How does third-party cookie deprecation affect you?

The uncertain future of data collection and consumer privacy

The removal of IDFA and third-party cookies changes the game for the entire marketing industry.

Third-party cookies (3PCs) and other common identifiers, like device IDs, are the newest casualties in a wave of consumer privacy regulation and policy changes rippling through big tech. While this conversation is not new (IDFAs have been seriously restricted and 3PCs are already gone on Safari and Firefox), the final plunge into a cookieless future will happen when Google Chrome — which represents nearly 68% of global browser market share — retires 3PCs in late 2023.

How marketers must respond

In a marketing world without device IDs and third-party cookies, your ability to recognize, understand, and engage customers digitally will be hindered. While some companies have started to plan for a cookieless future, most still don't have a baseline understanding of how their business will be affected — much less how long it may take to roll out a strategy to operate in this new world.

Brands that prepare for the change will stand out. As their competition makes due with one-size-fits all experiences, marketers who have laid the groundwork will differentiate with relevant and insightful customer experiences. Those who haven't prepared will have to rebuild their strategies, quickly — all in an environment where there's no clear replacement and simply less data available.

How marketers choose to respond will have lasting impact.

Winning with first-party data

So what are the options when third-party cookies disappear? It's still imperative to use customer data to create positive buyer experiences and measure them. A good first step is to move to a first-party data strategy.

Collecting first-party data will put you in control. While the industry debates new methods of segmenting and targeting audiences, having first-party data as your foundation will allow you to personalize with confidence. According to a Boston Consulting Group study, brands using first-party data for key marketing functions achieved up to a **2.9x revenue uplift** and a **1.5x increase in cost savings**.

How to get started

The trend of more stringent privacy regulations and loss of digital identifiers isn't slowing. Now is the time to prepare your internal teams and technology stack to turn your first-party data tactics into a holistic customer experience strategy. Plan using the following steps in order to be ready for 2023.

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 & execute the strategy** Q3 2022 – Q2 2023	⑤ **Measure & adjust** Before end of 2023

The impact of 3PC deprecation on marketers

Personalization
Efforts that rely on behavioral and browsing data to serve each user a personalized experience will be hindered.

Campaign Management
Marketers will lose their ability to manage the frequency and consistency at which users see their ad creative when running cross-publisher tests.

Retargeting
Efforts to retarget visitors based on search and recent browsing activity will be hindered.

Measurement & Attribution
As third-party cookies become less available, measurement and attribution models will become less reliable.

READY TO TAKE ACTION?

We're offering a working session to help you quickly evaluate your risk and develop a course of action.

Learn more at:
fusionalliance.com/3PC

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