



# Connecting with Consumers in a Cookie-less World

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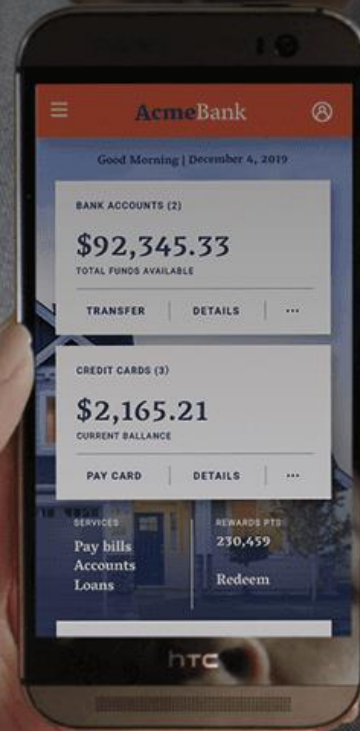
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# Agenda

- The Demise of the Cookie & the TransUnion POV
- Activating Today and Looking Ahead
- Best Practices for the Cookie-less Future

We're in a **golden age** for consumers, who hold most of the power in today's market





Consumers demand fast, easy, safe, personalized experiences

They expect service providers to immediately know them – made possible by sharing their data identity and going beyond the cookie



**Marketers need to adapt to rising expectations, and to the changes in the ecosystem**

**Google plans to kill off third-party cookies in Chrome 'within 2 years'**

**DIGIDAY**

**Google's Cookie Fight Will Shape Future of Digital Advertising**  
**Bloomberg Businessweek**

**IDFA And The Death of Third-Party Cookies: Doing More With Less.**

**Forbes**

# Marketers need to adapt

1. Marketers and publishers already started diverging from cookies by investing in first-party data, CDPs, and contextual-based activation.
2. This evolution could push marketers further to walled gardens – where seamless activation with logged-in consumers fuels the majority of ad spend.
3. With the rise of OTT and the digitization of consumers' lives, other identifiers are likely to become more valuable currencies.
4. As cookies fall, a consumer's "data identity" becomes critical to every interaction and stewardship of that information should be respected

With tracking and regulation changes, consented first-party data has become highly coveted in the marketing ecosystem.

57 → 101

*Entrants in the CDP space from 2018 to 2019*

Companies are grasping to find solutions that can **unlock more value with their data.**

Source:  
CDP Institute

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Marketers want activation ease, balanced with scale and transparency. Reliance on walled gardens could limit control and interoperability.



60% of budgets, but only **34% of consumer time**, go to walled gardens

Despite capturing a majority of advertisers' wallets, **attention is fragmented across channels.**

Source:  
OpenX and The Harris Poll, The Open Web vs Walled Gardens  
Jan 2020



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Welcome to the connected consumer era – where content, devices, and choice reign supreme.

92%

of US Consumer subscribe to streaming services, and 53% are using in place of a cable subscription

**Channels that never relied on cookies** represent emerging frontiers where investments are increasing.

Source: TU Consumer Survey, May 2020

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Businesses must quickly and accurately verify consumer identity, while keeping personal information safe yet accessible.



65%  
of consumers

**question how brands are using their data** against security concerns and perceived value

Source: Merkle's Digital Marketing Report for Q1 2019

A reliable  
basis for **trust and identity**  
has never been more  
important.

# Savvy marketers will think about the path forward, instead of reverting back to old ways



Reverting to only contextual signals or dialing back on data-driven initiatives won't deliver on the relevancy expectations of today's consumer and the promise of addressability.

Given the quickening pace of legislation around the world, now is the time to invest in what's required.

The path forward points to a **people-based** approach.



# A people-based identity graph needs an offline truth set of people combined with online device and identifier mapping capabilities

## Offline

Offline data and record fusion techniques map people's offline identity over time.

### Events

- Marriage
- Birth
- Education



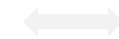
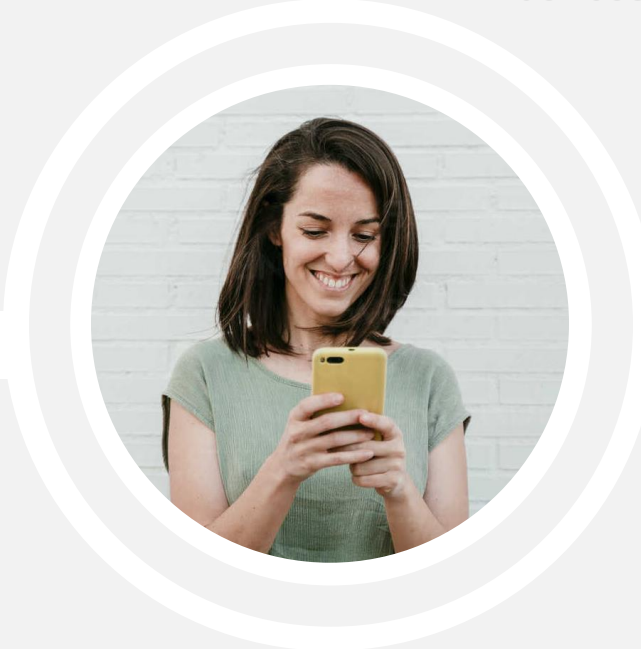
### Assets

- Property
- Autos
- Income



### Behaviors

- Driving History
- Location
- Purchases



## Digital

Massive data sets and **machine learning** map the right devices to the right people and households every day.

