



# Cookieless Marketing

What does it mean for  
campaign management?

May 2024

“With the impending deprecation of third-party cookies, we often get asked by marketing leaders what their teams can do to maintain the efficacy of their activation and campaign strategies. It really is a combination of having a solid first party data foundation, utilizing unified marketing platforms to use the data for campaign activation and measurement and lastly, making tweaks to the audience targeting in campaigns.”

**ADIELA AVIRAM**

Cookieless Marketing Practice Lead



# Navigating Cookieless Marketing: Effective Campaign Management

The objective of this white paper is to educate marketers, advertisers, and businesses about the challenges and opportunities presented by the shift to cookieless marketing. The focus will be on exploring how cookieless strategies can be effectively utilized for campaign management; ensuring targeted and personalized marketing in a privacy-conscious landscape.

## **The Rise of Cookieless Marketing**

The digital advertising landscape is undergoing a significant transformation due to the rise of cookieless marketing. With increasing concerns about user privacy and the diminishing effectiveness of third-party cookies, marketers must adapt their strategies to reach and engage audiences effectively.

The purpose of this white paper is to provide a comprehensive overview of cookieless marketing's impact on campaign management. We explore the challenges faced by marketers and present alternative strategies to navigate the evolving privacy landscape. Drawing on industry insights and research, we offer practical recommendations for optimizing campaign management in a cookieless world.

*“This shift represents a once in-a-generation opportunity to not just change how you connect with customers and leads, but to strengthen those connections.”<sup>1</sup>*

*Ken Nelson  
Managing Director, Deloitte*



## Implications for Campaign Management

The decline of third-party cookies presents significant implications for advertising and campaign management.

Without access to granular user data, marketers face challenges in audience targeting, tracking, and personalization. According to Deloitte's survey of marketing executives, 76% consider cookieless marketing as the most significant challenge to their advertising strategies<sup>2</sup>. Here are some specific ways that cookieless marketing impacts campaign management:

### Audience Targeting

Without cookies, it becomes more difficult to target specific audiences with digital advertising. However, there are alternative methods of targeting that can be used, such as contextual targeting, which involves targeting ads based on the content of the website or app being viewed. A 2021 survey reported that 94% marketers believe contextual targeting to be effective in the cookieless environment. Another method is first-party data, which involves collecting data directly from users with their consent.

### Attribution

Cookies have traditionally been used to track conversions and attribute them to specific advertising campaigns.

Without cookies, it becomes more difficult to accurately measure the effectiveness of campaigns and attribute conversions to specific channels. However, there are alternative methods of attribution that can be used, such as using unique identifiers or tracking pixels.

### Content Personalization

Cookies have also been used to personalize advertising based on a user's previous behavior. Without cookies, it becomes more difficult to provide personalized advertising experiences. However, there are alternative methods of personalization that can be used, such as using first-party data to create personalized experiences based on a user's preferences and behavior. Results from our 2022 executive survey revealed that 61% of high growth companies are shifting to a first-party data strategy.<sup>4</sup>

### Cookie Consent & Compliance

With increased privacy concerns, there are new regulations and policies that companies must comply with to protect user data. This includes regulations such as GDPR and CCPA. It is extremely important for companies to ensure that they are compliant with these regulations and are collecting data in a transparent and ethical manner.

*“Marketers who focus on developing first-party data for their brands can create more opportunities to reach those customers by cultivating unique data insights and long-term measurement”<sup>3</sup>*



# Cookieless Campaign Management Strategies

Managing a campaign in a cookieless world can be challenging, however marketers can utilize alternative strategies to collect data, target contextually and segment audiences.



## First-Party Data Collection

Leveraging first-party data is a powerful way to target and segment users. First-party data refers to data that a company collects directly from its customers or users. This data can include information such as email addresses, purchase history, and website behavior.

To effectively utilize first-party data, companies must collect and use it ethically and transparently. According to a Cisco survey, 74% of customers worry about the privacy of their personal information<sup>5</sup>. This means providing clear information about what data is being collected and how it will be used is crucial. It also means obtaining consent from users before collecting their data. A technology that can help here are data clean rooms which are a secure and controlled environment in which sensitive data can be analyzed without the risk of it being exposed or leaked.

Implementing data consent management solutions can help ensure that companies are collecting and using data in a compliant and ethical manner. These solutions provide users with control over their data and allow them to opt-out of data collection if they choose.

## Contextual Targeting

Contextual targeting involves targeting ads based on the content of the website or app being viewed. This method is becoming increasingly popular as cookies become less reliable for tracking user behavior.

DSP or Demand-Side Platform can be used to target ads to specific contexts or content categories. The DSP can enable contextual targeting by using contextual signals such as keywords, topics, and page content to determine which ad impressions to bid on and which ads to serve.

