RAPP **+** CREDERA

TEALIUM

**Tealium 2023 Partner Showcase**
Why Tech Neutrality Matters

**Resolving Unknown Identities**
Preparing for Identity Management in a Cookieless World

**August 2023**

# MOVING ON FROM A 30-YEAR RELATIONSHIP

As businesses and marketing organizations, we've been reliant on **browser cookies** to support behavioral **targeting**, channel **attribution**, and spend **optimization** since they were first invented almost 30 years ago by Netscape.

Although Apple has been rapidly moving a large part of the digital world into a cookieless state since 2017, we've maintained cookie-based capabilities in Google Chrome and Android devices thus far. All of that will change in the coming months as Google follows the industry trend, moving to also **block all third-party cookies by the end of 2024**.

Our ability to **manage consumer identities in the digital space** will degrade along with the sunset of cookies, also impacted by other **data privacy changes** coming to market in the next six months.

**What can we do now to ensure our business and digital stack is prepared to support identity resolution in the cookieless world?**

# STATE OF THE (DATA) UNION

The future feels nebulous.  The **walled gardens** are growing taller. Data capture restrictions are intensifying through **technology changes** and **expanding privacy law**.  Consumers are increasingly in control of their relationships with brands.

**Is identity dead?**  No, the strategies and tactics of yesterday simply need to evolve.  Although the impact varies across businesses, we are all more or less on the same playing field.

**The new playing field of the cookieless world.**

**53% of digital marketing campaigns leverage third-party data and cookies**
Datonics: Programmatic Audience Targeting Survey 2023

**61% of high-growth companies are shifting to a first-party data strategy**
Deloitte: Global Marketing Trends 2023

**"focus all of your energy, not on fighting the old, but on building the new"**
Socrates

# NAVIGATING THE NEW WORLD

Business leaders including CMOs and CTOs are facing increasingly complex challenges from **data-driven personalization** in a changing privacy environment to the need to **assess omni-channel performance** in a multi-screen world.

To successfully manage **unknown and known consumer identities**, businesses need to ensure they are following a new set of best practices and investing in a **next generation data ecosystem**.

**54% of firms will increase investment in their analytics platforms in 2023**
Forrester: Q3 B2C Marketing CMO Pulse Survey, 2022

**60% of marketers will use AI / ML to drive marketing campaigns in 2023**
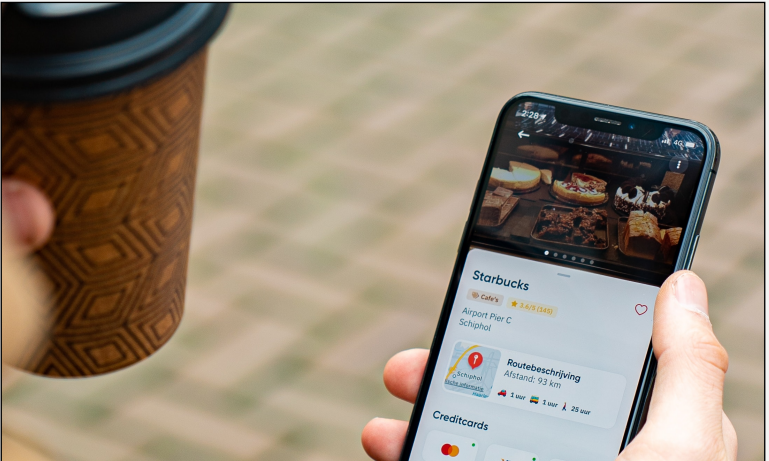LXA: State of MarTech 2022/2023
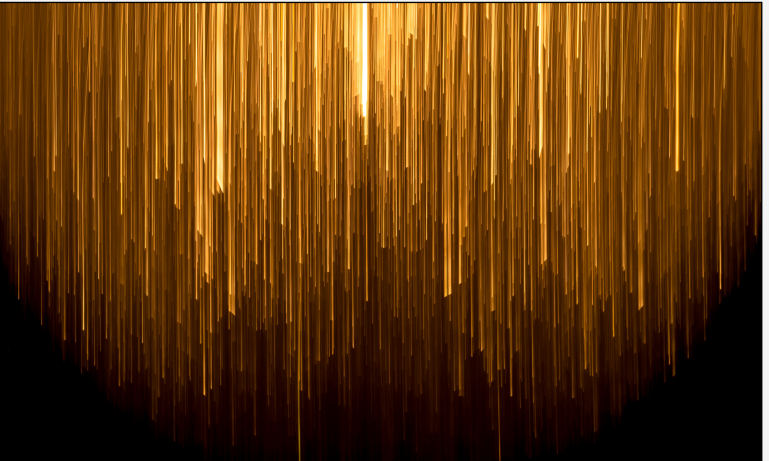
# THE CURRENT LANDSCAPE

