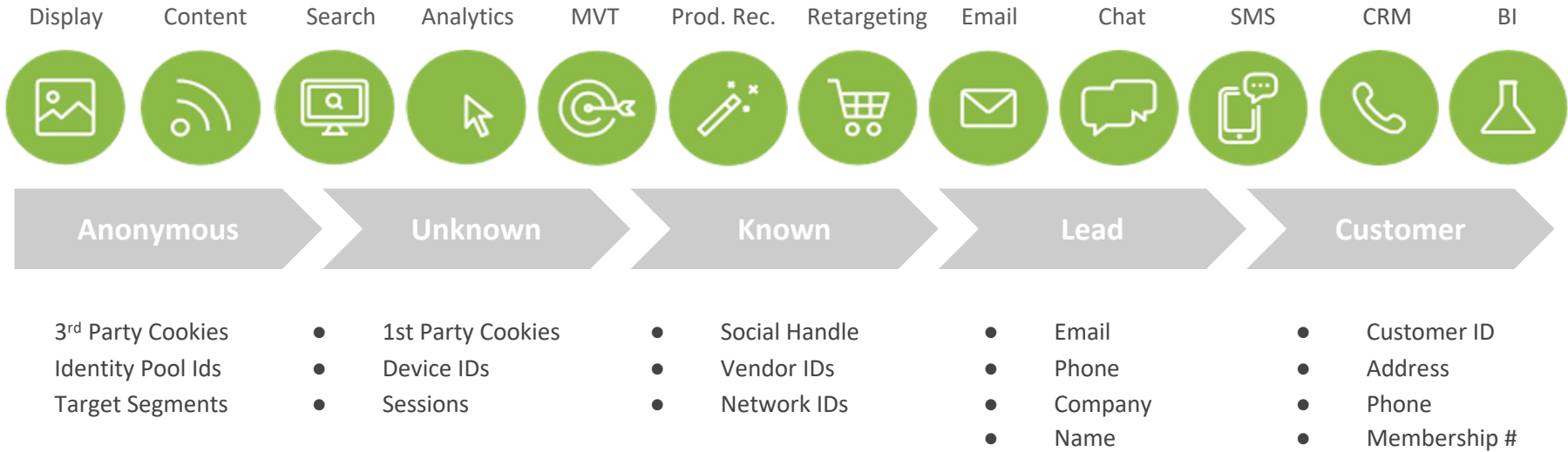
Data evolves along the customer journey

Buyers expect you to know them across the entire relationship



Lifecycle aligns with engagement tools

The data you need to understand a customer comes from many places



Identity unlocks a best-of-breed approach

Getting identity right creates a better view of the customer, and the capability to target



 Adobe Audience Manager

 Meta



Adobe Experience Manager



Adobe Analytics



Adobe Target

braze

neustar[®]
INVOKA[®]



Shifting Your Approach

There are Technology and Strategy implications

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Realigning Strategy and Technology

