digital balance

SPECIALIST IN DIGITAL & DATA STRATEGY,
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COOKIES AND 1ST PARTY DATA

1. How cookies work & why they are relevant

2. What is the impact of restrictions on 3rd party cookies

3. Evolving the use of 1st party data

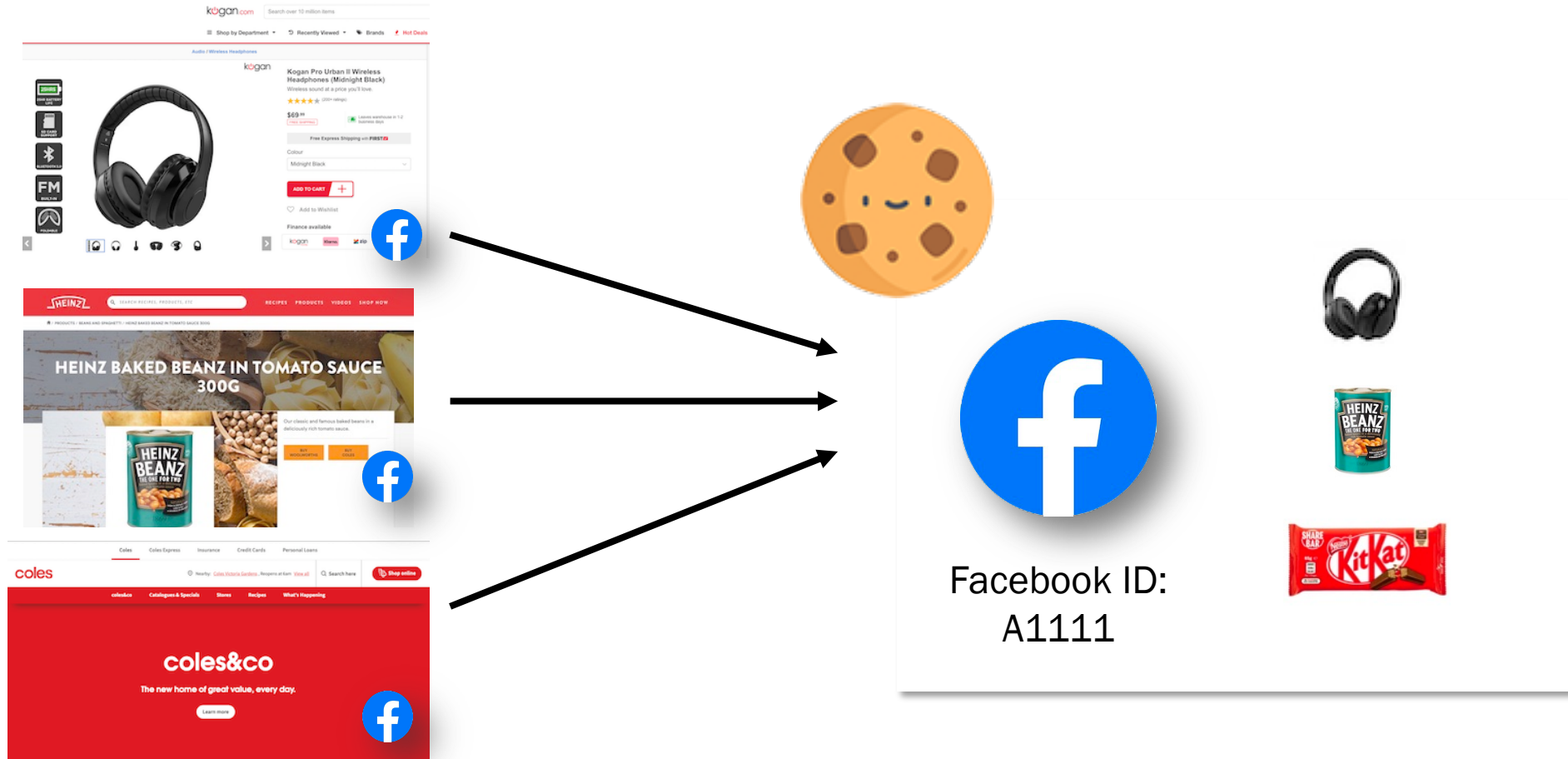# HOW COOKIES WORK AND WHY THEY ARE RELEVANT ▶

WHAT IS A COOKIE

A cookie is just a way of storing information in a browser on a specific domain (website)

COOKIES CAN STORE INFORMATION FROM OTHER WEBSITES

Facebook ID:
A1111

WHEN IS A COOKIE 1ST PARTY AND IS IT 3RD PARTY?

