The cookieless future is here:

Achieving even better marketing results in the post-cookie world

CRIMTAN

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Introduction

The cookieless future is already here, so how can you ensure your marketing campaigns continue to achieve optimum performance and return on investment?.

While the third-party cookie's days are all but numbered (pending Google's latest update), savvy advertisers are getting ahead of the game and seeking ways to replace it. And, the way we track customers, measure performance and activate campaigns is already changing.

Since 2018, Crimtan has been at the forefront of cookieless solutions, moving towards a model that enables us to run industry-beating campaigns that really work, without relying on cookies.

And with a specialist programmatic partner, and innovative solutions to target, convert and grow your ideal customer base, you can achieve even better results in a post-cookie world.

So what are your options? Here's our guide to not only moving your marketing away from relying on cookies, but ensuring the cookieless future actually improves your campaign performance.
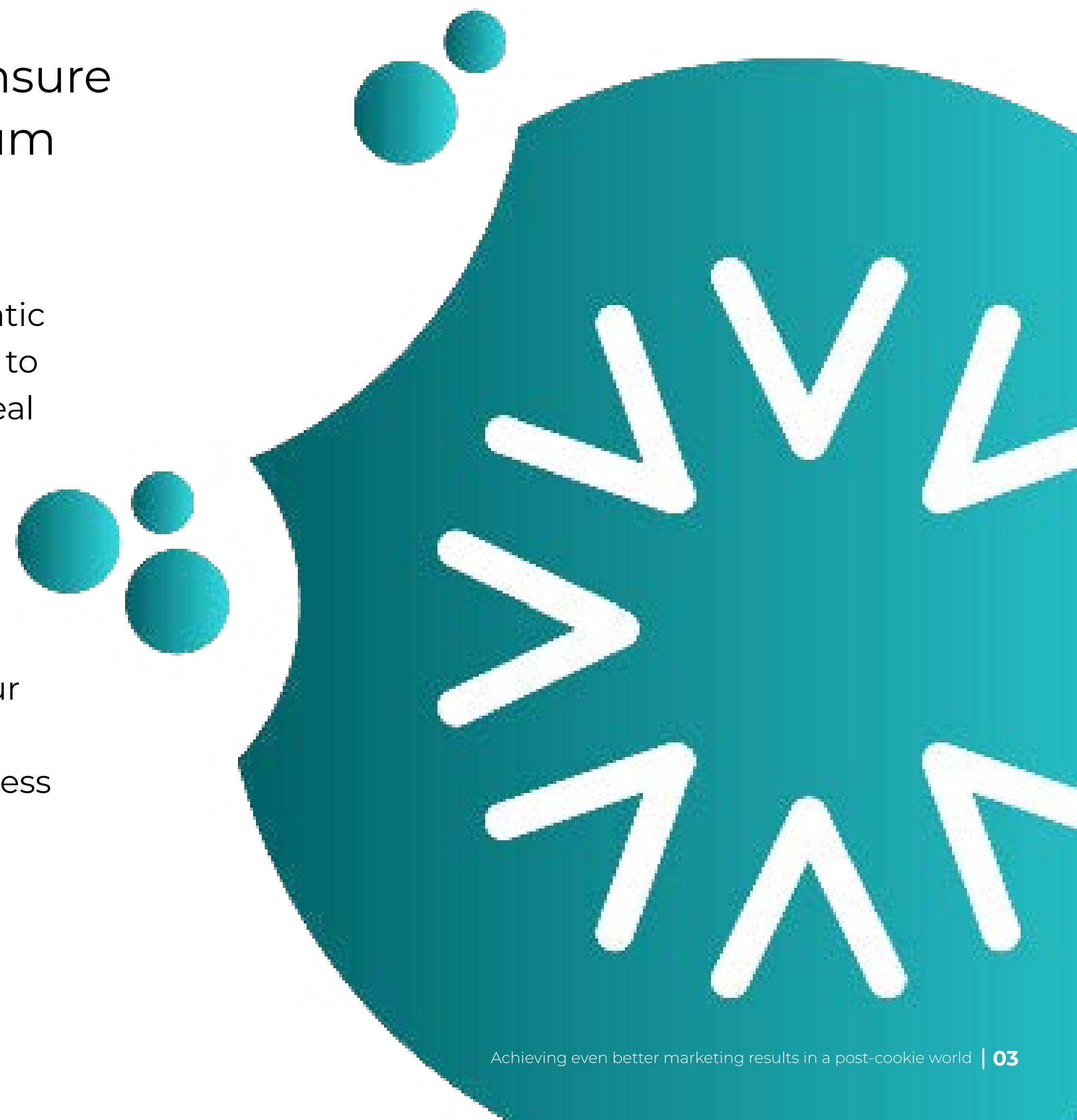
Section 01:
MARKETING IN THE COOKIELESS WORLD

Marketing in the cookieless world

Moving on from cookies doesn't have to mean a complete change to your marketing strategy. Investing in cookie-free campaigns now will enhance your current marketing efforts and allow for a seamless transition, whenever Google finally decides to push the cookieless button.