Utilizing content analysis and sentiment analysis can help ensure that ads are contextually relevant. Content analysis involves analyzing the text and images on a website or app to determine its content. Sentiment analysis involves analyzing the tone and emotions conveyed by the content.

Building bespoke partnerships with publishers can also be an effective way to implement contextual advertising. By working with publishers, marketers can ensure that their ads are displayed on websites and apps that are relevant to their target audience.

## Advanced Audience Modeling

Advanced audience modeling involves using AI and machine learning to create predictive models based on user behavior and intent signals. These models can then be used to tailor campaigns to specific segments without relying on cookies.

By analyzing user behavior and intent signals, such as search history and social media activity, marketers can create highly targeted campaigns. These campaigns can be tailored to specific segments based on factors such as demographics, interests, and behaviors. AI can also incorporate real-world data such as weather and current events to enhance the relevance of contextual targeting.

A CDP can help execute advanced audience modelling. The integrated and secure data available from a CDP can serve as a base for audience modeling while remaining compliant with privacy regulations. Additionally, insights from a CDP can inform content personalization and help understand the way audiences interact with brands.

# Technological Enablers for Cookieless Campaign Management

There are developments in the technology space to help improve your Cookieless marketing campaign strategy



## Unified marketing platforms

Unified marketing platforms are essential for integrating data from various sources into a centralized platform. This enables holistic campaign management and measurement, as well as providing a single view of the customer. Marketers can use this data to create more personalized and relevant campaigns, regardless of the device or channel being used by the user. Examples of marketing platforms designed for cookieless environments include Google Marketing Platform, Adobe Experience Cloud, and Salesforce Marketing Cloud.

## Privacy-Enhancing Technologies

Privacy-enhancing technologies are crucial for balancing personalized targeting with user privacy and data protection. Federated learning and differential privacy are two technologies that can help protect user privacy while still enabling personalized targeting. Federated learning involves training machine learning models on user devices without sending any data to a central server. Differential privacy involves adding noise to data to protect individual user privacy while still allowing for data analysis. Successful implementations of privacy-enhancing technologies include Apple's Intelligent Tracking Prevention and Google's Privacy Sandbox.

## Attribution Models

Attribution models are used to measure the impact of marketing campaigns on user behavior. In a cookieless world, marketers need to rethink attribution methodologies without relying on cookies. Multi-touch attribution models based on observed user interactions can provide a more accurate picture of campaign effectiveness. These models take into account all touchpoints along the user journey, including offline interactions. Case studies demonstrating accurate campaign measurement in a cookieless environment include Facebook's Conversion Lift and Google's Ads Data Hub.

### IMPACT

#### PEOPLE

Skill set evolution for data literacy, customer centricity and compliance

#### PROCESS

New processes for data integration

#### DATA

New and diverse data sources impacts data integration and quality

### IMPACT

#### PEOPLE

Need for data governors, privacy advocates and trainers

#### PROCESS

New processes for data collection, consent, compliance auditing and data minimization

#### DATA

Data protection, transparency and retention will be impacted

### IMPACT

#### PEOPLE

Need for data scientists and analysts. Marketers will also need to become data-savvy

#### PROCESS

New processes for data analysis and campaign optimization

#### DATA

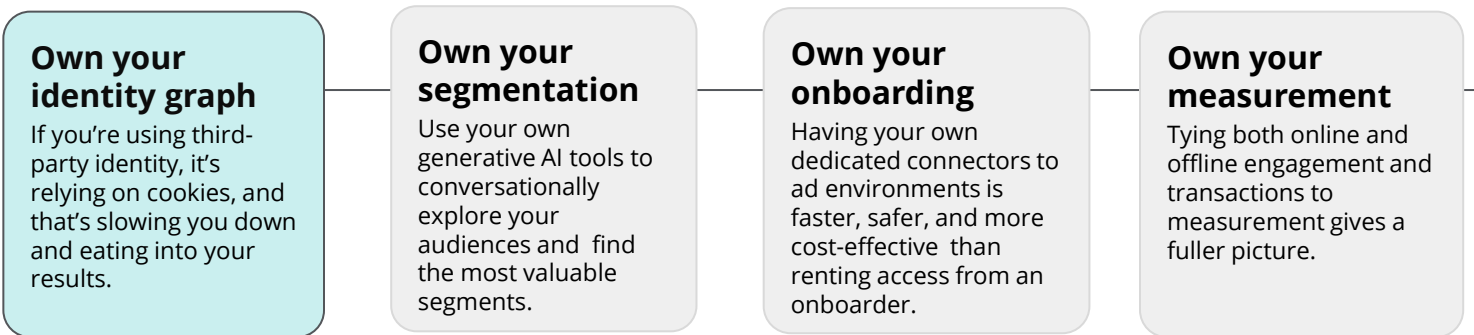
Data quality, privacy and security will be impacted

# Cookieless marketing means owning, not renting

**The data rental economy is over. Now brands have an opportunity to improve results by taking control of their data processes.** As regulatory pressures make third-party cookies and identifiers obsolete, the brands we've seen succeeding are the ones who take on ownership of their paid media data operations.

