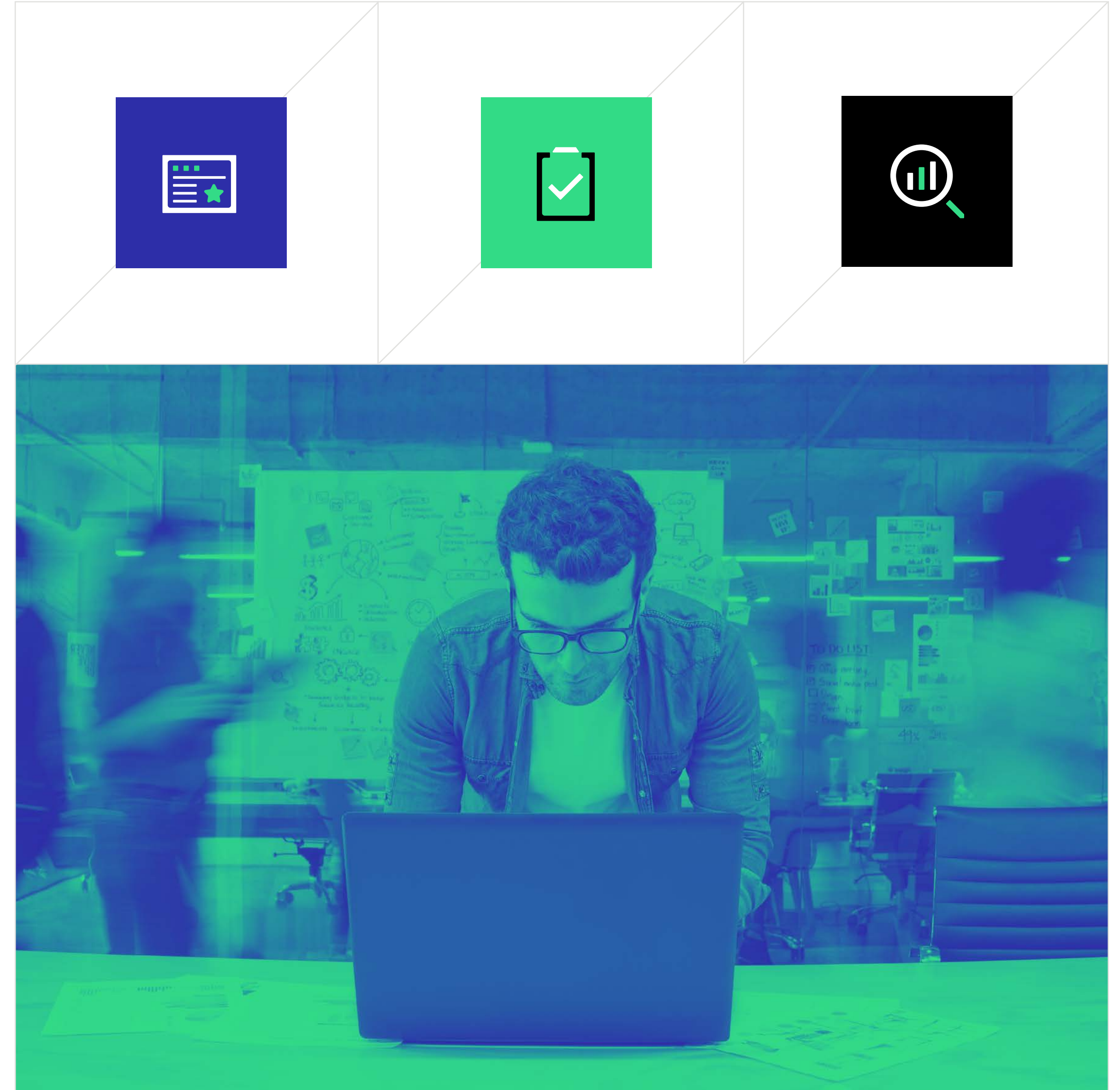


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eBook

Advertiser Action Plan: How to Navigate the Post-Cookie Era



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Intro

The new reality of digital advertising

Welcome to a pivotal moment in the digital advertising world. The familiar terrain of third-party cookies—a staple of digital marketing for more than two decades—is no more.

Google Chrome, following the path of Firefox and Safari, has deprecated third-party cookies. This significant shift marks the dawn of a new era of evolving signals—an era where traditional methods of tracking, targeting, and measurement are no longer viable.