And it's worth getting started sooner rather than later, because relying on cookies is no longer a viable option. For example, did you know that most current marketing tools are unable to track cookies in Safari? That some are even unable to track users on Apple devices? And that customer activity tracking falls after just 24 hours?

With 40% of US customers using Safari as their browser of choice, growing to the majority (52%) on mobile devices, this could leave you in the dark when it comes to analyzing the true customer activity on your site.

This means that:

- Customers visiting your site could receive the wrong messaging, making them more difficult to convert.
- The customer activity, and therefore overall customer journey, that you're currently tracking and measuring is likely to be significantly wrong.
- You could be investing your marketing spend at the wrong stage of the funnel, paying more than you should to get sales and reducing ROI.

Regardless of Google's timeline, cookies can no longer give you the comprehensive measurement and insight you need to run successful campaigns, so now is a good time to update your approach.

Firstly, you should start working with a cookieless solution as a complement to your current marketing activity. Working with a specialist cookieless marketing partner will enable you to seamlessly pivot your approach to prevent a drop in campaign performance whilst moving away from an over-reliance on cookies.

FIRST-PARTY DATA

01.

Your first option is to use the first-party data you already have, and gather as much new first-party data as possible. This can be any information that customers provide you with directly, such as email addresses, phone numbers, purchase behavior and preferences.

You'll already have some first-party data, such as email addresses and other customer details. You can also gather more by asking your customers to provide information to log into areas of your website, or put valuable content behind gated forms in return for their details.

But while first-party data enables you to communicate with audiences who already know and interact with you, it doesn't help bring new people into your customer lifecycle. Which significantly limits your advertising reach – and profits.

CONTEXTUAL TARGETING

02.

If you want your campaign to be successful, you need to make sure it reaches the right audience. And one way to ensure this happens without relying on third-party cookies is to use contextual targeting.

In contextual targeting, display adverts are placed on websites and/or pages that are directly relevant to the product or service being promoted in the ad. It's the same strategy that search engines use – placing ads with content relating to search terms.

However, while on the face of it contextual targeting makes sense, when used in its basic form it has limitations. For example, you have no idea where the users you're serving your ads to are in the buying lifecycle. Nor can you know where they live or any other demographic information that would help ensure that the people seeing your ads actually need what you're selling right now.

All of this means you can't tailor your messaging to your customers' current state of mind. So while in theory your ads might be on the right website, they might be seen by the wrong people, or contain the wrong messaging.

SPECIALIST TECH

03.

Over the past few years we've been perfecting our own technology that replaces the role of the third-party cookie. Our solution includes our proprietary technology ConsenTAG, which manages consent, and our own non-cookie-based user targeting and attribution technology, ActiveID, which allows advertisers to accurately target without cookies.

The combined solution works by managing consent preferences, using relevant targeting for better performance, and joining the dots with attribution. This enables us to successfully reach users at all stages of the customer lifecycle without relying on third-party cookies, as we have already been doing successfully for our clients for many years.

Our unique technology also means that we don't need to build alternate identifiers to track individuals as they browse across the web, nor will we use them in our products. Instead, our web products are powered by privacy-preserving APIs which prevent individual tracking while still delivering outstanding advertising performance.

Another major benefit of Active ID is that it can work in tandem with other leading solutions like Trade Desk's Unified ID Solution 2.0 (UID 2.0) and LiveRamp's ID solution, Ramp ID, allowing us to be flexible and adaptable in this evolving landscape.

Let's take a closer look at how we integrate with LiveRamp.

LiveRamp has been a major player in the marketing space for a long time, pivoting away from relying on cookies, and instead focusing on logged-in consent, making this a robust solution to collecting ID. And due to their strength and scale, they have managed to build out a network of partnerships and have very strong coverage of their solution in the US (up to 40%).

So how do we leverage their authenticated framework and collect first-party data without compromising user compliance and privacy?

LiveRamp constructs RampID by gathering authenticated data from major portals, establishing a secure and consented ID exchange between its partners, such as Crimtan. Once the ID is collected, RampID is passed in bid requests from major ad exchanges, allowing the bidder to capture it in bid stream alongside Active ID. The two working together gives us the ability to make better decisions on media activation for authenticated users, as well as more accurate campaign measurement at impression, click and conversion points. What's more, by receiving RampID directly into our platform, we are able to derive additional information about RampID accuracy and thus have additional flexibility when using it.

