

Thinking beyond the third-party cookie

Your complete guide to a world without third-party cookies.



Marketing is changing in a seminal way driven by consumer expectations, privacy regulations, and the walled gardens. Those changes disrupt the cookie-based operating model in three ways:

- 1) prospecting,
- 2) personalization, and
- 3) advertising.

To win tomorrow every marketer needs to develop a new operating model based on “People Based Identifiers” usually emails from registered consumers. Migrating to a People Based Operating Model hinges on a marketer’s ability to

Analyze the customer journey across your business to identify the “ant trails” leading prospects to become registered customers.

Employ real-time personalization on your sites that direct prospects on every click toward those registration ant trails.

Once registered put customers on orchestrated journeys to maximize LTV and minimize attrition.

Amplify the people-based identifiers you have via graph partners then activate them in advertising and attribution.

The POI on this cookieless core offer is for AAM/RTCDP, however, there are other routes for AQL qualification to include CJA (to determine consumer paths to providing an ID with consent), CDP/Target/AEP Activation (nudging customers onto those successful paths on each click), CJO (customer journeys that keep those IDs once you get them).