

Navigating the uncertain world of third-party cookies

Explore the power of SAS® Customer Intelligence 360

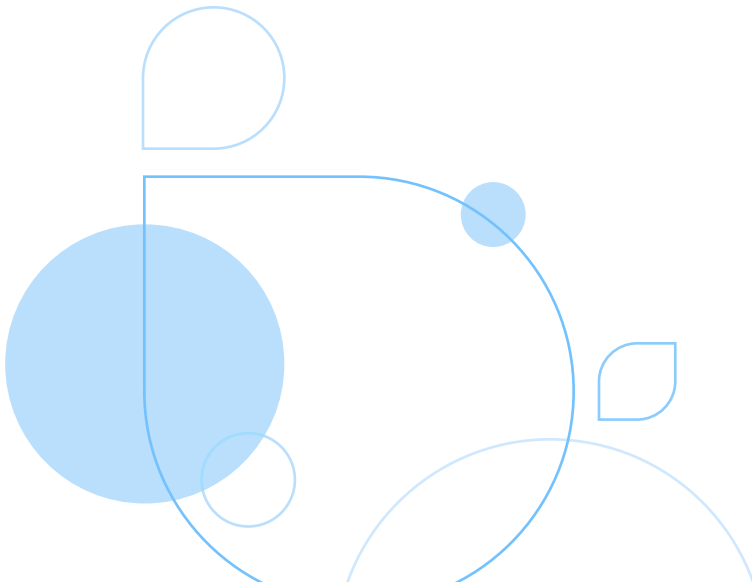


360°

SAS® Customer Intelligence

Contents

The uncertain future of the third-party cookie	1
Racing to replace cookies.....	1
Preparing for a cookieless future with SAS® solutions.....	2
A deeper dive	3
Harness first-party data to optimize customer journeys	4
Learn more.....	5



The uncertain future of the third-party cookie

The digital marketer's toolkit has included cookies as a critical component for years. These snippets of code that uniquely identify a user's browser enable targeted advertising to follow consumers across websites, as well as a vast ecosystem of MarTech providers that collect consumer behavior data and make it available to marketers.

Today, there are thousands of data platform providers – including customer data platforms, data management platforms and data exchange platforms – for data-driven marketing strategy and campaigns.

But cookies are increasingly under fire from consumers who want to protect their data and demand privacy. Browsers like Firefox and Safari have blocked third-party cookies since 2013. And in 2019, Safari started disabling all cookies after seven days, effectively eliminating the ability to use even first-party cookies to track Safari users over time.

Similarly, despite backing away from their previous announcements that they were dropping third-party cookies from Chrome, Google is still planning on providing alternatives so users may make informed choices about their browsing privacy. Regardless of when this happens, Google's plans are significant because it dominates the browser market space with Android and Chrome.

Cookies are increasingly under fire from consumers who want to protect their data and demand privacy.

Racing to replace cookies

Given the acceleration of digital commerce, understanding digital behavior is more important than ever. However, the balancing act between gaining this understanding and respecting privacy is becoming more difficult to maintain. Scrutiny on privacy has snowballed since the GDPR passed the European Parliament in 2016. Today, there are **138 countries worldwide with consumer and data privacy laws** in force.

There is no question that the industry is at an inflection point regarding third-party cookies. Kevin O'Farrell, Vice President EMEA at Analytic Partners puts it this way: "What we do know is that the overwhelming sentiment in the industry, among consumers and among regulators, is for privacy-first technology and that's not going to change. Attribution alone is still broken. For brands continuing to rely on cookies for their targeting and measurement, this approach will mean huge gaps in their data. They should finally make the switch to a more future-proof and privacy-safe solution like Commercial Analytics or MMM (Marketing Mix Modelling). The cookie may not crumble after all, but it's incredibly stale."

According to Nikhil Lai, Senior Analyst at Forrester, "Ad tech has already moved on from third-party cookies. Most of the internet lacks third-party cookies, and many Chrome users have disabled third-party cookies."

As the landscape continues to shift on privacy, marketers and advertisers will increasingly look to zero- and first-party data to plug the gaps.

Journey Further's Global CPO Duncan Smith says, "While cookies remain a tool in the arsenal, brands should prioritise first-party data collection and invest in cookieless measurement solutions to future-proof their analytics and ensure they can reach premium, representative audiences across all browsers."

