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The Death of the Third-Party Cookie

overview

cook·ie

/ˈko͝okē/

Short line of code that is stored in a user's web browser

The Death of the Third-Party Cookie
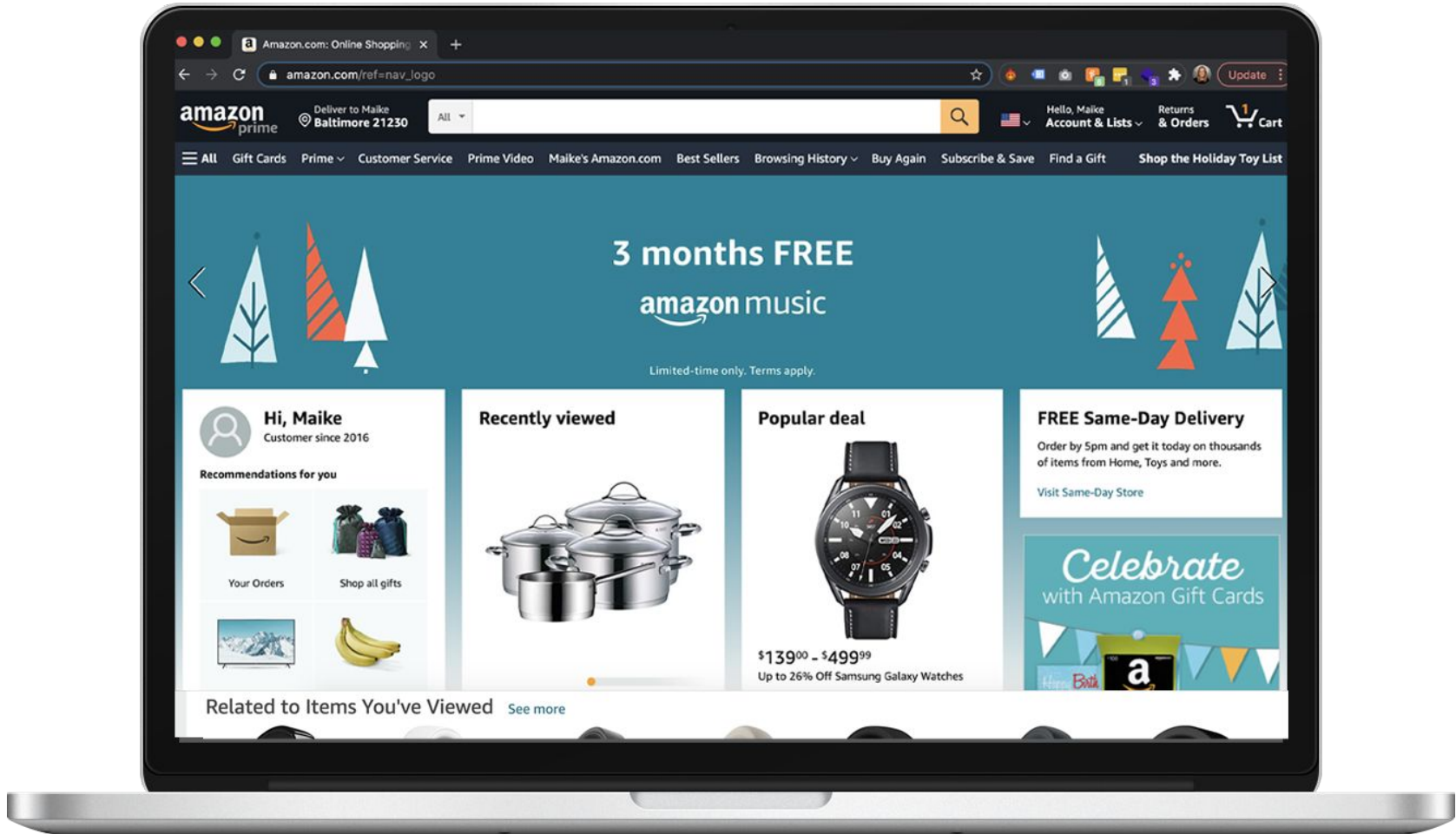
first-party cookie

1st Party Cookie

➜ Created by site operator
➜ Records user activity on-site
➜ Stores data and user preferences
➜ Enhances site experience for each individual visitor
➜ Contains most powerful data

3rd Party Cookie

➜ Created by a third party (e.g. advertiser)
➜ Tracks user behavior across different websites
➜ Enables the ad server to create unique user profiles
➜ Enables online marketing methods (behavioral (re)targeting)
➜ Cause of privacy concerns (GDPR & CCPA)

first-party cookie

The Death of the Third-Party Cookie

third-party cookie

1st Party Cookie

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third-party cookie

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+50%

Searches for "online privacy" have grown globally by more than 50% year over year.

