

**Deloitte.**  
Digital

Goodbye third-party cookies

# Hello human experience

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# Agenda

01

The rise and fall of  
third-party cookies

02

Keys to successful, consent-  
driven engagement

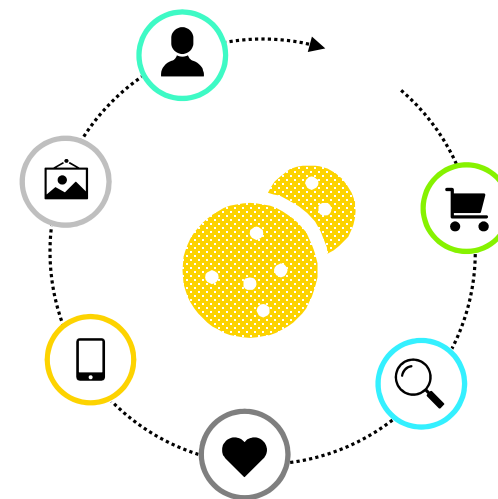
03

Toward a better  
human experience

# Back to when cookies were first baked

The invention of browser cookies in 1994 marked a foundational moment for the commercialization of e-commerce and for advertising online.




We have spent more than two decades relying on cookies as a key tool for ad personalization, attribution, and performance tracking.





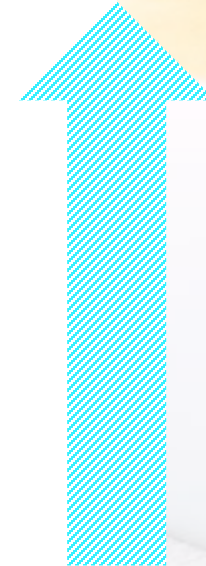
# It's easy to understand why many advertisers like third-party cookies...

## THIRD-PARTY COOKIES ENABLE:

-  Tracking of user behavior or pixels across sites
-  Fine-grained audience segmenting and attribution
-  Connecting marketing tactics to desired results

## ONLINE ADVERTISING GROWTH

Enabled by third-party cookies



TO  
**\$107.5**  
*spent in 2018<sup>1</sup>*

FROM  
**\$8B**  
*spent in 2000<sup>1</sup>*

Source: "Online advertising revenue in the United States from 2000 to 2018," statista, August 19, 2019

# ... but they have been an increasing source of heartburn for consumers

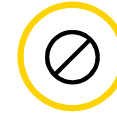
## SHADOWED BY SHOES

Retargeting raises concerns of privacy and feelings of being watched and followed.



**2 out of 5**

Americans believe that digital advertisers are too aggressive in following them on every device or browser<sup>1</sup>



**1 in 4**

US users now employ some form of ad blocking while surfing the internet<sup>2</sup>



## The problem is neither personalization nor advertising

The frustrations and objections of consumers are ultimately rooted in a lack of **consent, transparency, and control.**

WITHOUT THESE, *relevance*

BECOMES  *invasiveness*



# Here's the good news

It is possible to cultivate a better online experience and more effective advertising for all.

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*Personal human experiences*

+

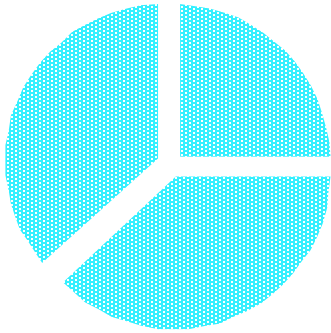


*Control, transparency,  
and respect for privacy*

# To prepare for the **phase out of third-party cookies**, focus on four key initiatives

**Own your own data**

Own and master first-party customer data.



**Lean in to walled gardens**

Deepen capabilities in social and other walled-garden media ecosystems.



**Consider moving in-house**

Bring mission-critical capabilities such as media buying in-house.