There are five key market trends impacting Identity Management and driving a renewed commitment to First-Party Data.



**Real-Time Engagement**

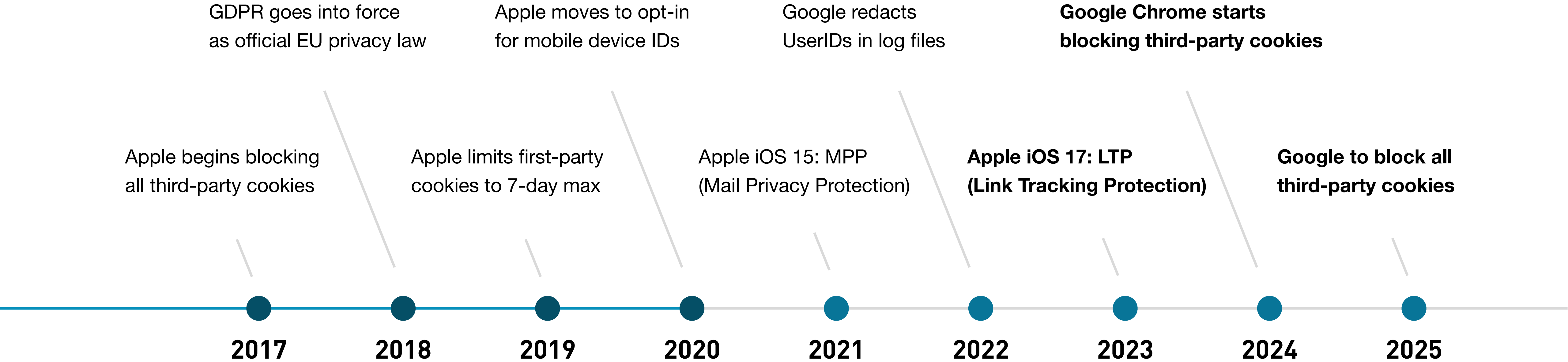**Personalized Experiences**

**The Data Tsunami**

**Death of the Cookie**
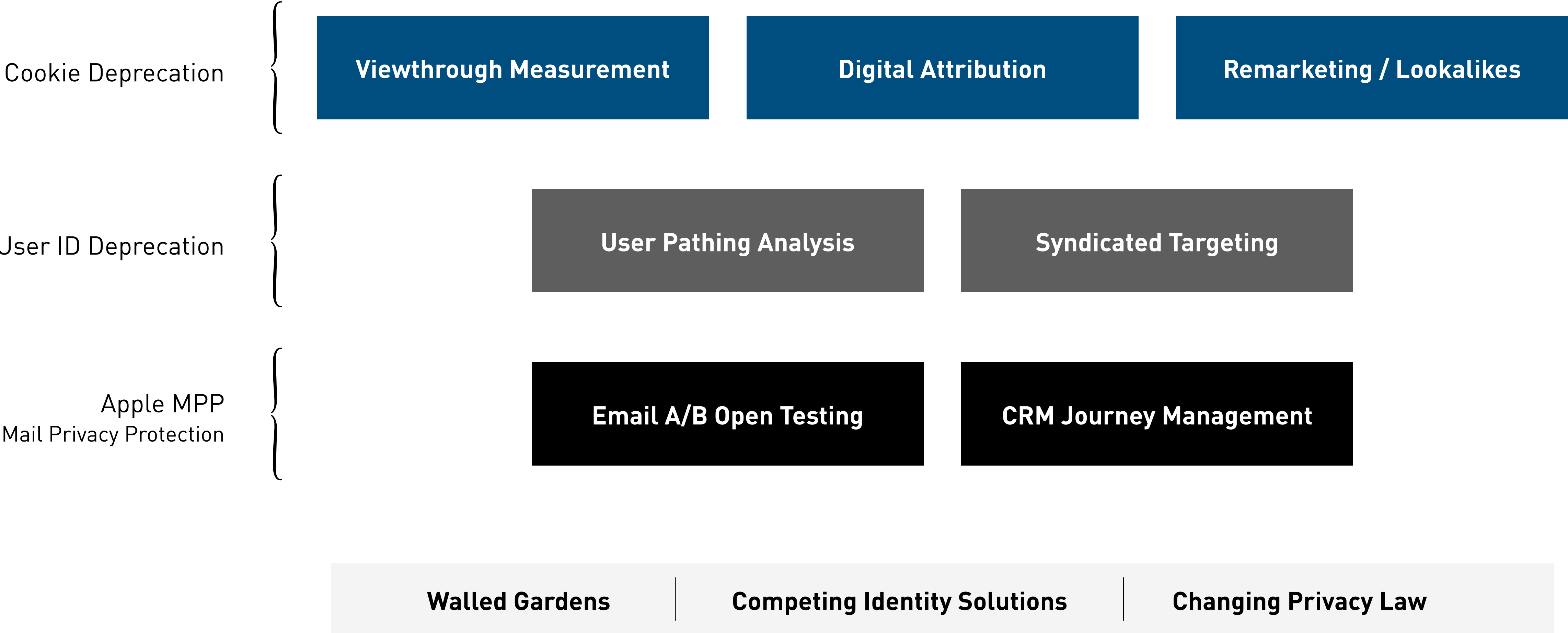
**The Right to Privacy**

# WHERE ARE WE HEADING?

What began as a focus on restricting cookies is rapidly expanding to limitations that will impact all aspects of **precision marketing**, including **CRM journey management**, **URL-based data signals**, and ultimately consumer **identity resolution and management**.

GDPR goes into force
as official EU privacy law

Apple moves to opt-in
for mobile device IDs

Google redacts
UserIDs in log files

**Google Chrome starts
blocking third-party cookies**

Apple begins blocking
all third-party cookies

Apple limits first-party
cookies to 7-day max

Apple iOS 15: MPP
(Mail Privacy Protection)

**Apple iOS 17: LTP
(Link Tracking Protection)**

**Google to block all
third-party cookies**

**2017**   **2018**   **2019**   **2020**   **2021**   **2022**   **2023**   **2024**   **2025**

# HOW IS IDENTITY RESOLUTION IMPACTED?

**Cookie Deprecation**

| Viewthrough Measurement | Digital Attribution | Remarketing / Lookalikes |

**User ID Deprecation**

| User Pathing Analysis | Syndicated Targeting |

**Apple MPP**
Mail Privacy Protection

| Email A/B Open Testing | CRM Journey Management |

| Walled Gardens | Competing Identity Solutions | Changing Privacy Law |

## WHAT ABOUT APPLE LTP?

When Apple releases **iOS 17 and macOS Sonoma in September 2023**, it will introduce a myriad of new consumer privacy features including **Link Tracking Protection**.  iPhones, iPads, and Macs will begin restricting our ability to pass non-PII **person-level identifiers in URLs**.