LiveRamp Javascript: Retrieves and stores envelope in 1P cookie context.

Please register to access this content

Email address

Submit

PLL to RAMPID ENVELOPE

ADVERTISEMENT

SSP

AD SERVER

ACTIVEID

Broken down, the integration looks like this:

STEP 01: LiveRamp provides publishers a free code that's placed in the header of the site to implement the Authenticated Traffic Solution (ATS).

STEP 02: When a user provides their email (through logging in or subscribing to a newsletter), it is converted into an encrypted envelope. No personally identifying information (PII) is ingested by or shared with LiveRamp.

STEP 03: SSP decrypts the envelope and retrieves the RampID.

STEP 04: SSP translates RampID to DSP-encoded RampID and passes it through with the bid request to the DSP (such as Crimtan's DSP).

STEP 05: We, as an integrated partner, can then use this improved addressability to make better informed bids and utilize RampID's exposure logs for enhanced person-based measurement.

In a time when the world of cookies continues to shrink and DSPs are receiving fewer signals in bid requests, the ability Active ID has to work alongside leading ID solutions such as LiveRamp allows us to continue to deliver ads and reach audiences across multiple screens and devices with targeted and tailored messaging and timings. All while maintaining complete compliance with user-and data-privacy regulations.

Saying goodbye to cookies doesn't mean you have to say goodbye to accurate targeting.

Section 02:
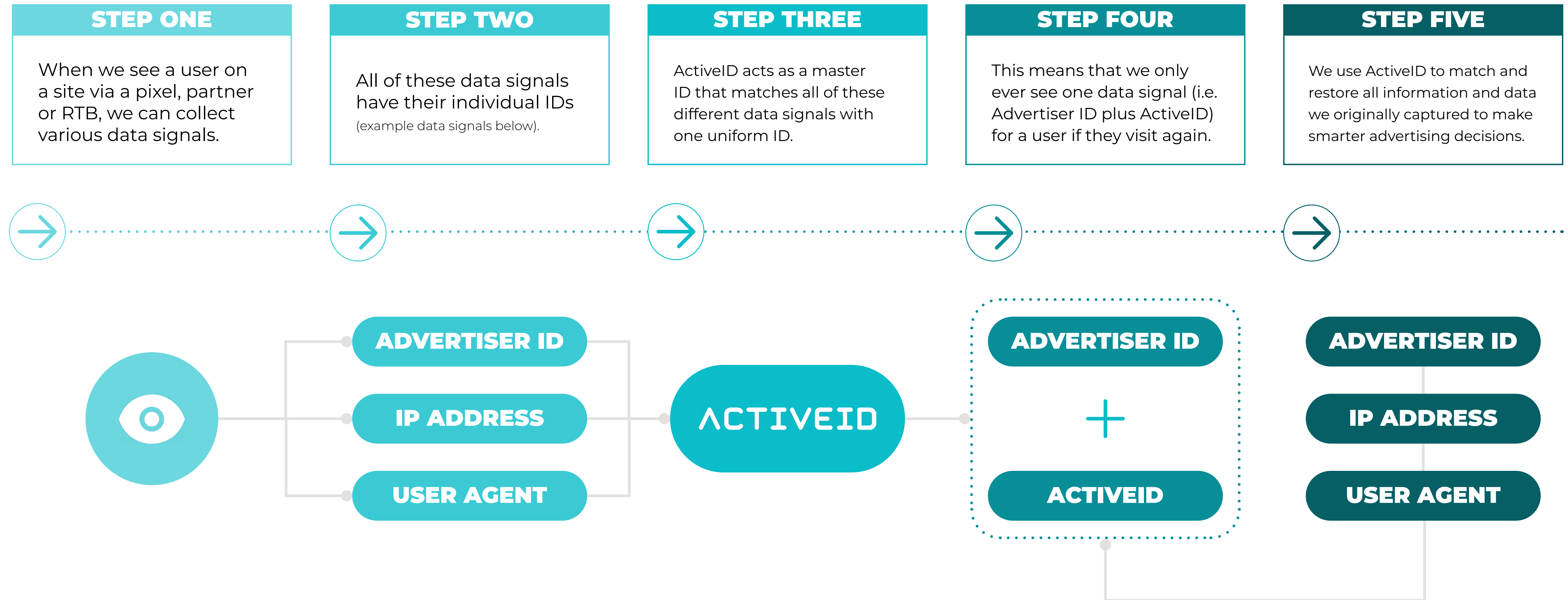# ACCURATE TARGETING WITHOUT COOKIES

Active targeting without cookies

The key to successful advertising campaigns that reach your target audience is being able to identify individual users - and doing this without relying on cookies is one of the biggest challenges facing marketers today.