*Source: Google Data, Global English, Apr 15, 2020 - Jun 13, 2020 vs Apr 15, 2019 - Jun 13, 2019

Google Provides More Ad Transparency, Plans to Phase Out Third-Party Cookies in Chrome

Building a more private web: A path towards making third party cookies obsolete
Tuesday, January 14, 2020

WTF is Google's Privacy Sandbox?

Google Provides More Ad Transparency, Plans to Phase Out Third-Party Cookies in Chrome

Google to 'phase out' third-party cookies in Chrome, but not for two years
The browser battles are about privacy more than marketshare

Cookies crumbling as Google phases them out
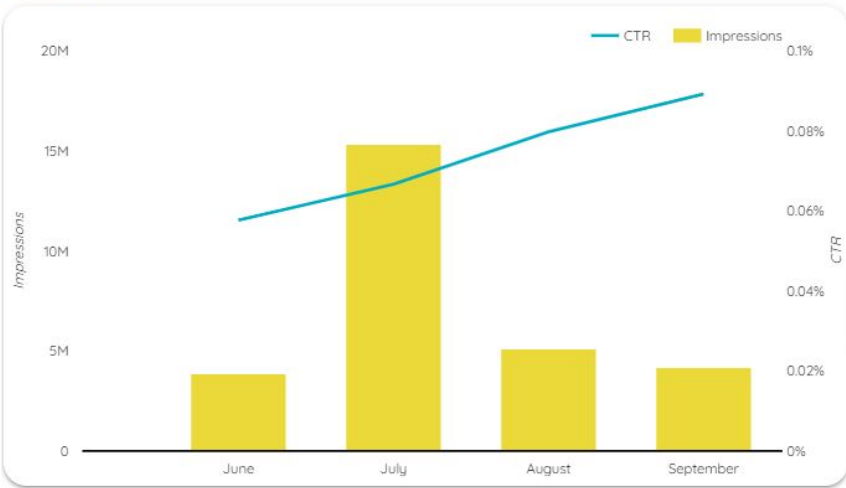
solutions

non-cookie solutions

- Behavioral and Demographic

- Contextual

- Hyperlocal
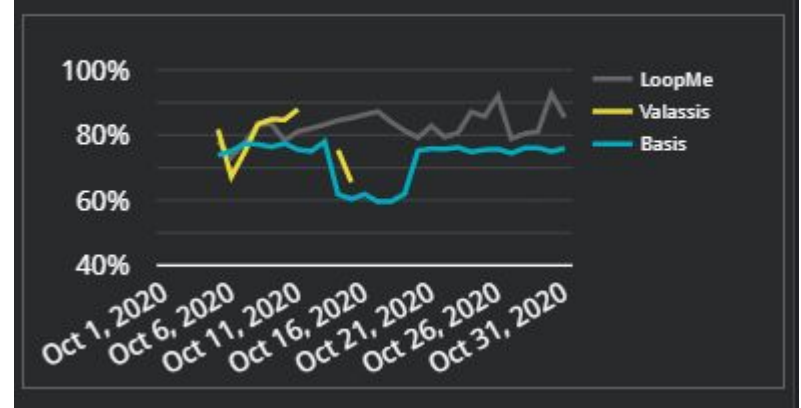
- Cross-Device

- Retargeting

  - Site and Click

current activity/results

The Death of the Third-Party Cookie

summary

The basics

- A cookie is a short line of code that is stored in a user's web browser.
- The real difference between a first party and a third party cookie is *how* it was created and how it is being used.
- Growing privacy concerns have impacted the digital advertising industry.
- Google has announced that it will phase out third party cookies by 2022.

What we are doing to respond

- Building direct relationships with our client's target audiences
- Being flexible with how we are reaching audiences and measure results
- Preparing for the future