https://brand.com/campaign_destination?**person_id=jek3z32a8e512**&**campaign_name=summer23**

https://brand.com/campaign_destination?**campaign_id=summer23**

# WHAT SHOULD WE DO TO PREPARE?

| | | | | |
|---|---|---|---|---|
| **Prioritize First-Party Data** | Understand Your Consumer Audience | Data Asset Inventory | Future-Proof Data Strategy | Business Org Alignment |
| **Evolve Your MarTech Stack** | Use Case Envisioning | Identity Resolution Plan | Customer Data Platform (CDP) Stand-Up | Business-Wide Integration |
| **Reboot Your Measurement Setup** | T3 Audit<br>Tagging, Tracking, & Taxonomy | Impact Assessment & Triage Plan | Domain Strategy | Fill in the Data Gaps via AI / ML Imputation |

# HOW WILL WE KNOW IF WE ARE SUCCESSFUL?

Brands that establish a **next generation data ecosystem** supporting **evolved identity management** will thrive.

| DATA | DECISIONING | DESIGN | DISTRIBUTION |
|---|---|---|---|
| Privacy first, consent-based data collection and creation of single customer view | Understand your customer's needs at the moments that matter | Design personalized experiences and build messages with agility | Leverage analytics and human feedback to continuously improve experiences |
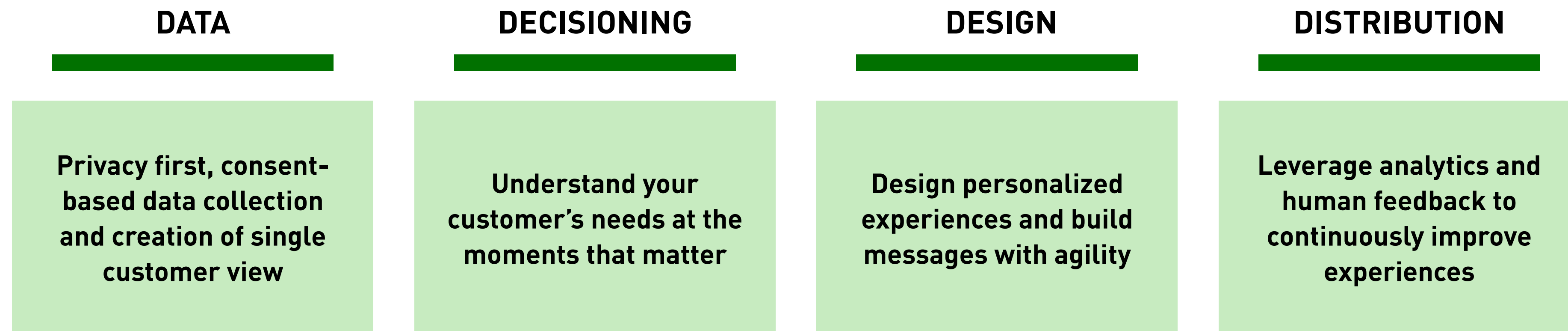
Although the changing playing field presents challenges, it also affords new competitive opportunities.

The winds of change are blowing strong but with a **coherent data strategy** brands can continue to **resolve consumer identities** and **optimize their marketing initiatives**.

To prepare for continued changes as we move fully into the cookieless world, businesses need to ensure they have established a strong foundation that **prioritizes first-party data assets**, includes an **evolved martech stack**, and leverages a **durable measurement instrumentation**.

**Ready to get started?** Kick off with comprehensive audits and define a holistic plan to build your **next generation data ecosystem**. And remember, we are all more or less on the same playing field.

# RAPP

**RAPP is a global creative marketing agency rooted in a foundation of marketing sciences and one-to-one customer relationship management.**

Want to learn more about how we help brands assess their cookieless world readiness and CRM journey measurement durability?

**Greg Kaufman**
SVP, Analytics Enablement
greg.kaufman@rapp.com

# CREDERA

**Credera is a global, boutique consulting firm focused on strategy, transformation, AI, data, and technology.**

Want to learn more about how we support businesses in identity management and maintaining a single view of their consumers?

**David Niepel**
Senior Manager, MarTech
david.niepel@credera.com

Proud agency and consultancy partners within Omnicom's Precision Marketing Group

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