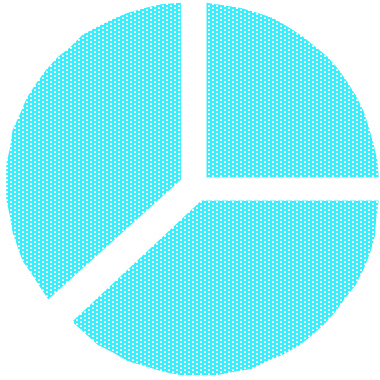


**Revisit your data privacy approach**

Provide fine-grained control and informed consent





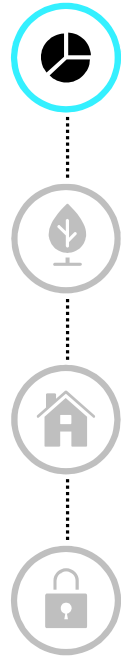


# Own the data

Own and master first-party customer data.

## TACTICS

- Invest in the right consent management solutions and an advanced customer data platform
- Deploy tools with first-party cookies and non-cookie identifiers



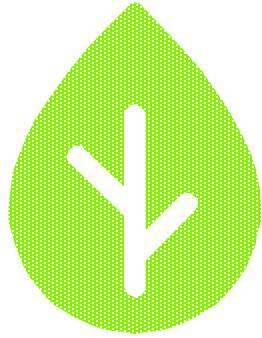
## POTENTIAL BENEFITS

1

Personalization of advertising, website experiences, and permission-based channels

2

Develop a contextualized and connected understanding of customer data

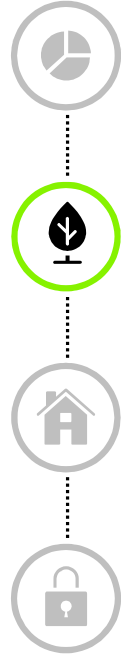


# Lean in to walled gardens

Deepen capabilities in social and other walled-garden media ecosystems.

## TACTICS

- Utilize assets and technical capabilities of these platforms, such as strong machine learning algorithms
- Leverage consumer consent regarding the data being tracked and used for marketing
- Combine their vast stores of consumer data from your own first-party data



## POTENTIAL BENEFITS

1

Level of unmatched personalization

2

Ad performance optimization

3

They won't be as impacted by the move away from third-party cookies



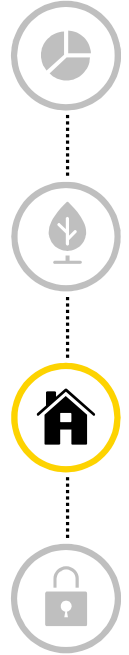


# Consider moving in-house

Bring mission-critical capabilities such as media buying in-house.

## TACTICS

- Bring media strategy and/or buying in-house
- Reduce layers of intermediaries and poor technologies that create waste and added cost



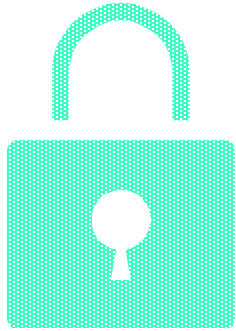
## POTENTIAL BENEFITS

1

Reducing reliance on outside agencies for media targeting, bidding, and buying

2

Deepen customer relationships by creating a more coherent experience across marketing touch points

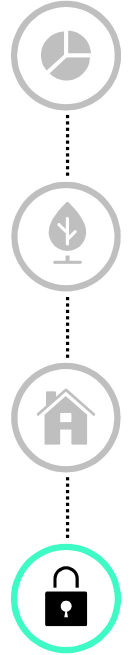


# Revisit your data privacy approach

An approach to data privacy, one that gives the customer fine-grained control and informed consent regarding data collection, usage, sharing, sale and transfer.

## 6 RECOMMENDED CAPABILITIES

1. Strong and fine-grained preference and consent management
2. Transparency of data practice
3. Explicit opt-in
4. Self-service data access
5. Easy capabilities to revoke consent as well as delete data
6. Up-to-date-information



## POTENTIAL BENEFITS

# 1

Establish trust with new prospects who value personalized brand experiences

# 2

Deepening the loyalty and growing the value of existing customers



Prepare your brand for a future without third-party cookies,

**by building a better, safer, more human experience for all**



### **OWN THE DATA**

Focus on the data that you already own and connecting it across touch points



### **WALLED-GARDENS**

Lean in to “walled-garden” media ecosystems



### **BRING IN-HOUSE**

Bring key data-driven functions in-house



### **REVISIT DATA PRIVACY APPROACH**

Provide fine-grained control and informed consent regarding data collection, usage, sharing, sale and transfer.



**Q&A**





# Thank you.

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