1. A Facebook cookie is set in the users browser
2. User visits Facebook
3. From this perspective, the Facebook cookie is a 1st party cookie
4. User visits Heinz
5. From this perspective, the Facebook cookie is now a 3rd party cookie
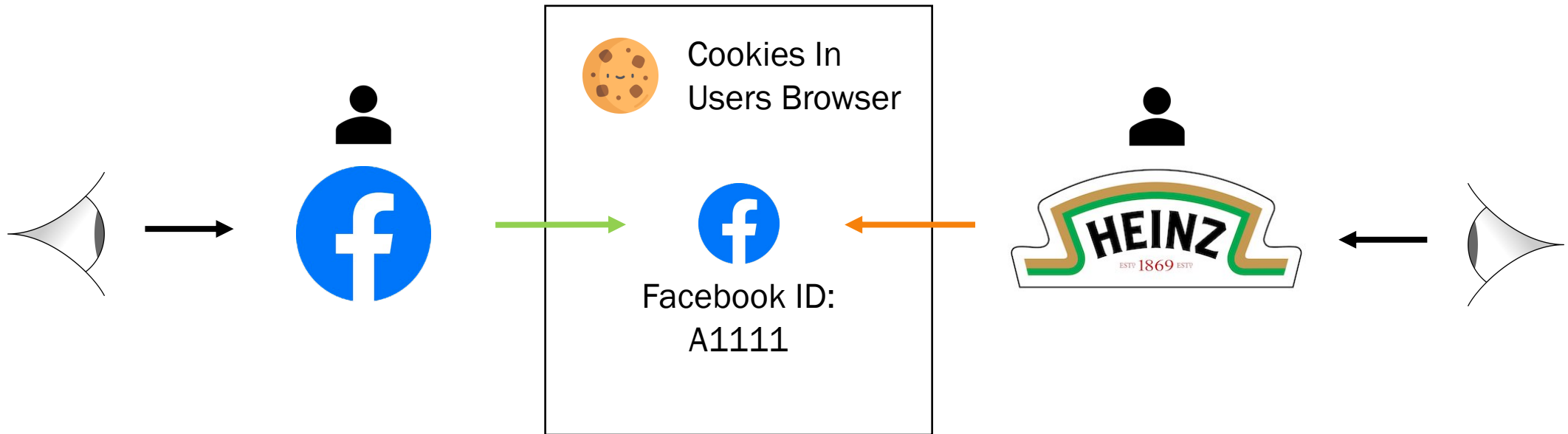
EXAMPLE IMPACT OF LOSS OF 3RD PARTY COOKIES ▶

RE-TARGETING USING 3RD PARTY COOKIES

1. What is the end goal of re-targeting?

2. What information to we need in order to make this happen?

3. Whats changing about how I can access and use this information?

4. Why does this matter?

5. What is the impact of not being able to access 3rd party cookies?

WHAT IS THE GOAL OF RE-TARGETING?