Important considerations moving forward

Strategy

Consent and Value Exchange

Targeting Mix

**Maximize 1st Party Data
Assets**

Technology

**Data Collection,
Orchestration**

Data Management Flexibility

**Real-time (including
Automation and ML)**

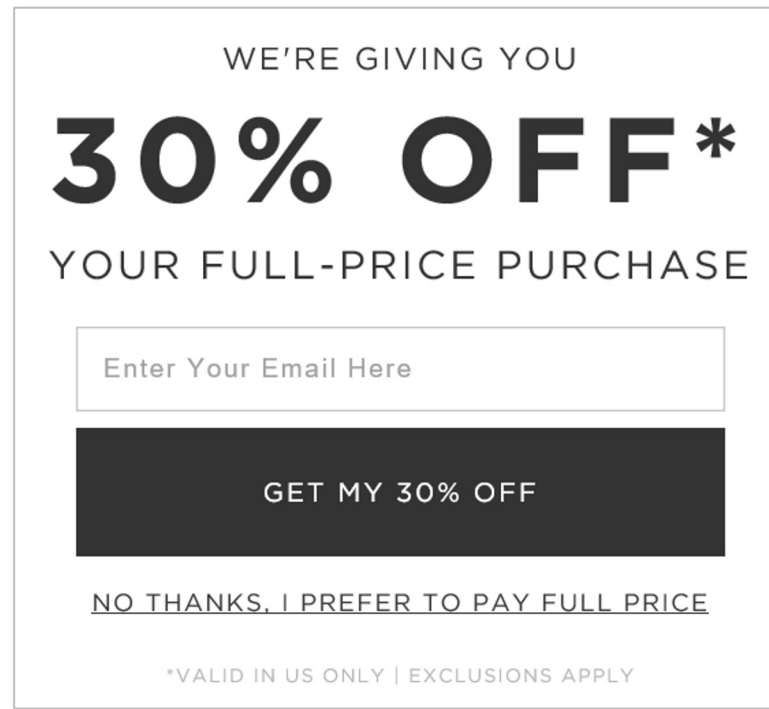
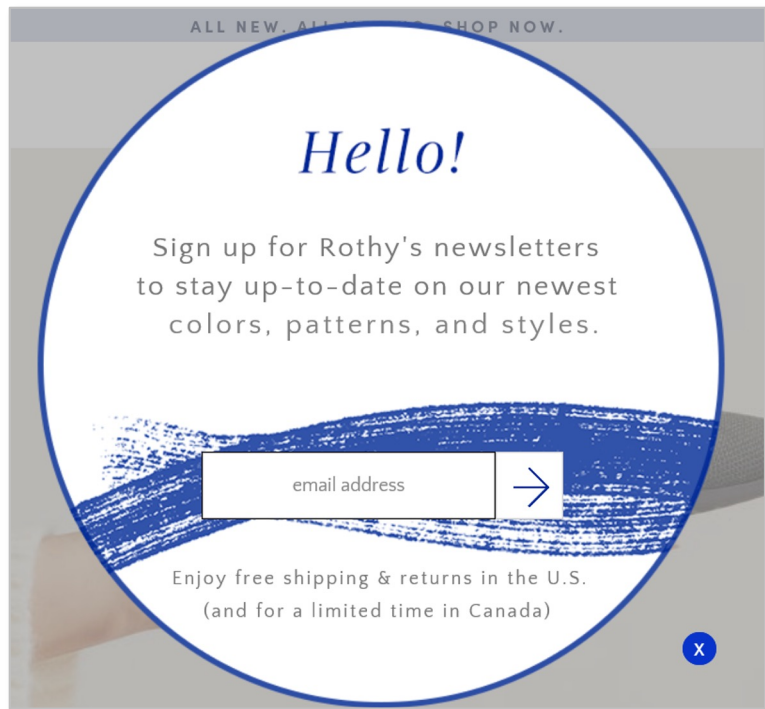
Please don't do this...

It doesn't have to be like this



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Content and discounts for identity data




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Discounts and content for logging in (deeper, timely identity data)

It's yet another unintended consequence of a global pandemic—parents, watch your kids around those hand sanitizer stations.

Physicians and researchers in France and India are warning of the risks of alcohol-based hand sanitizer—particularly eye-level stations that risk squirting the liquid into small faces—after hundreds of cases of related pediatric eye injuries were reported in just a five-month period after the start of the pandemic in France alone.

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Value Exchange: Data + Strategy = Superior CX

The image shows the ASICS Runkeeper website and app interface. The website header includes the ASICS logo, navigation links (Men, Women, Kids, Sports, Sportstyle, Collections, ASICS Blog), and a search bar. The main banner features a runner and the text "CHASE YOUR RUNNING GOALS". Below the banner are buttons for "Download for iPhone" and "Download for Android". The app interface is shown in a smartphone and smartwatch mockup, displaying running metrics like time, distance, and pace. A separate inset shows the "My Stats" section of the app, which includes a table of monthly and yearly activity data.

	This Month	Last Month
All Activities		
Distance (miles)	27.3	31.2
Avg Pace (min/mi)	8:50	9:05
Activities	12	11

Activities: 263 Tracked

My Goals: 30/40 miles run

From a shoe company to a personal fitness platform

Across all devices

Providing value exchange:
A tailored experience for more insights on product usage and how we can help meet your goals

Realigning Strategy and Technology

Important considerations moving forward

Strategy

Consent and Value Exchange

Targeting Mix

**Maximize 1st Party Data
Assets**

Technology

**Data Collection,
Orchestration**

Data Management Flexibility

**Real-time (including
Automation and ML)**

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Across Channels and Teams....