Understanding digital behavior is more important than ever.

Alex Peacock, Head of Technology Strategy & Transformation EMEA at RAPP, concurs. “... We’re still seeing a degradation in addressable media audiences, from the proliferation of privacy-based browsers to enhance user control over third-party cookie consent. First-party data will continue to have a growing role in maintaining media performance.”

Bottom line? Uncertainty still abounds, but one thing is certain: Marketers and advertisers must prepare for third-party cookie deprecation regardless of when it actually happens.

**One thing is certain:
Marketers and advertisers
must prepare for third-party
cookie deprecation.**

Preparing for a cookieless future with SAS® solutions

As a marketer, how do you plan on shoring up your marketing toolkit in preparation for increasing privacy regulations – including, but not limited to, the loss of the third-party cookie?

SAS can help by giving you a significant head start in a world without cookies. How? By adding SAS Customer Intelligence 360 to your MarTech stack. SAS Customer Intelligence 360 is a multichannel marketing hub built for tomorrow that delivers unique capabilities for overcoming the challenges of a third-party, cookieless world.

KEY CAPABILITIES

SAS Customer Intelligence 360 provides everything you need to optimize the individual customer journey. For example, you can:

- Merge online and offline identities for a more complete view of the customer.
- Apply artificial intelligence (AI) and machine learning (ML) analytics in real time to make the most of first-party data.
- Investigate spending effectiveness with algorithmically driven attribution.
- Deliver a consistent, customized customer experience all the time over every channel to encourage customer authentication.

BENEFITS

By adding SAS Customer Intelligence 360 to your MarTech stack, you can:

- Amplify the value of real-time data by using our embedded customer data platform to seamlessly collect, enhance and activate customer data.
- Gain immediate context from streaming data for dynamically updated audience segments to make real-time, relevant, timely and personalized offers.
- Shift from campaigns to customer journeys – and shape journey paths with behavior, demographic and historical data to optimize each interaction, which leads to higher conversion rates, deeper engagement and increased customer lifetime value.
- Reduce the time needed to make decisions – and increase marketing effectiveness – by leveraging embedded customer analytics that delivers out-of-the-box insights.
- Extend real-time decisions beyond marketing to encompass all aspects of the customer experience (sales, service, contact centers, credit, risk management, etc.) – and ultimately improve customer loyalty and satisfaction.



A deeper dive

Let's take a deeper dive into how SAS solutions help digital marketers overcome the loss of the third-party cookie.

Keep the data where you want it with true composability

Employ powerful audience targeting and management while also cutting data duplication and synchronization costs, and controlling privacy with our unique hybrid data architecture that does not require you to "lift and shift" all the data into the CDP or marketing cloud.

Embrace data-driven, algorithmic attribution

Pressure is rising on chief marketing officers to accelerate growth and demonstrate marketing ROI, and yet few can do complete omnichannel attribution. Losing the impression data provided by the third-party cookie will make this more difficult and force marketers to rethink how they measure marketing success.

SAS Customer Intelligence 360 addresses this by providing a sophisticated, data-driven algorithmic attribution methodology that leverages ML to identify the touch points and sequences of events that form customer journeys, influence behavior and drive conversions. To cushion the blow of lost third-party cookie data, SAS supports marketers in expanding attribution to include both online and offline touch points, exploring detailed path analytics, and understanding event sequences and timing between events.

With the uncertainty surrounding the third-party cookie, customer data is growing more valuable by the minute.

Make moments matter more than ever

With the uncertainty surrounding the third-party cookie, customer data is growing more valuable by the minute. In tomorrow's world, it will be incumbent on marketers to become savvy and develop unique strategies to encourage customers to participate in a two-way dialogue, to authenticate on digital properties and to opt-in to data collection and analytics. The only way to accomplish this will be to optimize customer journeys, meeting them in the moment with real-time communications and content that provide demonstrable value.

With SAS Customer Intelligence 360, you can do this and more. For example, you can:

- Achieve greater predictive accuracy that improves customer experiences through analytics accelerators, streaming data and events, and out-of-the-box insights.
- Orchestrate personalized journeys across all touch points in real time while optimizing communications with activities and tasks that are supercharged with embedded AI and ML.
- Scale out interaction capabilities by deploying a customer decisioning engine that scores your models in real time.
- Improve the customer experience, achieve deeper customer engagement and increase customer lifetime value by leveraging the power to understand, engage and decide in real time to go beyond marketing.

