

THE MARKETER'S GLOSSARY FOR THE COOKIELESS WORLD

Both Apple and Google have announced plans to out the use of [third-party tracking cookies](#) in their Safari and Google Chrome browsers. The countdown to a cookieless future has truly begun. To understand what a cookieless future means for marketers, you first need to understand all the jargon and terminology around different data types and technology. To give you a head start, we've created the glossary of definitions below:

THIRD-PARTY DATA

Data from outside your organisation and typically collected by web cookie tracking from multiple sources such as browsing and advertising.

SECOND-PARTY DATA

Data that an organisation collects directly from its audience and then sells on to another company.

FIRST-PARTY DATA

Data gathered by tracking and observing user behaviour on a website and interpreted by marketers to build out segmentation and targeting effort.

ZERO-PARTY DATA

A more detailed version of first-party data and addresses such things as communication preferences (for example, a customer stating they'd like to receive a weekly newsletter).

COOKIES

Files stored on your computer designed to hold a small, specific amount of data about a particular website or individual. The main purpose of a cookie is to identify the user so his or her web experience can be personalised.

DOMAIN COOKIE

A cookie associated directly with the domain of origin.

CUSTOMER DATA PLATFORM (CDP)

A Customer Data Platform (CDP) is a marketer-controlled system capable of unifying customer data, whatever the source, and creating a single view of the customer. CDPs also provide deep analytical insights that are easy for non-technical people to understand and orchestrate data for action across channels.

DATA MANAGEMENT PLATFORM (DMP)

A platform used for collecting and managing customer data. DMPs primarily focus on third-party data sources such as cookie IDs and IP addresses to help marketers more effectively target different customer segments with paid ad campaigns.

MACHINE LEARNING

At its core, machine learning is a way to quickly label and analyse huge data sets on a much larger scale than is possible by human intelligence.

ARTIFICIAL INTELLIGENCE

The process of using machines and computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition and decision-making.

TARGET AUDIENCE

The specific group of consumers most likely to want your product or service. There are the group of people you should target for your campaign. Audiences can be segmented by age, gender, income, location, interests and a number of other factors.

COHORT OF DATA

The term "cohort" refers to specific experiences, events or other factors shared by a group of consumers. These cohorts are used to identify and target segments of the market that are more effectively grouped and treated as one.

ALGORITHM

An algorithm refers to a sequence of steps or rules designed to produce a specific outcome from a set of inputs.

PREDICTIVE ANALYTICS

The use of current and/or historical data to assess the likelihood of an event happening in the future.

CUSTOMER JOURNEY MAPPING

A customer journey map is the visualisation of a customer's experience (both online and offline) with a company or brand, which helps marketers understand how a consumer interacts with them. Customer journeys are mapped to help understand long-term relationships and build loyalty.

AUTOMATION/ORCHESTRATION

The process of streamlining marketing efforts to make them more effective. Automation uses a single platform to manage multiple aspects of a campaign (predominantly email and social media marketing) and track its effectiveness.

COMPOSABLE ENTERPRISE

Composable enterprise is an emerging concept from [Gartner](#), who define it as, "An organisation that delivers business outcomes and adapts to the pace of business change. It does this through the assembly and combination of packaged business capabilities."

COMPOSABLE COMMERCE

A subset of the composable enterprise vision; a commerce strategy that allows businesses to select best-in-class technology from various vendors rather than relying on a single vendor to provide a standard functionality.

DIGITAL EXPERIENCE PLATFORM (DXP)

A digital experience platform (DXP) is a platform that serves as the connective tissue of digital experiences by integrating multiple products from multiple vendors together so they can work as one. It's important to note that a digital experience platform can encompass both a customer data platform and content management system within its portfolio in order to optimise all sides of the customer experience.

CONTENT MANAGEMENT SYSTEM (CMS)

Software used to manage the creation and modification of digital content. CMSs are typically used for enterprise content management (ECM) and web content management (WCM).

LOW-CODE

A software development approach that enables the delivery of applications faster and with minimal hand-coding. Low-code platforms enable marketers to re-format websites themselves, freeing up valuable developer time.

Want to learn more about what it means to be a marketer in a cookieless world? Watch our webinar: [A Cookieless Future is Coming: Are You Ready?](#)

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