Over Time

Maximize 1st Party Data

Assets

Technology

Data Collection,

Orchestration

Data Management Flexibility

Real-time (including
Automation and ML)

Summary

The value of a 1st Party
centric approach and how
to get there



What does a 1st Party profile look like?

A real world example

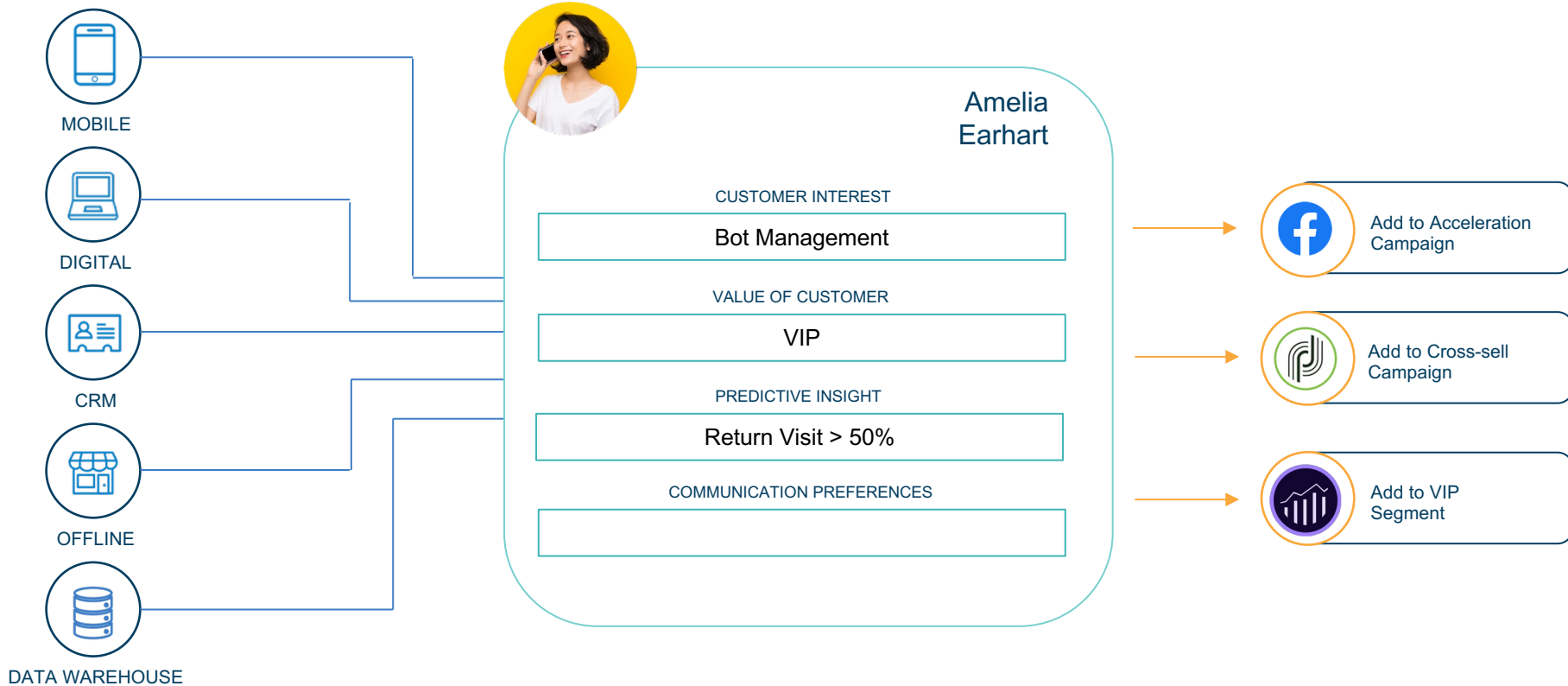


....and the combinations of all this data!

A real world example



IT ALL DEPENDS ON COLLECTION...



COLLECT DATA

BUILD CUSTOMER INSIGHT

TAKE ACTION

5 Tangible Steps to Success...

- ✓ Privacy becomes a primary planning element
- ✓ Become browser independent, own your customer data (requires tech and process)
- ✓ Adapt your data collection strategy in favor of stronger value exchanges
- ✓ Double down on identity
- ✓ Re-evaluate targeting mix now, hit ground running when cookies take final blow



Thank you.