Double down on identity management

With new customer data growing harder to come by, you must take advantage of the customer data you do have and extract the most you can from it. As noted previously, the SAS customer data platform can consolidate digital interactions at a customer level, synchronize online and offline customer data, and link known and unknown digital activity across all your owned properties and apps.

As a result, you can maximize the potential of your data to enhance insights, personalization and customer decisioning. In addition, identity management services take center stage with dynamic digital data capture, customer-level data granularity, customizable data collection events, real-time customer profile updates, easily deployable identity management capabilities and analytics-ready data. These combine to help you pinpoint individual digital visitors and their activities across a range of channels and devices, thereby facilitating personalization across the entire digital ecosystem.

Harness first-party data to optimize customer journeys

Individualize every interaction in real time with SAS Customer Intelligence 360 by harnessing all the power inherent in your first-party data combined with sophisticated analytics.

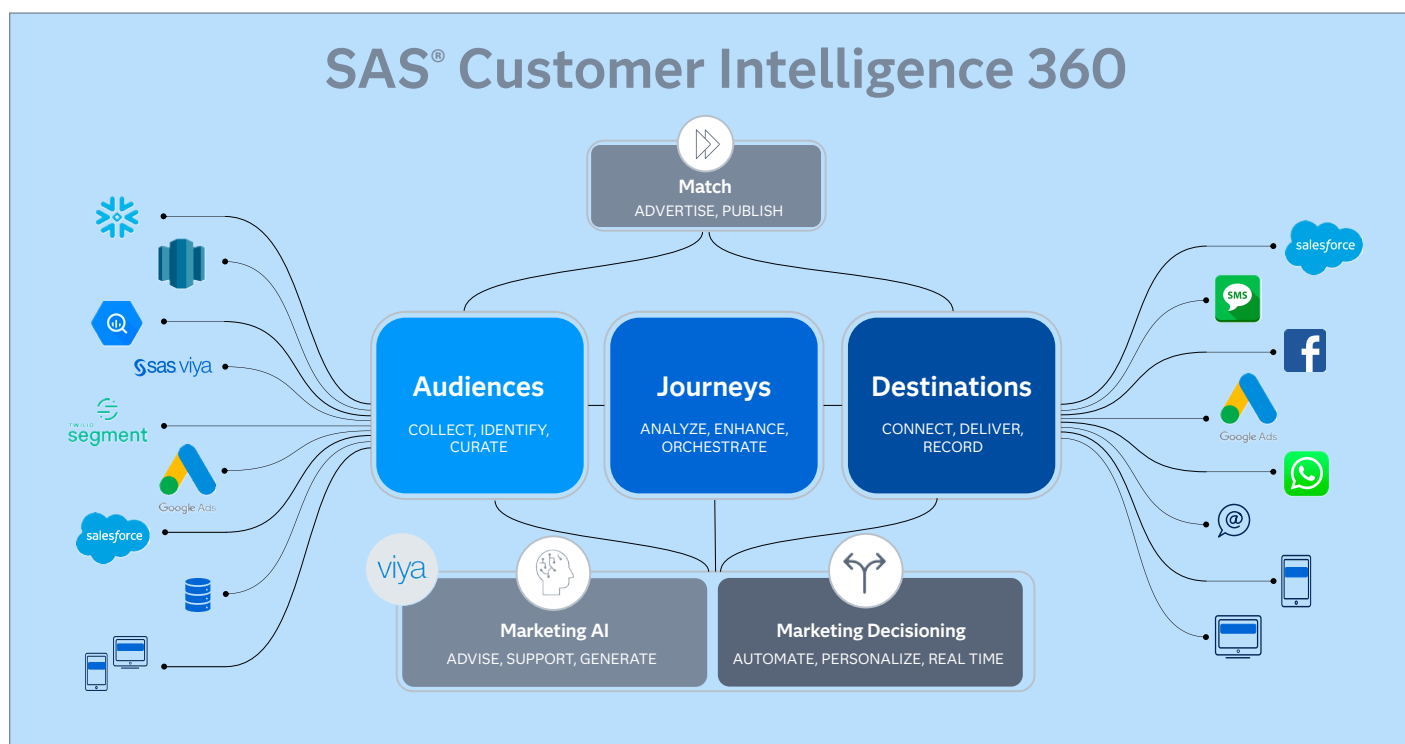


Figure 1: Comprehensive SAS environment.