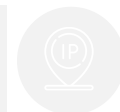
### Devices



### E-mail Address



### IP Address



### Browser



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## Offline

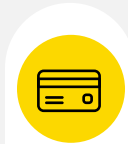
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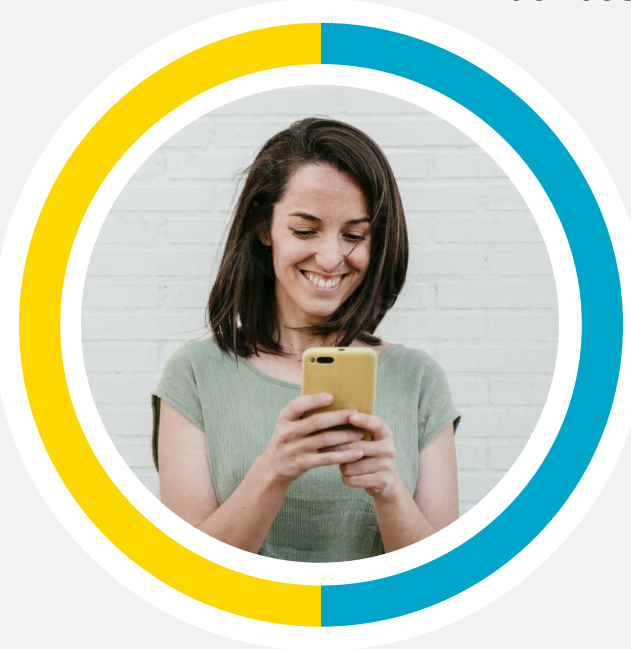
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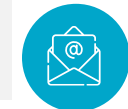


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### E-mail Address

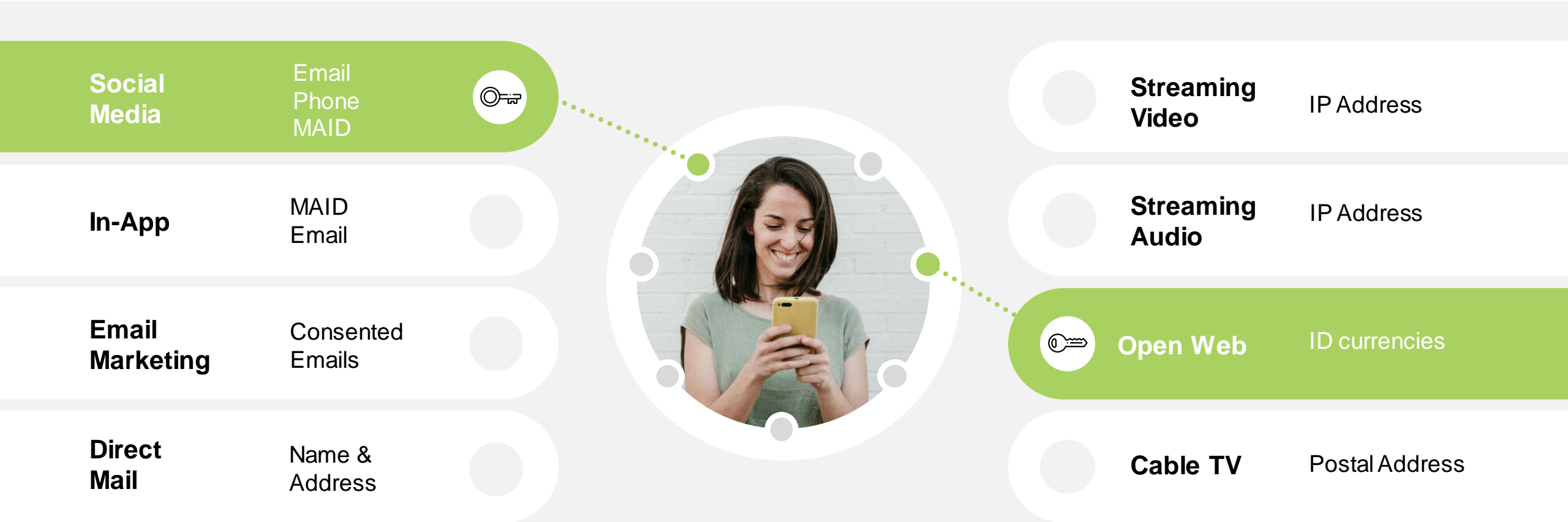


### IP Address



### Browser

# Addressable marketing requires a people-based identity graph using multiple keys to message the same person



# Accurate identity underpins many core marketing capabilities





# This is a journey that goes beyond the deprecation of cookies

Investing in an identity foundation fortifies your people-based marketing:

- Generate targetable segments with greater speed and certainty
- More efficiently expand the scale of your first-party data
- Gain deeper insights for personalization and improved relevancy
- Connect multiple devices associated with the same consumer and/or household
- Validate data accuracy and reconcile multiple sources into an individual ID