This is what a first-party-first approach to customer data for paid media looks like in action.

## FOUR ELEMENTS OF PAID MEDIA TO OWN:




**Any of these four helps** to drive media optimization in a cookieless ecosystem. **Brands just need to pick a place to start.** The more elements they take on, the closer they are to owning an end-to-end flow of insights, activation, and measurement — which is not only privacy compliant but also more effective.




## RESULTS:


Customers that we've worked with to eliminate outsourcing are thriving in the new advertising ecosystem.




**5x**  
Return on Investment with Amperity for media



**-35%**  
Paid media costs



**90%**  
Audience match rates



**90%**  
Faster activation

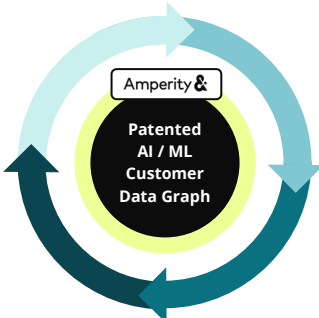
### The Amperity **Cookieless Media Optimization** Solution

**Rapid Customer Profile Unification**

With Amperity, advertisers can take advantage of their owned unified profile for **rapid 1:1 targeting**

**Online & Offline Measurement**

Implement Conversions API in key paid channels to capture **in-store / offline ROAS**



**AI Generated Audiences**

Enable precise **customer lifetime value based targeting** through AI-generated segmentation

**Direct Cookieless Activation**

Send your durable customer IDs directly to paid destinations for **increased match rates & reduced upload times**

# Best Practices for Successful Cookieless Campaigns

- 1 Build a strategy to collect and utilize first party customer data, keeping in mind robust consent mechanisms
- 2 Review the technology stack to ensure the right MarTech pieces are in place to activate your first party data (e.g. unified marketing platforms)
- 3 Review your campaign activation to include contextual targeting, first party audiences and 1:1 publisher deals
- 4 Build the processes and capabilities to augment your new technology e.g. advanced modelling, journey design

## In Practice: First-Party Data Transformation for a Canadian Multi-National Company

### Challenge

A Canadian multi-national company is at risk of losing critical user data that their marketing team has been relying upon, with uncertainty on how to reach customers without third-party cookies and limited awareness of alternative solutions

### What we did

- A current state assessment of the client's usage of first-party data in marketing activities
- Identified the impact of the impending third-party cookie deprecation on the client's marketing and technology stack and marketing campaign activations, including marketing investments
- A series of remediation activities to support the client on their first-party data transformation journey

### Business impact

Deloitte delivered to the client 16 recommendations grouped into 2 streams: **marketing & advertising technology** and **campaign activation & targeting**.

The client was able action the initiatives in the plan and an integrated approach combining these solutions with clear actionable tactics on how to best prepare and respond to the changing data landscape



## Authors



**Adiela Aviram**

Cookieless Marketing Practice Lead

Tel: +1 (416) 607-1415

Email: aaviram@deloitte.ca



**Vinita Shah**

Strategy and Innovation Manager

Tel: +1 (416) 775-7193

Email: vinshah@deloitte.ca



**Erica Goldfarb**

MarTech Manager

Tel: +1 (416) 775-7416

Email: ergoldfarb@deloitte.ca



**Mahima Jhalani**

MarTech Consultant

Tel: +1 (416) 775-7193

Email: mjhalani@deloitte.ca



**John Sharry**

Director, Global Strategic Alliances

Tel: +1 (781) 864-7426

Email: john.sharry@amperity.com



**Peter Ibarra**

Head of AdTech Solutions

Tel: +1 (201) 600-9870

Email: peter.ibarra@amperity.com

### References:

1 [Goodbye third-party cookies \(deloitte.com\)](https://deloitte.com/digital/goodbye-third-party-cookies)

2,3 [The future of a cookieless world | Deloitte Insights](#)

4 [Deloitte Releases Third Annual Global Marketing Trends Report – Press release | Deloitte US](#)

5 [Cisco 2022 Consumer Privacy Survey](#)

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more about our global network of member firms.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2021 Deloitte Development LLC. All rights reserved.