

A Marketer's Life Beyond Third-Party Cookies

Data: A Marketer's PlayGround

Post-2020, it seems every company is a tech company. The rise of social media platforms and third-party cookies tracking users across the internet generated massive volumes of personal data being collected, stored, and shared across organizations - often without people's knowledge or consent.

Due to the GDPR and other data privacy laws, the wild, unregulated days of the internet are coming to a close. Regulators are quickly catching up to address consumer privacy concerns and the misuse of personal data.



Both Marketers and Consumers are Anticipating the Change:



1 out of 5 marketers report privacy compliance as their main concern across marketing channels¹



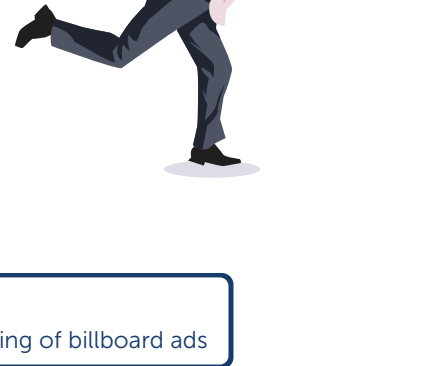
73% of marketers fear that privacy concerns will negatively impact their analytics efforts²



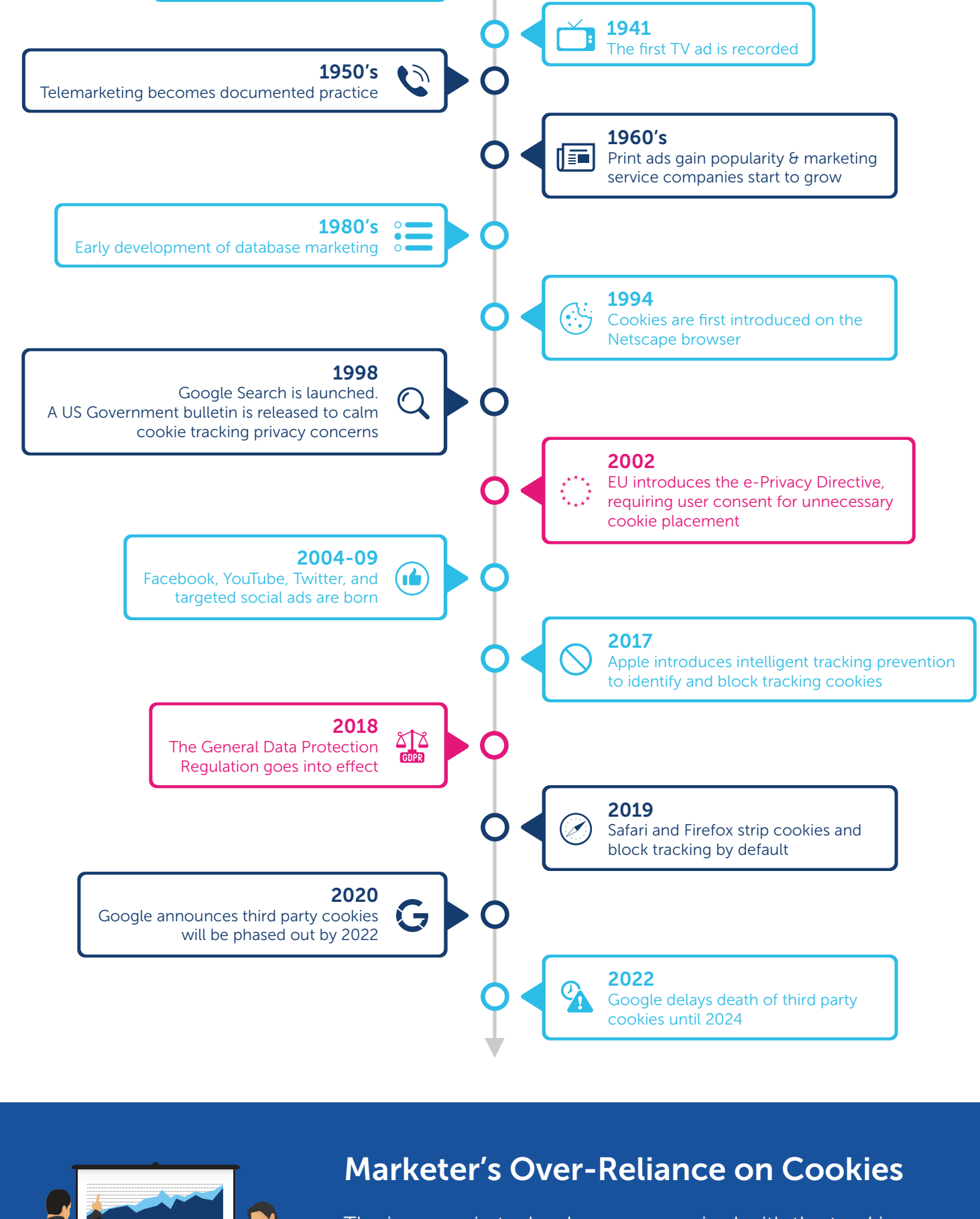
8 out of 10 consumers reported that they're willing to abandon a brand if their data is used without their knowledge³

