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# Third-party Cookies: **What Comes Next?**

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METRIX DATA SCIENCE  
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# 01



For many years marketers have enjoyed an abundance of cross-site, invasive user data in the form of third-party cookies. We are now seeing a swift shift away from these cookies, with marketers scrambling to identify new ways of targeting users online, without significantly sacrificing marketing efficiency. First-party cookies have been highlighted as a possible solution, we at Metrix Data Science (MDS) wholeheartedly disagree.



Many organisations are struggling to find real value in first-party data when it comes to identifying new prospects online.

As raw data, first-party data (including first-party cookies) is rendered useless. Organisations tend to keep large amounts of user data in its simplest form, for it not to be used at all. When raw first-party consumer data is organised and utilised to make informed, data-driven decisions to produce new business prospects that drives performance - this gives first-party data unconditional value.



# 02

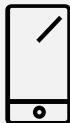


MDS are constantly looking for new, better ways of utilising data sources to boost all aspects of performance. As the realm of cookies is such a hot point of conversation recently, MDS have been investigating mitigation prospects to counter the ramp up in privacy security amongst browsers and the eventual phase out of third-party cookies that have been so key in online marketing over the past few years.


When it comes to targeting new customers, first-party data by itself can be difficult to harness. However, the marketing performance of first-party data driven campaigns can be monumental by using the power of the following:



Data Science Methodology



White Box Analytics



Rigorous Data Screening



Third-party cookies are essentially pockets of data about a user that are passed around websites, collecting information on where the user has been on the web.

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# 03



At MDS we investigated what other information can be obtained by sites on the web to decide if a user is to be shown an ad that is relevant to them, within the realms of the upcoming changes to GDPR. Our research enabled us to develop a customer acquisition tool that utilises the power of programmatic ad placement without the use of third-party cookies.

- It is unique to your brand – you have gathered distinct information about your customers and business
- It is relevant to your target market
- The data's relevance to your brand can deliver critical and valuable insights to help you gain an edge on your competitors in a highly competitive online market

## Benefits to Third-party Cookies



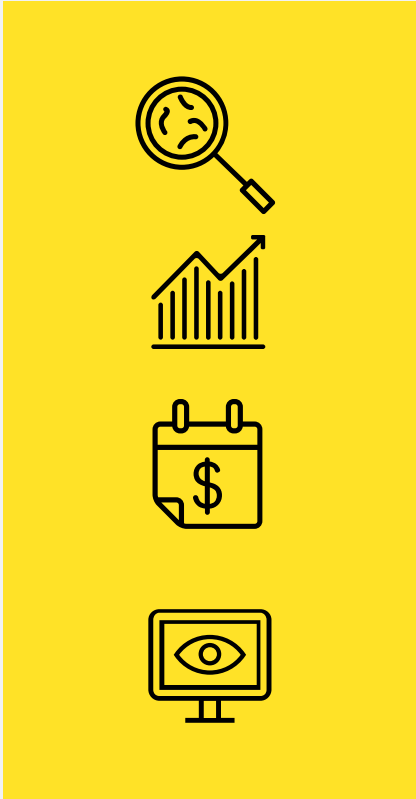
However, these benefits do not amount to any performance gains if not utilised in the right way. This is where the problem lies for many brands that collect consumer-based data – exploiting it for specific uses. The first step for optimum exploitation of first-party data is having a clear strategy with the aim of organising the data into coherent bundles with specific goals for each dataset.

For example, an organisations wealth of consumer data needs to be sorted and segmented, with a clear goal for each data set. Basic organisation includes determining high value customers, and within this data set understand what types of high value customers your brand holds.

# 04



First-party data may seem like a lot of effort to breakdown, and many organisations skip the hassle and dive straight into third-party data without any experience



Skipping into third-party data without any experience can lead to many issues that hinder performance. The main cause for concern is how the data was gathered, with many data suppliers not following adequate regulations. Even if the data was collected through the correct channels, the relevance to your brand and target market is highly questionable. This Black box data strategy can be damaging to your brand image and the acquisition performance of this data will be significantly worse, it is not worth it, especially with the high costs of data suppliers.

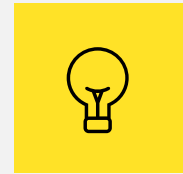
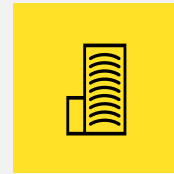
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# 05

PollenUK is a first-party data insights and marketing tool that MDS have developed to identify individuals that resemble a brands target market. By organising first-party data collected by brands.



We can analyse data using:

- Geo-Demographic segmentation
- Peripheral Distance Indicators
- Health attitudes and behaviour segmentation
- Penetration determinants

MDS have collated several data sources to develop these tools, enabling MDS to make selections on individuals using white box analytics and suites of algorithms. First-party data coupled with MDS's analytic tools enables organisations to reap the rewards of their data asset.

PollenUK guides your business through the tricky landscape that the world of first-party data presents. PollenUK organises and provides critical insights on first-party data. Using high-level statistical analysis and bespoke algorithms MDS can utilise your first-party data to make selections online of lookalike users that fit your target market. This first-party data insights can also make selections on select third-party data sources in a ploy to mitigate the risks associated with Black box customer acquisition policies within organisations.

MDS firmly believes that the shift away from third-party cookies is not the end for online marketers. High performance campaigns can still be executed with the help of first-party data coupled with analytical tools to make the right selections for your business.