1. User visits Heinz and views some content
2. User visits Facebook
3. Is re-targeted with similar content
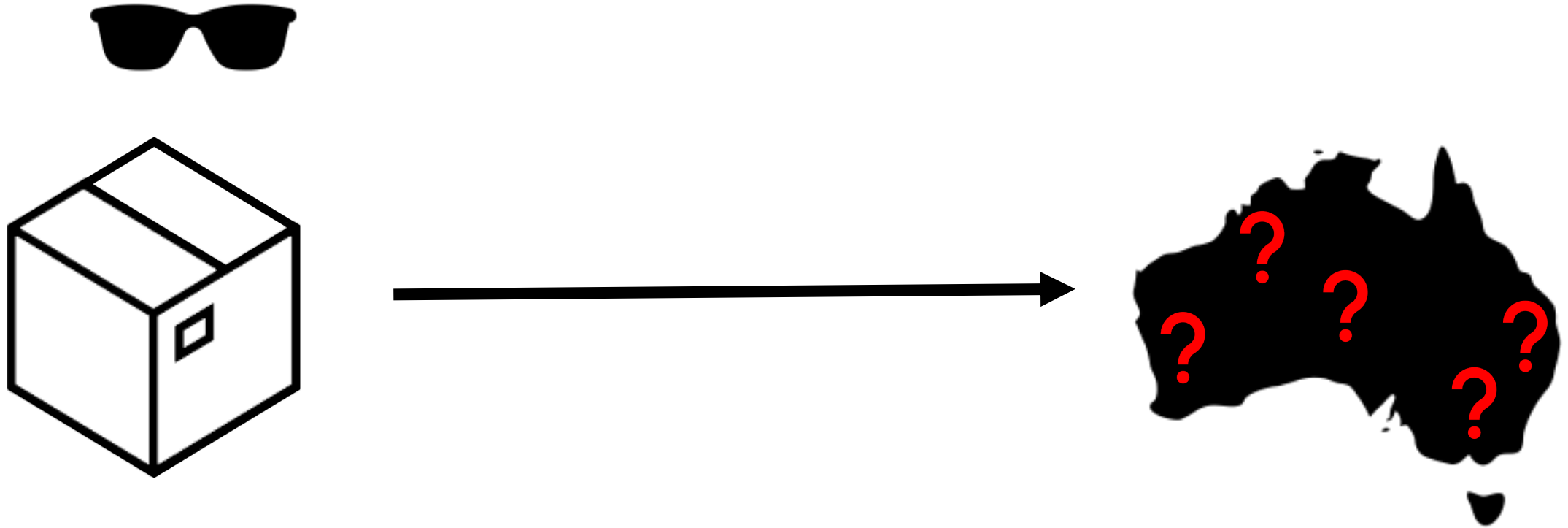4. User engages with content and returns to Heinz
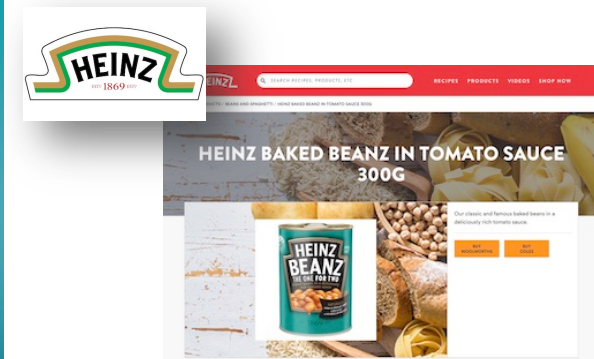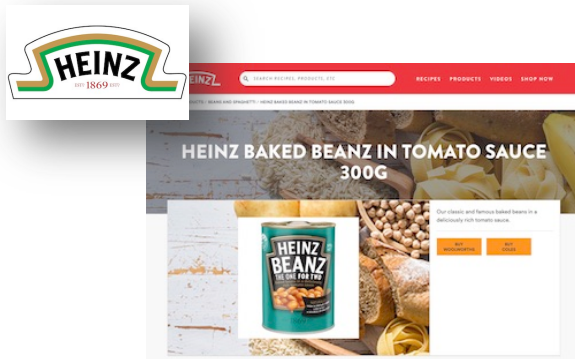
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- A method of sending it

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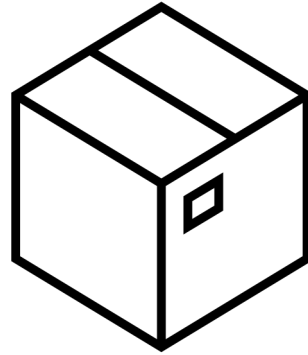- A method of sending it
- An address to send it to

