

Transition to a Cookie-less Future A Guide for Brands

START YOUR COOKIE-LESS MIGRATION JOURNEY ▶

Marketers, media planners and brands have relied on third-party cookies to deliver the right message to the right user at the right time. With browsers like Safari and Firefox no longer supporting third-party cookies and Chrome announcing their deprecation from 2023, brands must reconsider how they address audiences. Privacy compliant, shared user IDs offer the digital advertising supply chain a scalable solution to this problem.

This guide will explain the steps you and your partners need to take to implement shared ID solutions to reach cookie-less audiences effectively today and be better prepared for the post-cookie world.



Start an impact assessment

STEP ONE

Evaluate your dependency on third-party cookies

Build an understanding of all your digital marketing activities that are reliant on third-party cookies.

These might include:

- Understanding where customers are in their consumer journey
- Audience activation and personalisation
- Behavioural targeting and retargeting
- Optimisation e.g. frequency capping
- Measurement and attribution



STEP TWO

Survey your publisher partners

Many media owners have been long preparing for the deprecation of third-party cookies. Identify the publishers that receive the greatest proportion of your spend and work with them to understand their identity strategy and which shared user ID solution providers they have deployed.

Evaluate and integrate Shared User ID solutions

STEP ONE

Evaluate the market for privacy-compliant shared user ID solutions

Example questions include:

- Does the solution use privacy-by-design technologies to ensure consumers' data privacy preferences are respected?
- How does the solution ensure that consumers' privacy preferences are respected in the advertising value chain?
- How many media owners and platforms have adopted the solution?
- What methods does the solution use to address cookie-less traffic? Do the methods provide both scale and accuracy?



STEP TWO

Integrate your chosen shared ID solution/s

- Implement your chosen shared identity solution/s on your brand website/s
- Communicate your implementation to all your partners and vendors.

Review your ad tech vendors' and partners' compliance with your chosen solution

STEP ONE

Understand if your ad tech partners are prepared to support you in the transition to the cookie-less world

Survey your ad tech vendors and partners to understand whether their business is very reliant on third-party cookies and how they plan to future proof your capabilities when third party cookies are deprecated.

Key questions to ask might include:

- What steps have they taken to address cookie-less traffic today and to future proof their capabilities when third-party cookies are deprecated by all browsers?
- Are they integrated with any cookie-less identity solution and how?
- Are their solutions at risk of any future regulatory or browser changes?

STEP TWO

Ensure that your ad tech partners comply with your chosen shared user ID solutions

Your demand side partners need to be able to:

- Read and decrypt with alternative user IDs
- Ingest data with alternative user IDs
- Apply user ID to bidding logic, targeting, frequency/recency capping, measurement and attribution

Your DMP and data partners need to be able to:

- Ingest data both client and server side using alternative user IDs
- Decrypt user IDs at ingestion
- Log and send data with alternative user IDs

Your AdServer needs to be able to support:

- Impression and conversion tracking pixels with alternative user IDs
- Measurement and attribution with alternative user IDs



Run a test campaign with cookie-less traffic in Safari and Firefox

Review the tech partners and media owners that have integrated with your chosen shared user ID solutions and set up test campaigns for each solution. This could be an opportunity to compare different IDs if you have implemented more than one.

Ensure that you have some metrics in place to evaluate the results.

Key metrics to evaluate the different user ID solutions might include:

- % change in available addressable impressions/users in cookieless environments upon implementation of a shared user ID providers
- % change in purchased addressable impressions/users in cookieless environments upon implementation of a shared user ID providers
- % available addressable impressions/users in cookieless environments for shared IDs versus platform proprietary user IDs
- % purchased impressions/users in cookieless environments for shared IDs versus platform proprietary user IDs
- ROI of impressions purchased (1 to 3 months)



Adapt your KPI and media performance dashboards

Now that you have integrated and tested shared ID solutions, you can start to leverage them in advertising campaigns. Ensure that your KPI and media performance dashboards are up to date by incorporating the shared user ID into your analysis rather than (or in addition to) relying on your own proprietary user IDs. You can also look to the shared user ID for unique counts of users targeted, conversion attribution and more.

The dashboards themselves may not have to change too much, unless you plan on initiating an analysis on multiple user IDs at once and require separate data per ID.



About ID5

ID5 was created to improve online advertising for consumers, media owners and brands by providing the advertising ecosystem with a transparent, scalable and privacy-compliant identity infrastructure. Its solutions improve user recognition and match rates and provide a stable, consented and encrypted user ID to replace third-party cookies and MAIDs, enabling brands to reach their audience efficiently at scale.

ID5 is working closely with all advertising stakeholders to create a privacy-first infrastructure which enables advertisers to address more users in quality environments and to apply key campaign strategies like frequency capping, measurement and attribution across all digital advertising channels.

To learn how ID5 can help you maximize the value of digital advertising today and transition to the cookie-less world, get in touch.

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