The Rise of Third Party Tracking

The first HTTP cookie was created in 1994 by engineer Louis Montulli II for the Netscape browser to verify whether visitors to the Netscape website had previously visited the site.⁵ The invention of the browser cookie enabled improvement of the online experience.



By using a loophole in the existing first-party cookie code, the servers that were used to deliver ad content to web pages were also loading cookies to track users, target ads, and observe their behavior.⁴



Marketer's Over-Reliance on Cookies

The increase in technology usage paired with the tracking power of first and third-party cookies is a goldmine for marketers.

Rather than establishing a two-way relationship with consumers, tracking people through their devices and digital interactions has left many feeling distrustful of marketers. As the invasiveness of marketing has progressed, consumers have become more concerned about their privacy and the personal information that's being collected and shared.

On average, in 2020 US residents had access to over 10 devices daily.⁶

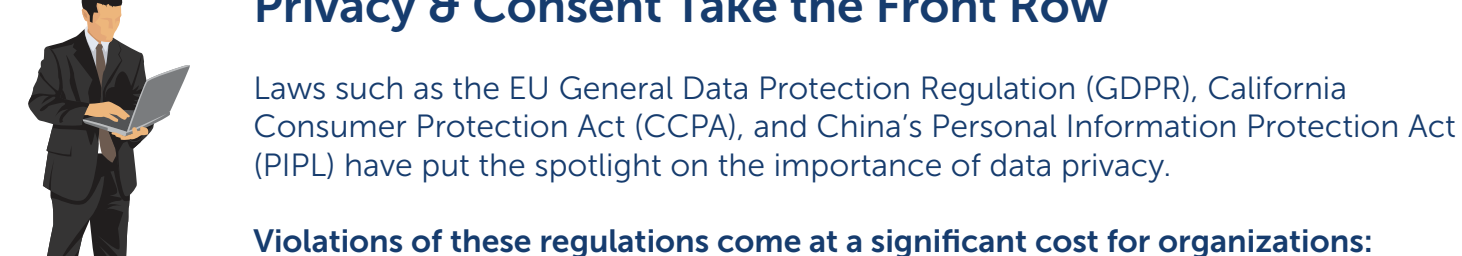
How Have Consumers Responded?

Americans are exposed to an estimated 10,000 ads every day.⁶



From claims that devices are listening to private conversations and more, people have started to become wary of marketing practices.

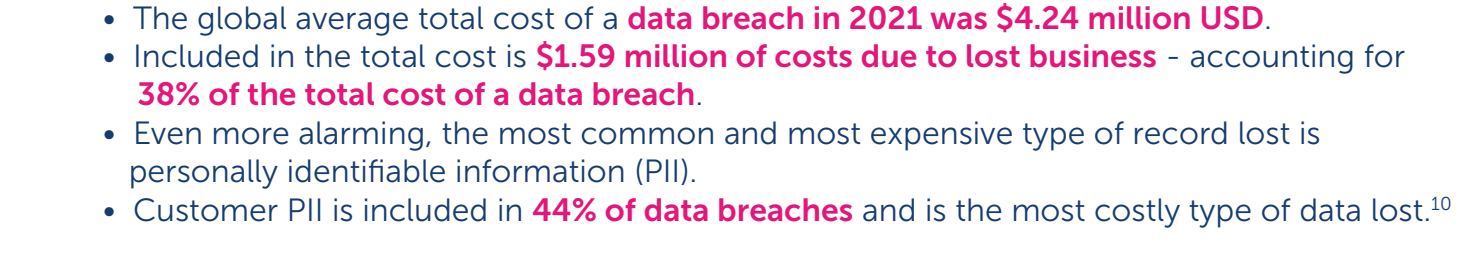
Multiple studies have been recently conducted on the American consumer's attitudes toward personal data use and privacy:



Privacy & Consent Take the Front Row

Laws such as the EU General Data Protection Regulation (GDPR), California Consumer Protection Act (CCPA), and China's Personal Information Protection Act (PIPL) have put the spotlight on the importance of data privacy.