Bob Dave
123 Fake Street
Melbourne

WHAT INFORMATION DO WE NEED TO MAKE THIS HAPPEN?
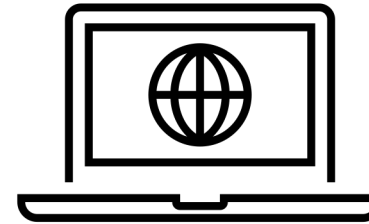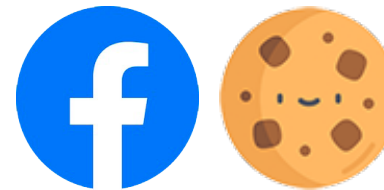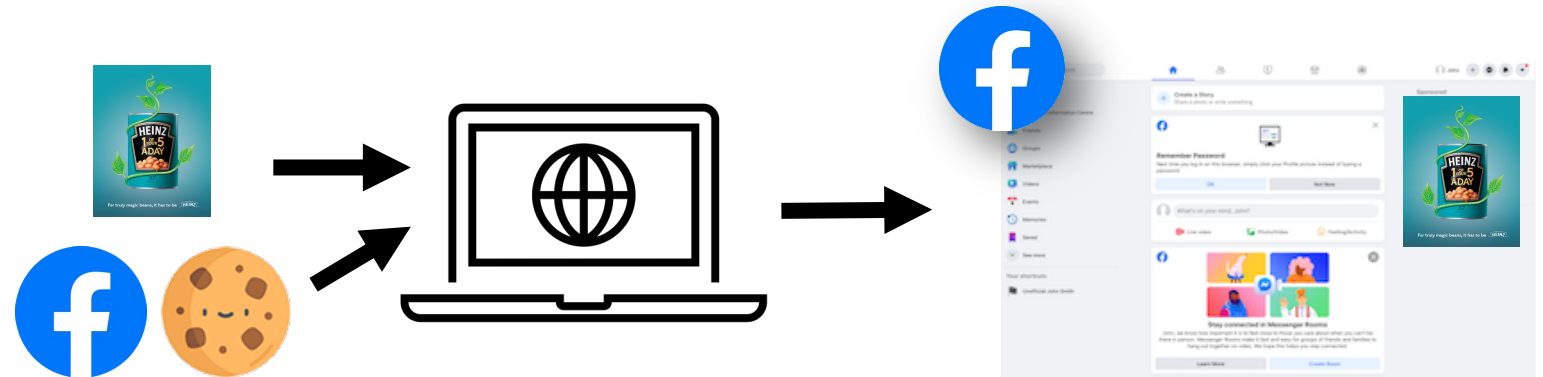
WHAT INFORMATION DO WE NEED TO MAKE THIS HAPPEN?

- The thing you want to send – onsite info
- A method of sending it – Internet
- An address to send it to – Facebook cookie id
- The contents of this cookie are VERY important
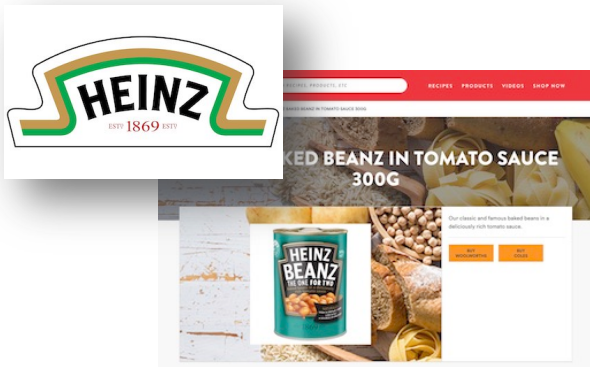
WHATS CHANGING ABOUT HOW I CAN ACCESS AND USE THIS INFORMATION?

- Browsers have started to change how and when you are able to look inside cookies, known by many different names:

  - Safari Intelligent Tracking Prevention (ITP)
  - Firefox Enhanced Tracking Prevention (ETP)
  - Edge Microsoft Tracking Prevention (MTP)
  - Death of the 3rd party cookie
  - The cookiepocalypse
  - And many more...

- In most cases, it will block you from being able to see the inside of a cookie that is "3rd party"

WHY DOES THIS MATTER?

When 3rd Party Cookies Are Allowed, It Works Like This:

Domain the user is on	Domain the cookie is on	Current context of that cookie	Can we see what's in that cookie?	Can we use that value to send our information to the right place?
Heinz.com.au	Facebook.com	Third party	Yes	Yes

When 3rd Party Cookies Are Blocked, It Works Like This:

Domain the user is on	Domain the cookie is on	Current context of that cookie	Can we see what's in that cookie?	Can we use that value to send our information to the right place?
Heinz.com.au	Facebook.com	Third party	No	No

WHICH BROWSERS ALLOW 3RD PARTY COOKIES?