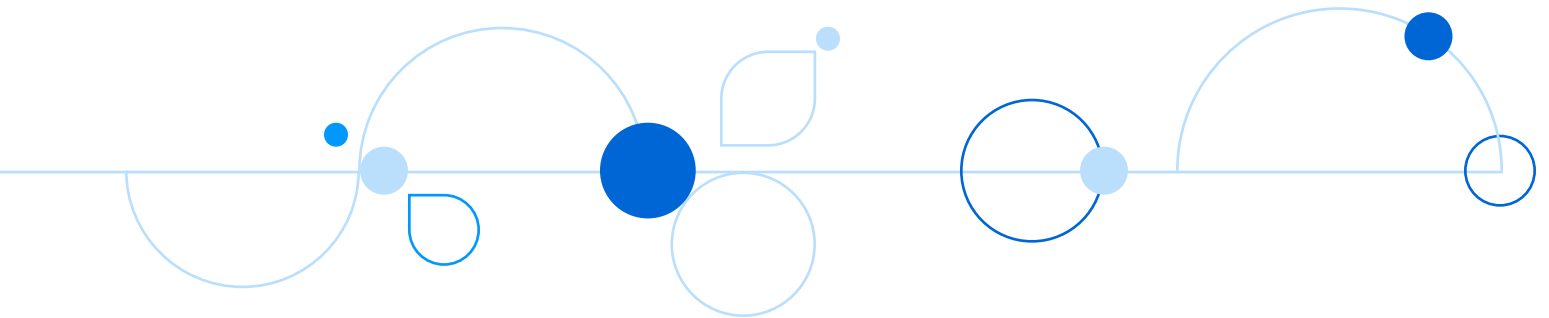
As illustrated in Figure 1, SAS Customer Intelligence 360 helps you optimize customer journeys with:

- **Audience targeting.** Easily select customers and associated customer attributes directly from your cloud databases (e.g., Snowflake, GBQ, Redshift). Upload the data into SAS Customer Intelligence 360 for identity and journey management, personalization and activation.
- **Comprehensive, dynamic customer view.** Consolidate every digital interaction at the customer level, linking known and unknown digital activity. Detect digital events as they happen and perform identity resolution in real time. PII-free identifiers help synchronize customer data sources – online and offline, geodemographic, account-level insights, call center interactions, etc. – into a dynamic virtual profile at activation time.

- **Omnichannel journeys.** Combine data from online and offline sources to identify customer needs in real time and build integrated customer journeys spanning all touch points. Use attributes, behavioral data, purchase history and other information to trigger omnichannel journeys.
- **Predictive models, forecasting and goal-seeking routines.** Marketers can use predictive analytics to project specific business goal completion based on the performance drivers and metrics of a current campaign. You can also identify the most significant underlying drivers of a particular business metric and present them in an easy-to-use business report.
- **Real-time machine learning and decisioning at scale.** Scale your ability to engage customers with real-time machine learning and decisioning. SAS gives you the ability to deploy models for real-time scoring with the click of a button. Pull in additional data, apply business rules and carry out an arbitration strategy to succeed with every engagement for customer satisfaction and business objectives.
- **Activation and integration.** Deliver content across owned channels to gain customer insight, optimize interactions across channels, and react and respond to customer behaviors as they occur. Extend activation across your entire MarTech stack through integration with vendors like Adobe and Salesforce, as well as external activation to ad platforms such as Google and Facebook.
- **Advertising and publishing.** Build your own advertising ecosystem with SAS 360 Match, a fully independent, first-party ad server. Openly and transparently monetize ad inventory, use the power of customer data to deliver personalized advertising to retail sites and networks, and personalize advertising at scale.
- **Software as a service.** SAS Customer Intelligence 360 is available as a software as a service (SaaS) offering on the SAS Cloud. These standardized solutions are available for immediate use. With SaaS, you don't have to manage infrastructure, operating systems or software. Simply sign up, log in and get to work, focusing on your data and analytics challenges.

Learn more

Discover how SAS Customer Intelligence solutions help you prepare for a future without cookies at sas.com/marketing.



For more information, please visit sas.com/marketing.

