

Acquia
EXPERIENCE DIGITAL FREEDOM

***THE EVOLUTION OF
DIGITAL EXPERIENCE IN
A COOKIELESS WORLD***



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SECTION 01

THE DEATH OF COOKIES



Until recently, organizations have relied heavily on third-party data to find and acquire new customers. That data is collected from outside your organization, typically by means of cookies.

Cookies are small text files that allow websites to store information on a user's device for future reference.

Cookies track users across sites as they browse the web, collecting information based on the sites they visit and what they click on.

This allows companies to better understand customer behavior and target marketing campaigns accordingly. At this point, however, marketing strategies based on third-party data no longer provide brands the value they once did.

For one thing, consumers have grown more tech savvy and wary of how companies and advertisers use their data. Consumer demands for privacy and control over their personal information led to regulations such as the California Consumer Privacy Act (CCPA) and the EU's General Data Protection

Regulation (GDPR). Such legislation restricts third-party data use, making the data less accessible and less reliable for marketers. It also gives consumers ownership of their data by allowing them to access and delete their records if they do not want a company to have their information.

New regulations and changing attitudes among consumers regarding privacy have led marketers to shift away from traditional cookie-based data collection. Big tech companies have shifted as well. Apple began restricting the use of third-party cookies as early as 2017. And in June 2021, Google announced that it would phase out support for third-party tracking cookies in its Chrome browser by late 2023.

Given the approaching end of third-party cookies, brands must adapt to a new marketing dynamic. This will involve both building strategies based on first-party data and investing in technology that supports these strategies.

THE SHIFT TO FIRST-PARTY DATA

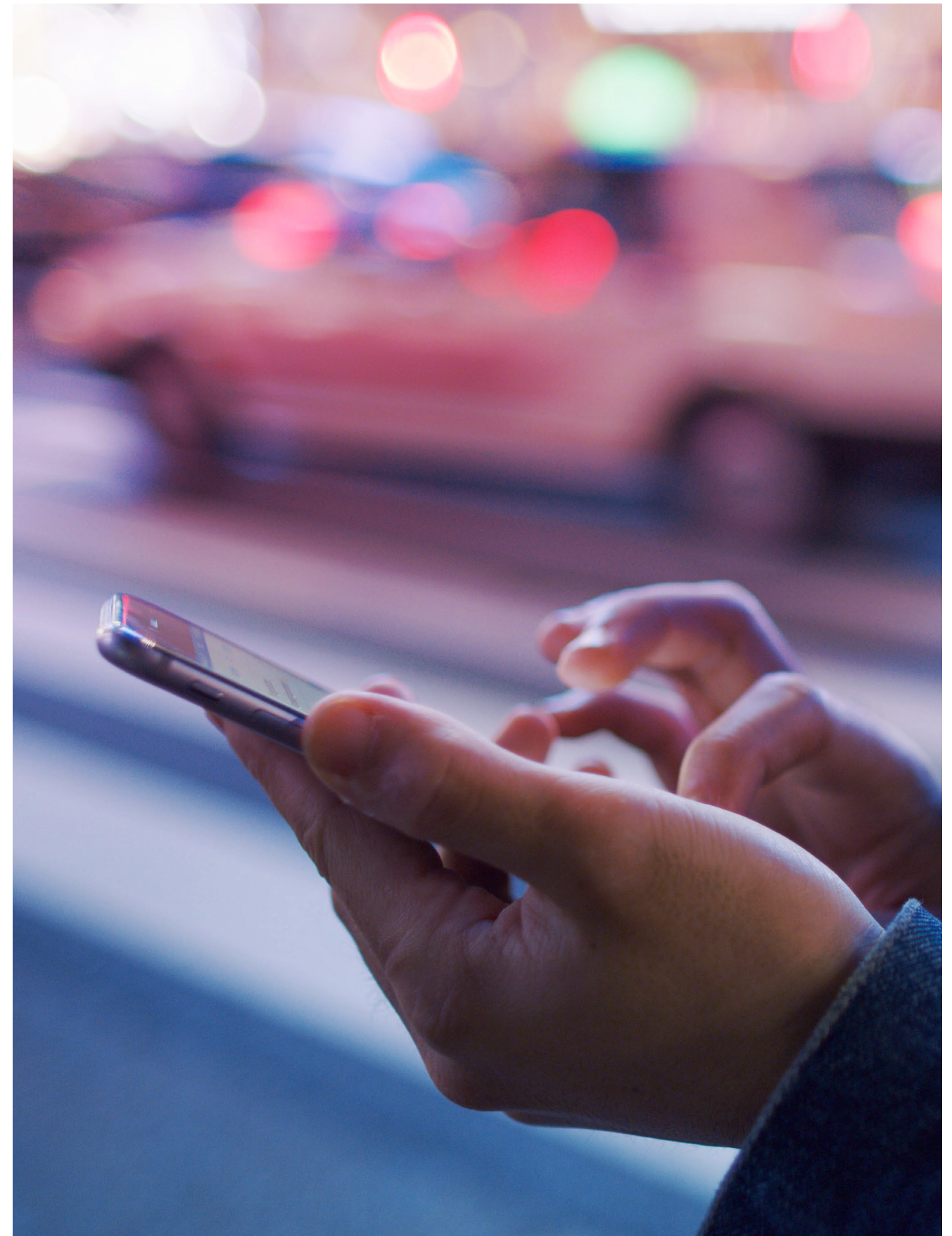
With the loss of access to third-party data, marketers may fear that they won't be able to generate personalized customer insights without violating privacy rights. The reality is, this evolution of the data landscape should incentivize brands to become less reliant on third-party data brokerage strategies and focus instead on getting more out of their first-party data to drive more effective personalization efforts.