Browser	3rd Party Cookies Today	3rd Party Cookies After 2022
Safari	Blocked	Blocked
Firefox	Blocked	Blocked
Edge	Blocked	Blocked
Chrome	Allowed	Blocked

WHAT IS THE IMPACT OF NOT BEING ABLE TO ACCESS 3RD PARTY COOKIES?

- Without access to 3rd party cookies, we do not have an address to send our information to
- Information cannot be sent to Facebook
- User cannot be re-targeted
- User will not be engaged to return to Heinz
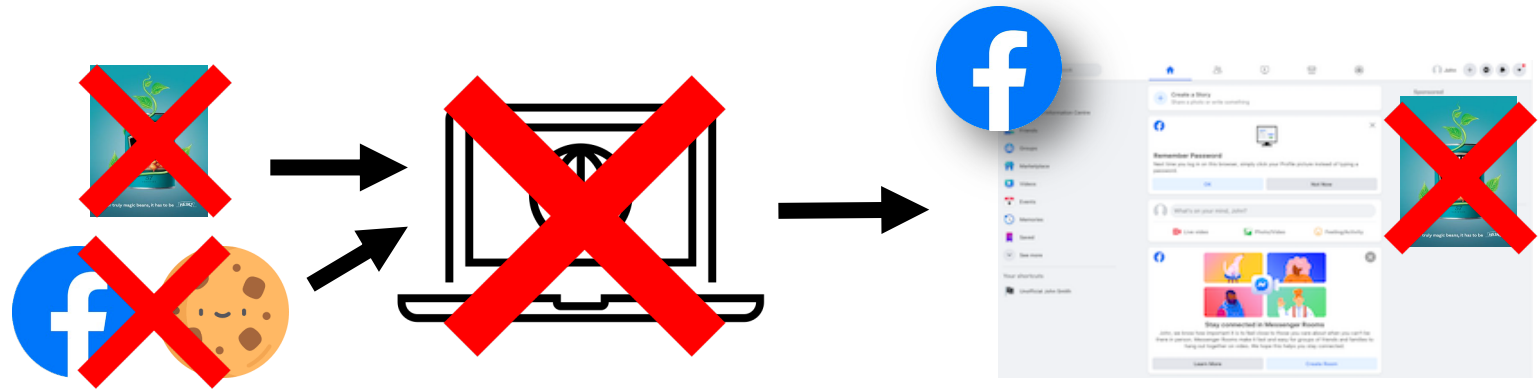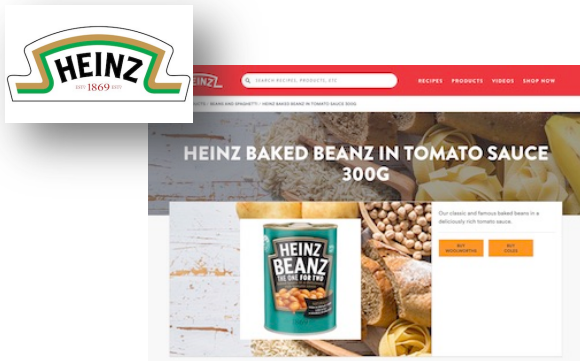
ALL MAJOR BROWSERS ARE GRADUALLY BLOCKING CROSS-SITE TRACKING

iab.TECH LAB

4 Juni 2018
Safari ITP 2.0

21 Feb 2019
Safari ITP 2.1

7 May 2019
Google announces
upcoming Privacy
features in Chrome

23 Sept 2019
Safari ITP 2.3

Sept 2019
Microsoft Edge relases
additional Privacy
controls

June 2020
Apple announces IDFA
changes
In iOS 14
(*now delayed until 2021*)