The deprecation of third-party cookies isn't just a minor bump in the road. Rather, it's a seismic shift that demands immediate attention and action from advertisers.

This eBook is a comprehensive guide tailored to help you:

- Navigate the new digital advertising landscape
- Adapt your strategies in this signal-less environment
- Maximise your impact

Cookie deprecation is here

Why today's actions determine tomorrow's successes

Cookie Deprecation Timeline Across Browsers and Platforms

Event	Details	Estimated Date
Safari & Firefox (50% deprecation)	Already in effect, impacting digital advertising and data collection	Already in effect
Chrome (1% deprecation)	Starts early 2024: allows advertisers to adapt to cookieless environment	Early January 2024
Chrome (100% deprecation)	Complete removal by mid-2024, forcing major changes in digital advertising	Mid 2024
Android ID Deprecation	Future deprecation of GAID (Google Advertising ID) on Android devices	Future (Date TBD)

As you can see, the post-cookie world isn't coming—it's here.

Undoubtedly, today's new reality poses new questions and challenges:

- How can you maintain—or potentially enhance—your marketing performance without the crutch of third-party cookies?
- How do you gather and analyse consumer data now?
- What tools and strategies will replace the old methods?

Taking immediate action doesn't just mitigate risk. It also unlocks new innovation and growth opportunities.



By embracing first-party data, exploring new channels (e.g., connected TV [CTV], mobile apps) and adopting new technologies, you can reach your audience more effectively and build customer trust—and ultimately drive lasting brand affinity.

In this eBook, we'll look at what cookie deprecation means for the digital advertising industry and provide practical steps to help you adapt to these changes. We'll guide you through auditing your current strategies, using solutions like LiveRamp RampID and LiveRamp Authenticated Traffic Solution (ATS), and adopting new measurement techniques aligned with the evolving digital landscape.

This isn't just about adapting to change—it's about strategically leading the charge. The transition to a post-cookie world is our opportunity to redefine digital advertising, making it more transparent, privacy-centric, and, ultimately, more dynamic and responsive.

Now, let's get started.



Chapter 1

Understanding the post-cookie landscape

With the elimination of third-party cookies, first-party data has become the cornerstone of digital advertising. Since it's gathered directly from customer interactions, first-party data is more accurate and privacy-focused. Alongside authenticated traffic, where customers share data in exchange for value, first-party data is a vital strategy.



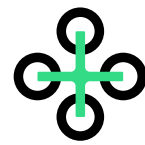




This approach cultivates customer trust while offering higher-quality data for advertisers.

To recap, here are the top three takeaways:

- 1 Comprehend the shift:** Recognise the significant impact of third-party cookie deprecation on digital advertising.
- 2 Realise the value of first-party data:** Prioritise collecting and effectively using first-party data for more relevant and privacy-forward advertising.
- 3 Adopt authenticated traffic:** Use authenticated traffic as a consent-based approach to gather actionable data.

To adapt to this new era, here are our recommended next steps:

-  **Audit your data collection methods:** Ensure your data collection is transparent and consent-based.
-  **Enhance customer relationships:** Develop deeper connections with your audience to facilitate first-party data sharing.
-  **Leverage technology:** Implement solutions like LiveRamp RampID and Authenticated Traffic Solution (ATS) to utilise first-party data and authenticated traffic.
-  **Educate and build trust:** Inform your audience about data usage and the associated value exchange.
-  **Stay informed and agile:** Keep up with evolving digital trends, regulations, and consumer attitudes to continue adapting effectively.

Chapter 2

Exploring transition strategies for swift implementation

Want to maximise your advertising budget and efforts—and your competitive edge? Here are the essential steps and strategies to ease your transition to a cookieless advertising world.

How to audit current strategies



Step 1

Conduct a comprehensive review of your existing practices

Review your current advertising strategies. Assess which parts rely heavily on third-party cookies and identify potential gaps or challenges you may face in the post-cookie landscape.



Step 2

Perform a data dependency analysis

Evaluate your reliance on third-party data. Determine how this will affect your targeting, measurement, and overall campaign effectiveness.



Step 3

Assess your existing technology

Examine the tools and platforms you currently use. Are they well-suited for the transition? Do they provide solutions for evolving signal loss, cookieless tracking, and targeting?

