NO MORE COOKIES IN THE JAR: ARE YOU READY?

BY NICK SMITH | OCTOBER 2021

COOKIE-LESS COUNTDOWN

The demise of cookies is no longer new news and neither are the various industry solutions that have come to market over the last 12 months. So agencies should be well underway with their action plan, unimpeded by the relatively recent announcements from Google in terms of delaying deprecation or the change in mood music coming from the ICO (Information Commissioners Office).

The course is clearly set for agencies and clients alike – it is time to fully embrace the, consumer demanded, privacy era.

AUDIENCE V MEASUREMENT

The challenge itself is a two sided one between audience and measurement. The market has responded rapidly to cookieless solutions which JAA have been quick to trial, be that advanced contextual; a growing shift to publisher direct; and a diversification in audience data acquisition be that 1st, 2nd or 3rd party.

> "IT IS TIME TO FULLY EMBRACE THE CONSUMER DEMANDED PRIVACY ERA"

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Measurement on the other hand is a more complex space. It's no bad thing that cookie based attribution models are making way for Artificial Intelligence (AI) driven models, and now is the perfect time to test, but what will impede development in the measurement space is the ongoing ID-wars.

AUTHENTICATED V AGGREGATED

ID solutions are the cornerstone to the future of measurement solutions, for the time being 'hedging risk' is in reality the only solution, at least until we are further down the road with more evolved solutions coming out of the Google Privacy Sandbox, or some sort of regulatory consensus on email based ID's.

Naturally at the heart of both solutions is the ability to access and utilise 1st party data — and here lies a bigger issue. 1st Party data is elusive to the vast number of small to medium sized advertisers — and what data they have is not in the volumes required to utilise the current in-market solutions or to obtain sufficient media scale.

This isn't an issue for the biggest advertisers, activating 1st party data in the programmatic and VOD arena is already widely available via numerous platforms and use of Clean Rooms. For those that don't have the data, the walled gardens are naturally an obvious choice, alongside that need for data diversification — enriching what you do have, with more.

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JARGON BUSTING

- Artificial Intelligence (AI): A wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence.
- Authenticated ID solutions: A way to clearly identify an individual user-level as proven human — not to reveal them but to identify them as being different from another user.
- Aggregated ID solutions: These solutions are provided by ad tech companies, who aggregate multiple sources of data to build robust profiles of users that they then match and target online.
- First party data: Data that a company has collected directly from its audience - made up of customers, site visitors, and social media followers. "First party" refers to the party that collected the data first-hand.
- Clean Rooms: Where data is held neutrally and not shared with a 3rd party. Here you aggregate large volumes of data, creating cohorts allowing for data analysis and subsequent insight without fear of privacy breach. All data clean rooms have extremely strict privacy controls which do not allow businesses to view or pull any customer-level data.
- Walled Gardens: A closed ecosystem in which all the operations are controlled by the ecosystem operator. Facebook, Google and Amazon all operate walled garden data ecosystems.