**ALL efforts
focused upon
reducing cross-
site tracking at
scale...**

2017
Safari ITP 1.0

August 2018
Mozilla announces
Enhanced Tracking
Protection for Firefox

24 April 2019
Safari ITP 2.2

June 2019
Safari introduces
PPACA

Sept 2019
Firefox enables ETP
by default

14 Jan 2020
Google announces
Chrome blocking 3rd
Party Cookies in 2022
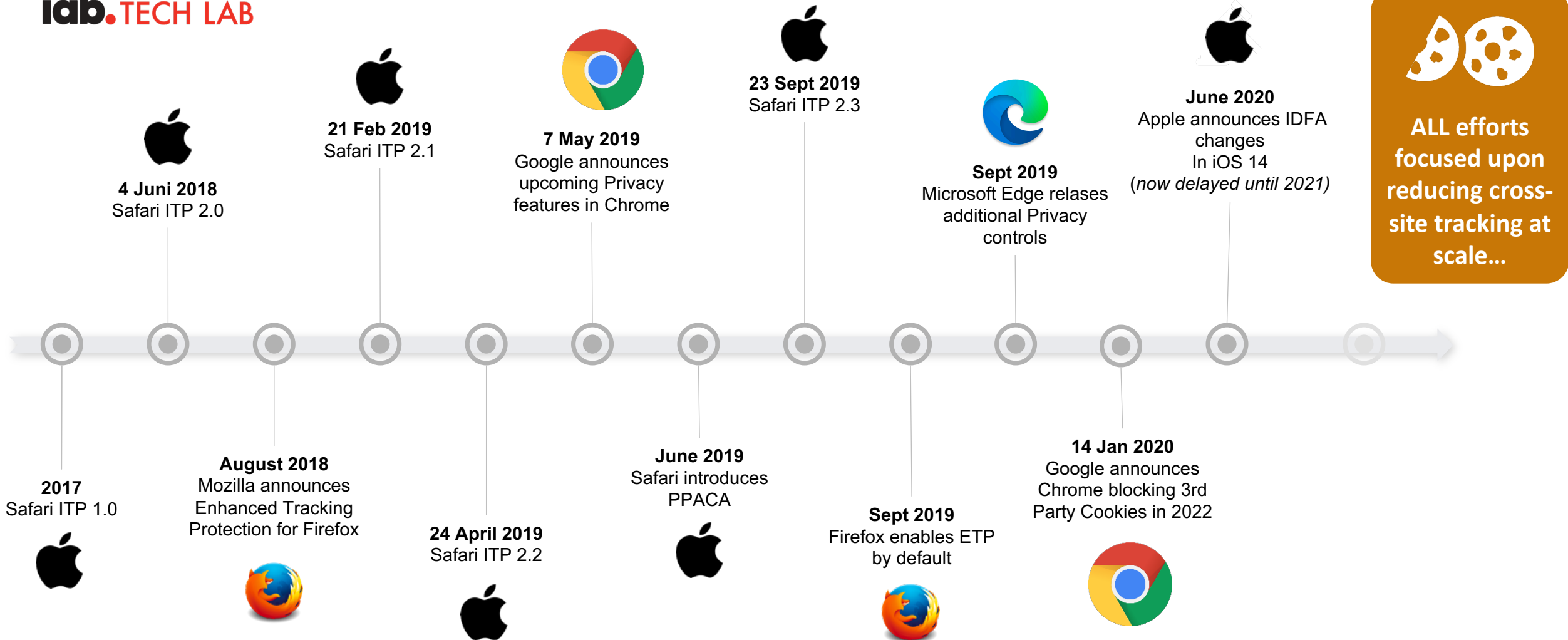
EVOLVING THE USE OF 1ˢᵀ PARTY DATA ▶
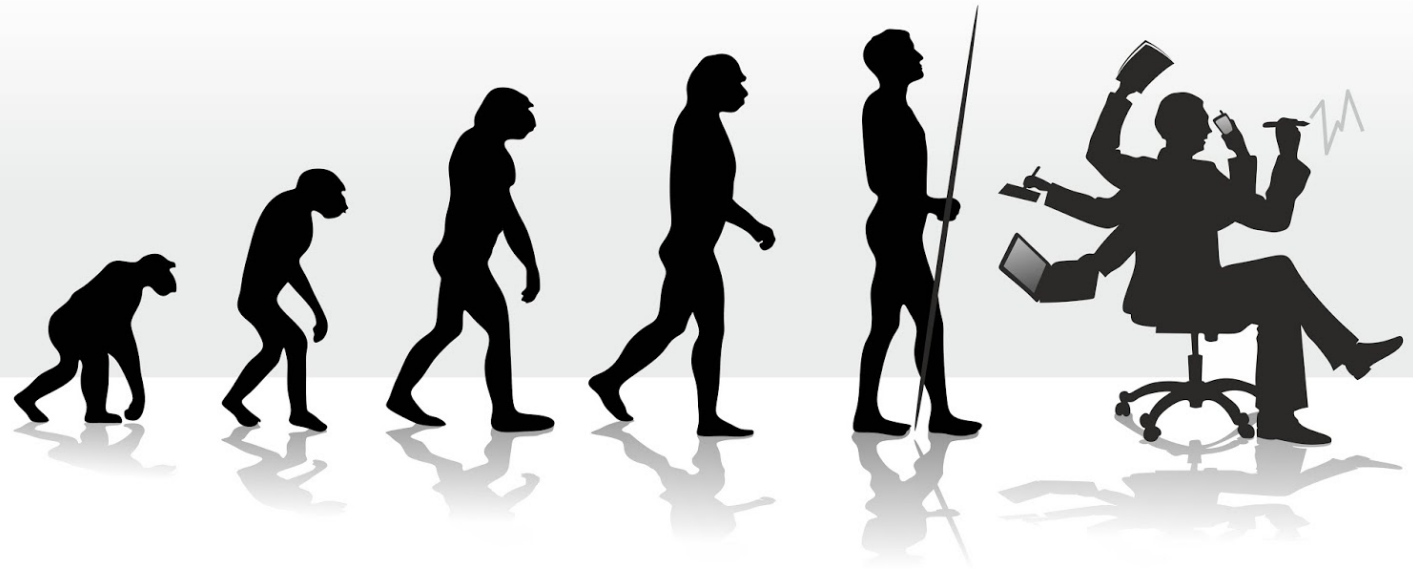
WHERE SHOULD YOU START?