How to leverage LiveRamp RampID, LiveRamp Authenticated Traffic Solution (ATS), and Google PAIR



Integrate LiveRamp RampID and LiveRamp Authenticated Traffic Solution (ATS)

Explore the integration of LiveRamp RampID and LiveRamp Authenticated Traffic Solution (ATS) into your advertising operations:

- LiveRamp RampID enables identity resolution in a cookieless world
- LiveRamp Authenticated Traffic Solution (ATS) provides a method for collecting first-party data through user authentication



Implement Google Publisher Advertiser Identity Reconciliation (PAIR) to improve your targeting capabilities

Use Google PAIR to match your first-party data with publishers' first-party data, creating a more targeted, efficient advertising approach.



Use conversion APIs to improve measurement accuracy

Embrace conversion APIs, especially in social media advertising, to track user actions and conversions without relying on cookies.

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best practices to simplify your transition to the post-cookie era

- 1 Keep compliance front and centre:** Be sure all your data collection and processing methods adhere to privacy laws (e.g. GDPR, CCPA). Put transparency and customer consent at the forefront of your data strategies.
- 2 Partner with data experts:** Collaborate with data and technology experts like LiveRamp that can guide you through the complexities of the post-cookie environment and how to unlock the full potential of your tools.
- 3 Test and learn:** Adopt a test-and-learn approach to understand what works best in a cookieless world. Experiment with different strategies, measure their effectiveness, and adapt based on learnings.
- 4 Share the knowledge:** Ensure your team is up-to-date on the latest developments and best practices in post-cookie digital advertising. Empower everyone with access to training and workshops.
- 5 Experiment with multichannel strategies:** Diversify your advertising channels. Consider increasing investments in channels less affected by cookie deprecation (e.g., CTV, digital out-of-home [DOOH], direct email marketing).
- 6 Monitor industry trends:** Stay informed about ongoing changes in the digital advertising landscape. Keep an eye on emerging technologies and platforms that could offer new opportunities in a cookieless world.

Chapter 3

Forging ahead with advanced strategies

This section provides tips to capitalise on new opportunities and innovate in the post-cookie era.

Building a first-party data strategy



Develop a first-party data framework: Create a comprehensive framework for collecting, managing, and using first-party data. Be sure to include methods for data collection, storage, analysis, and application in targeted advertising campaigns.



Create better customer experiences for data collection: Optimise your digital touchpoints (e.g., websites, apps) to encourage interaction and data sharing. Offer incentives, personalised experiences, and/or exclusive content in exchange for data.



Integrate data across all touchpoints: Create a unified customer view by integrating data collected from various sources. This will help with targeting and personalisation.

Experimenting with new channels



Explore connected TV (CTV) and over-the-top (OTT) advertising:

Dive into the opportunities presented by CTV and OTT platforms. These channels offer a cookieless environment and a growing audience base.



Expand to emerging digital channels: Explore new channels that are less reliant on third-party cookies, including digital out-of-home (DOOH), podcast advertising, and in-game advertising.







Leverage social media and influencer marketing: Utilise social media platforms and influencers to reach your audience. These channels often rely on first-party data and have robust targeting capabilities.





Measuring success in a post-cookie world

-  **Adopt new metrics:** Shift your focus from cookie-based metrics to new measurement strategies (e.g., attention metrics, engagement rates, conversion rates).
-  **Take advantage of machine learning and AI:** Employ advanced analytics, machine learning, and AI to analyse first-party data and derive actionable insights for campaign optimisation.
-  **Explore cross-channel attribution:** Develop attribution models that track user journeys across multiple channels and touchpoints, providing a holistic view of campaign effectiveness.
-  **Iterate and optimise:** Test different strategies, learn from the outcomes, and adapt your tactics. Use A/B testing, surveys, and customer feedback to refine your approach.

Conclusion

Charting the future of advertising

More than a minor disruption, the deprecation of third-party cookies is a transformative shift in our digital advertising landscape. It compels us to rethink our strategies, embrace new technologies, and build deeper connections with our customers.

The transition may seem daunting, but it presents an unparalleled opportunity for innovation and growth, not to mention the development of meaningful, privacy-conscious advertising practices.

Now is our time to rebuild trust with consumers, engage with them on their terms, and create loyalty-building advertising experiences.

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LiveRamp is the data collaboration platform of choice for the world's most innovative companies. Visit us at [LiveRamp.uk](https://www.liveramp.com)