Violations of these regulations come at a significant cost for organizations:



While they can get expensive, the costs of a potential data breach are even worse:

- The global average total cost of a **data breach in 2021 was \$4.24 million USD**.
- Included in the total cost is **\$1.59 million of costs due to lost business** - accounting for **38% of the total cost of a data breach**.
- Even more alarming, the most common and most expensive type of record lost is personally identifiable information (PII).
- Customer PII is included in **44% of data breaches** and is the most costly type of data lost.¹⁰

As data breaches have increased, a new class of consumers is emerging. Privacy Actives make up 1/3 of consumers. Privacy actives will stop doing business with organizations because of their data privacy practices.¹¹

Consumers Demand Transparency

Organizations should see privacy less as a barrier and more as an upside for its trust-earning potential.

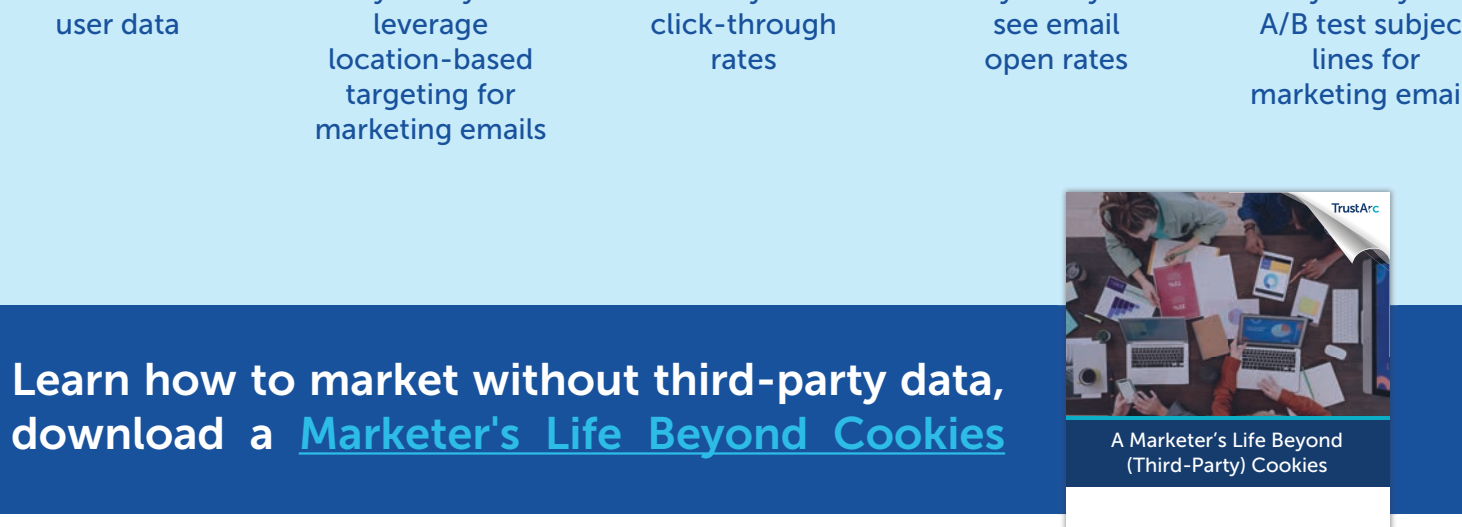
Percentage of North American consumers more likely to trust companies if they do not do the following:



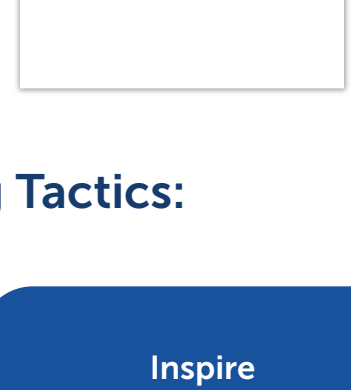
What does this Mean for Marketers?

In a new digital world where personal data protection is paramount, companies will have to adjust their current marketing tactics and strategies. The absence of third-party data to understand and personalize outreach to customers will leave you with only first-party data and consumer research data to explore.

In a Hubspot survey, marketers describe the effects of iOS 15 and the GDPR on email strategies¹³:



Learn how to market without third-party data, download a [Marketer's Life Beyond Cookies](#)



A Return to Foundational Marketing Tactics:

Put the Audience First

Create Personalized Messages with Brand Values

Inspire Loyal Customers

Use Transparency to Enhance the Customer Experience

Ensure First-Party Data is Accurate and Usable

Implement Consent & Preference Management

Be Aware of the Coming Shift in KPIs

Focus on Targeting, Not Tracking

Start managing your customer preferences today - request a Consent & Preference Manager demo. BOOK NOW

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