

# Keynote Presentation | [Cookieless] Get Prepared! When MarTech Collides with Customer Privacy in the Cookieless World



**Ekimetrics.**

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THE MARTECH  
SUMMIT

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# When **MarTech Collides** with Customer Privacy in the **Cookieless World**

October 13<sup>th</sup> 2022

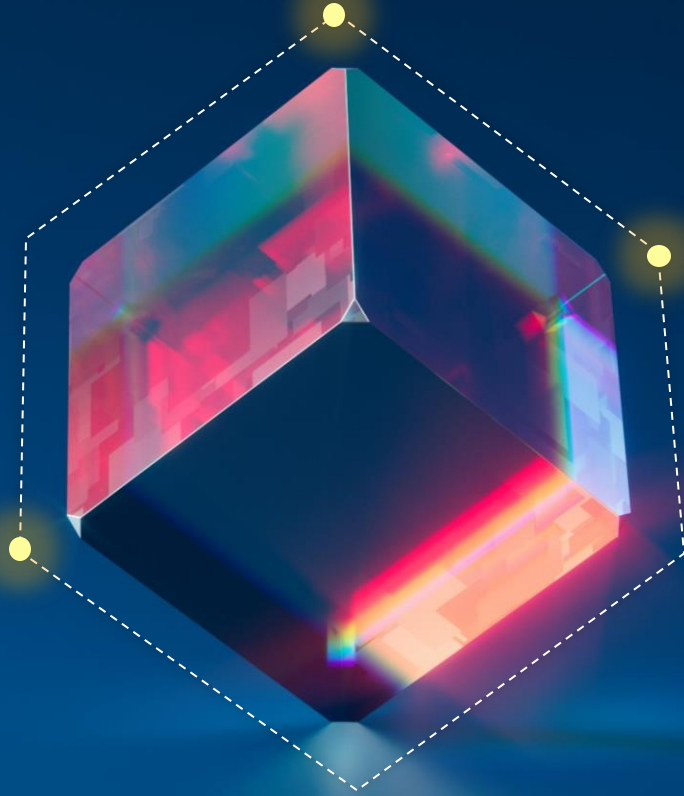
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PARIS | LONDON | NEW YORK | HONG KONG



# Agenda for today

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## PART 1

The changes in the digital tracking landscape

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## PART 2

Where is the value in the measurement

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## PART 3

What are the success factors



The changes in  
the digital tracking landscape

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# Why all this is happening

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Users want more privacy,  
transparency, freedom of choice  
and control over how their data is  
used and for what purposes.

JUSTIN SCHUH, GOOGLE'S CHIEF CHROME ENGINEER

**Ekimetrics.**

# Time for marketing measurement to **fall**, or reach new **heights**?

Privacy changes and walled gardens are already impacting marketing measurement

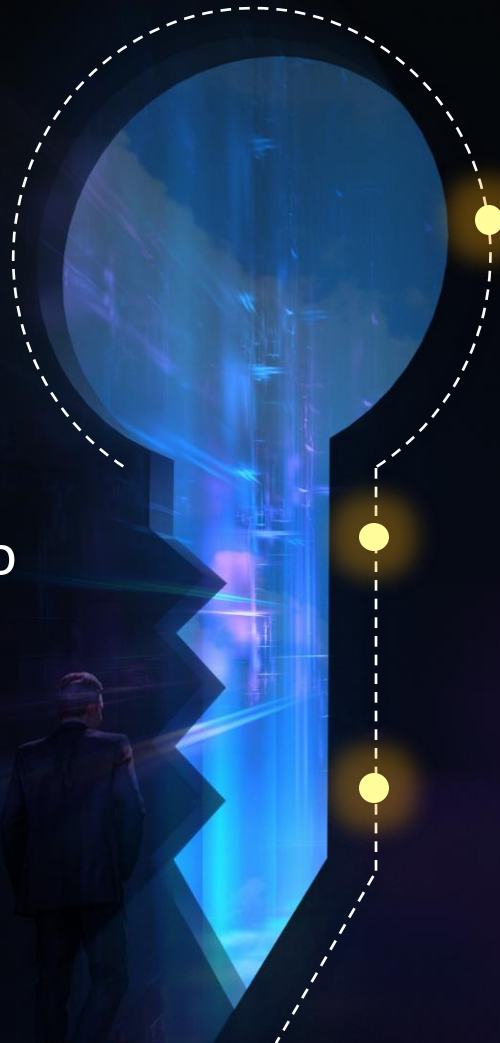
**Granularity** we had from attribution at individual level **is lost** – chasing it is not the way forwards

Time to question: where is the value in my marketing measurement program?



Are we really  
losing something,  
Or being forced into  
positive change?