Begin the conversations internally to raise awareness

- Bringing people along for the journey creates a sense of ownership of the problem
- Helps set expectations
- Highlights the challenges of data restrictions and the importance of data governance

Understanding your current data use cases, where they source their data from.

- Getting a thorough account of your current data assets is key in quantifying the impact.
- Speak with your internal teams, partners, agencies to see where they have been sourcing data from that's been used to help you achieve your objectives.
- Internal sources can be data you already know but don't fully understand its origins, or new data which you didn't know was available but could very well serve a useful purpose in filling the gap previously occupied by 3P party data

Look at your existing platform and technology

- Understand what options you have able to you from the particular combination of platforms that you use, to apply mitigations to the currently know impacts of things like ITP
- Learn what your vendors are doing (now or on their roadmap) that will allow you to keep seeing value from their services

Review your existing processes and teams

- Understand how they are processing and using data
- Understand their skill level, in order to identify what changes to process might be needed, and where education might be required to address gaps in understanding.

EXPLORING ALTERNATIVES

- Contextual
- Publisher 1st Party Data Segments
- Publisher Opt-In With PII Data
- Panel Studies / Research
- Machine Learning

Method	Freq. Cap	1P Targeting	3P Targeting	Attribution	Privacy & Ethics Risk	Caveat
Contextual	No	No	Yes	No	Medium	Low scale / potential higher costs
Publisher 1st Party Data Segments	Partially	No	Yes	No	Low	Scale – Consortium potential
Publisher Opt-In PII Data	Yes	Yes	Yes	Yes	High	Scale – Consortium potential
Panel Studies / Research	No	No	No	Yes	Low	High volume campaigns only
Machine Learning	Maybe	No	Maybe	Maybe	Medium	Available on large platforms only (Requires scale)

Source: IAB Canada

EXPLORING ALTERNATIVES

- Regardless of alternative, what's needed now is a consistent and reliable method to allow the connection of data between platforms, which is based on privacy, trust and user consent

- IAB Project Rearc is a global collaborative effort which aims to bring together the collective resources and ingenuity of the industry