Crimtan's ActiveID is one of the first ID systems that goes beyond cookies and has been built around user consent by design for persistent tracking. Enabling you to make better decisions about advertising at scale, whilst maintaining user consent preferences at all times.

FIRST-PARTY COOKIES

USER AGENT

ACTIVEID

ADVERTISER ID

IP ADDRESS

ActiveID in five steps

STEP ONE	STEP TWO	STEP THREE	STEP FOUR	STEP FIVE
When we see a user on a site via a pixel, partner or RTB, we can collect various data signals.	All of these data signals have their individual IDs (example data signals below).	ActiveID acts as a master ID that matches all of these different data signals with one uniform ID.	This means that we only ever see one data signal (i.e. Advertiser ID plus ActiveID) for a user if they visit again.	We use ActiveID to match and restore all information and data we originally captured to make smarter advertising decisions.

ADVERTISER ID

IP ADDRESS

USER AGENT

ACTIVEID

ADVERTISER ID

+

ACTIVEID

ADVERTISER ID

IP ADDRESS

USER AGENT

Section 03:
INDUSTRY-BEATING COOKIELESS CAMPAIGNS

We pride ourselves on achieving consistent and exceptional performance for our global clients – including more new customers, higher conversion rates, increased organic search results and industry-beating ROI, CTR and CPA.

Take a look for yourself...

TeamSport wanted to reach customers with middle school-aged children in order to fill their bookings in during summer vacation.

In order to achieve this, we used ActiveID to effectively target new audiences, segment onsite audiences (based on their browsing behavior) and grow existing customers' lifetime value. ActiveID was used to also fuel our DCO strategy. We served personalized creative based on audience, location or onsite search criteria, depending on where the audiences were in the buying funnel.

And the results? Over a period of nine months, we drove an overall ROI of $9.25. And around the summer vacation and public holidays, the ROI was even higher. In August this number peaked at $17.36.

Our reporting capabilities are also enhanced by ActiveID, providing even more accurate and useful post-campaign analysis to our clients. In this case, we were able to utilize the field parameters that are available in the ActiveID pixel, and use additional data points to extrapolate insights such as booking curve, track-specific performance and much more.

These insights can then be used to optimize campaigns, giving more weight to particular locations, target around key trading periods, and ultimately drive the very best results for TeamSport.

RESULTS

AUGUST ROI
$17.36

OVERALL ROI
$9.25

And we were able to achieve all of this without relying on third-party cookies.

Through working with clients around the world, we ensure our campaigns comply with global privacy legislation and are fully consented, without using cookies.

From updates to the California Consumer Privacy Act (CCPA), the GDPR in Europe, CDR (Consumer Data Right) in Australia and APPI (Japan's Act on Protection of Personal Information), whether you need explicit or implicit consent, you need the ability to match consent preferences and signals to customers – which cookies have traditionally been used for.

As we move into the cookieless world, you need to take an approach which allows you to target your ideal audience with relevant messaging and measure the impact of your campaigns, all while remaining flexible and compliant. Working with an established, expert cookieless partner like Crimtan can help you do all this, all in one place.

Key findings

01 WORK WITH A COOKIELESS EXPERT PARTNER
Working with a specialist marketing partner like Crimtan will enable you to seamlessly pivot your approach to the cookieless future whilst preventing a drop in campaign performance.

02 GET STARTED NOW
Regardless of Google's timeline, cookies can no longer give you the comprehensive measurement and insight you need to run successful campaigns, so now is a good time to start working with a cookieless solution as a complement to your current marketing activity.

03 UPDATE YOUR MARKETING APPROACH
From boosting your own first-party data to innovative new technologies such as ConsenTAG and ActiveID, you no longer need to rely on cookies to achieve exceptional campaign performance.

04 ENSURE YOU'RE COMPLIANT
Whether you need explicit or implicit consent, you need the ability to match consent preferences and signals to customers. As we move to a cookieless future, make sure your campaigns still comply with global privacy legislation and have full customer consent.

Conclusion

The cookieless future is here, but with the right model in place, and innovative solutions allowing you to target, convert and grow your ideal customer base, you can achieve even better results in a post-cookie world.

So whatever happens in the cookieless future, we're already helping our clients to reach new, current and lapsed customers with fully-compliant, relevant, consented ads containing the right messaging at the right time. Tracking customer behavior, measuring campaign performance and achieving exceptional results and ROI. Using our own proprietary technology to accurately target and engage the customers you need to reach.

If you'd like to learn more about how we can help you, and the results we're already achieving for our clients, get in touch with one of our cookieless marketing experts today.

Get in touch

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