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**The customer journey was never completely trackable, the journey was never done**

**Over-emphasis on digital channels, at the expense of a bigger picture**

**Attribution modeling has never been the (only) answer**

A hand is shown pointing upwards, with a bright, glowing arrow originating from the tip of the index finger and extending towards the top right corner. The background is dark blue with various light streaks and patterns, suggesting a digital or technological environment. The text "Where is the value in measurement?" is centered over the hand and arrow.

Where is  
the value in measurement?

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# Where is the value in measurement?

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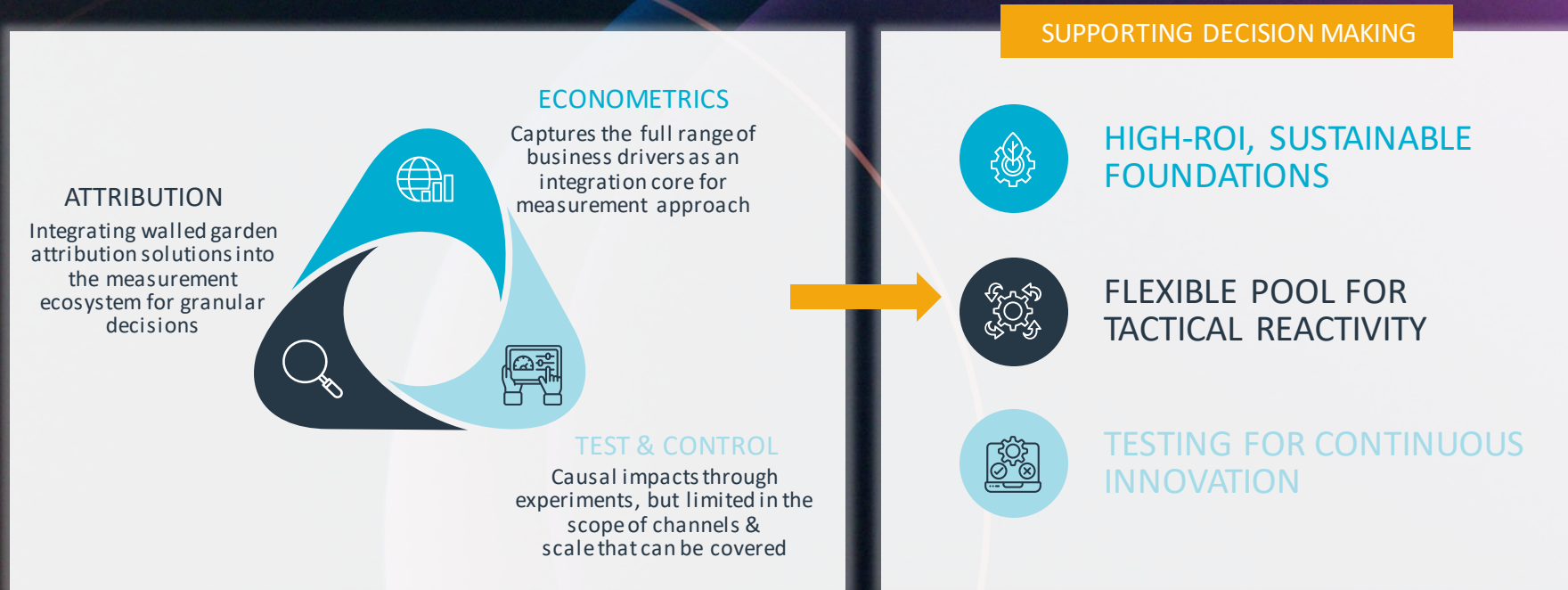
Building a **holistic business view**, for complete budget optimization

Digging into **granularity with credible results**

Creating a **faster, more predictive feedback loop**

**Comprehensive future-proof measurement approach**

# No solution is complete: Use of multiple measurement approaches to triangulate your response



# Case study / Beauty

## Measurement across the purchase funnel

**ATTRIBUTION**  
Deep dives to optimize digital media & measure LTV by channel



**TEST & CONTROL**  
Experimented impact of creatives, KOL, PR & Influence, across markets & categories

### ECONOMETRICS

Multi-Stage Modeling:  
MMO across the whole purchase funnel, from brand to conversion

**25+ brands**

**150 global markets**

**\$16bn+ turnover**



## Case study / Beauty

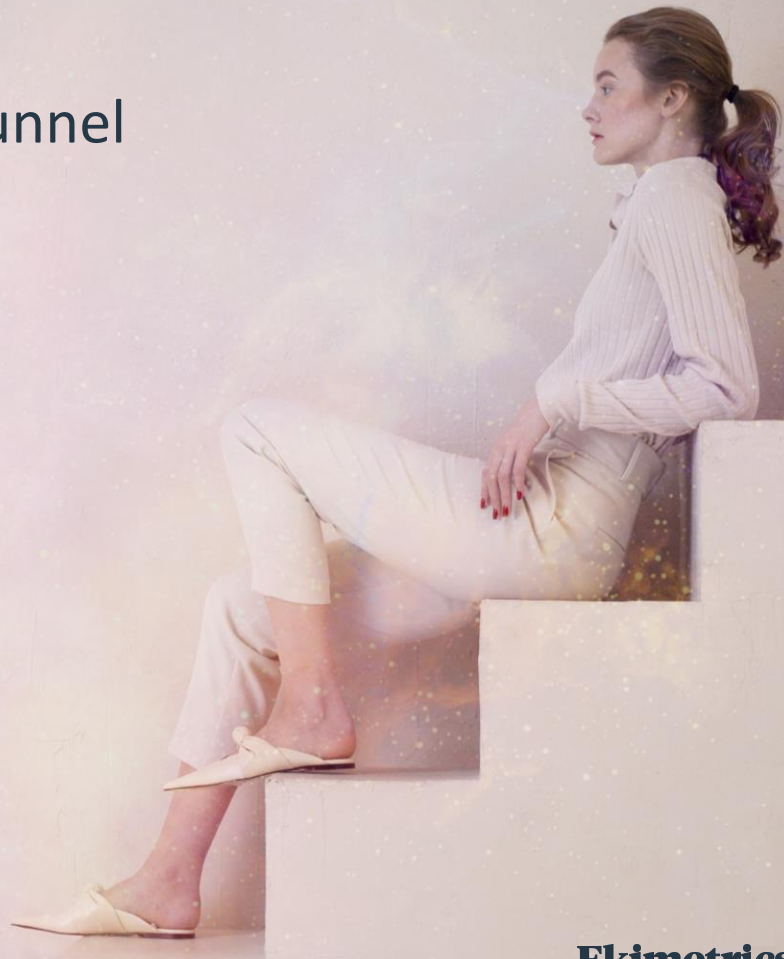
### Measurement across the purchase funnel

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Incremental gain of  
**+25M USD**  
through media optimization

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Generated  
**30:1**  
project ROI, while driving  
measurement adoption across the  
organization





The image features two hands held palm-up against a dark background. The hands are covered in a dense layer of glowing particles, primarily in shades of blue and red, with some green and yellow highlights. The particles appear to be floating or attached to the skin, creating a shimmering, ethereal effect. The lighting is dramatic, highlighting the texture of the skin and the vibrant colors of the particles.

What are  
the success factors

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# Bringing confidence into measurement in a post-cookie world

Measure the  
measurement

Build cross-  
functional  
governance

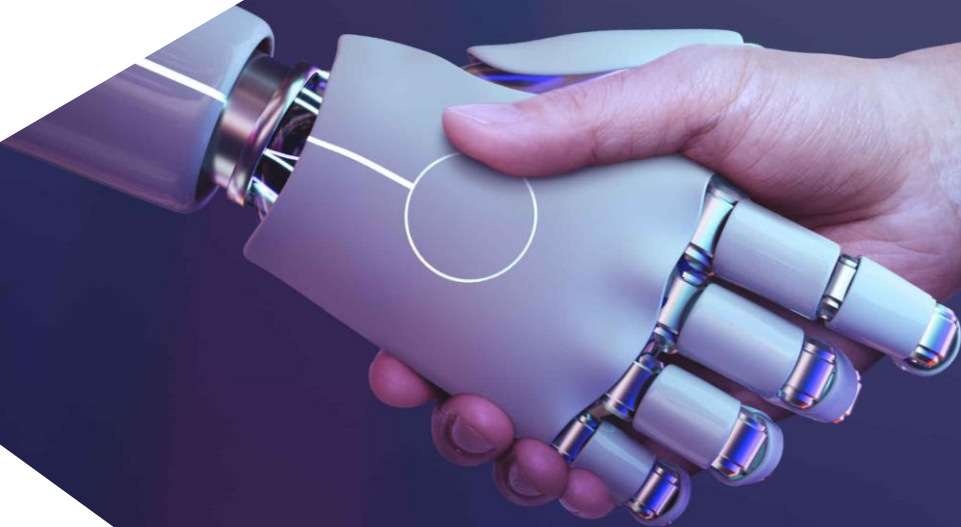
Deep Dive  
Agility

Assess and  
audit your Data  
capabilities

Tech is an  
enabler:  
Don't over-  
complicate it

**Capitalize on the opportunity  
for a real change**

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Thank you



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