Companies gather first-party data by tracking and observing user behavior on their owned properties, such as their website and other digital channels. It can also include stated contact preferences or information gathered through things like quizzes or registration forms. Gathering substantial amounts of first-party data calls for the creation of dynamic, engaging experiences that attract customers and keep them coming back. These experiences must also be designed and delivered in a

way that continuously builds trust and ensures data privacy. In other words, these experiences need to be intensely customer-centric, something that only reliable and up-to-date first-party data can ensure.

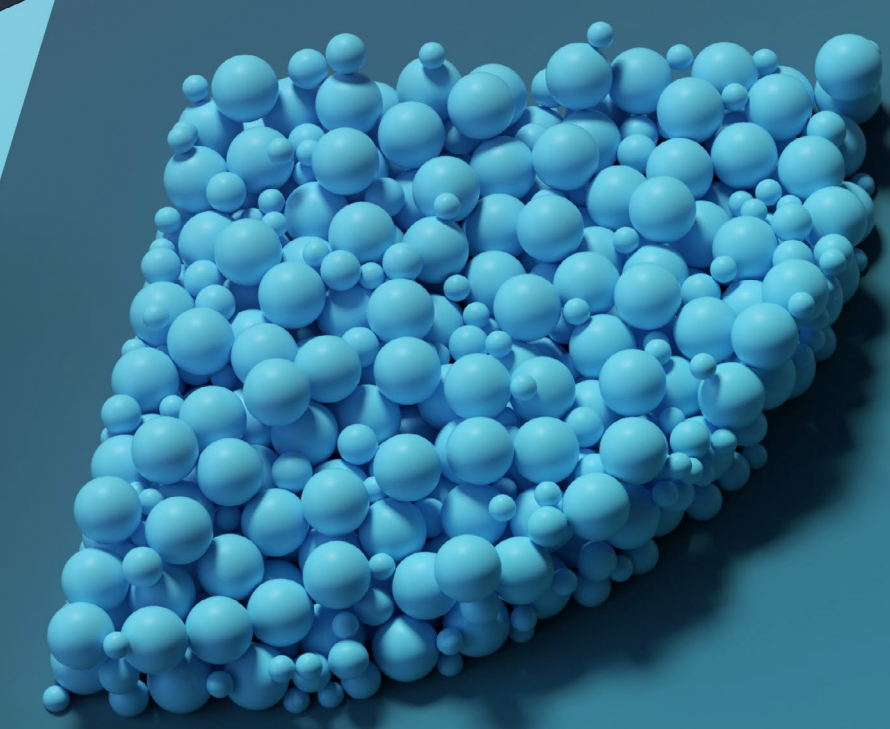
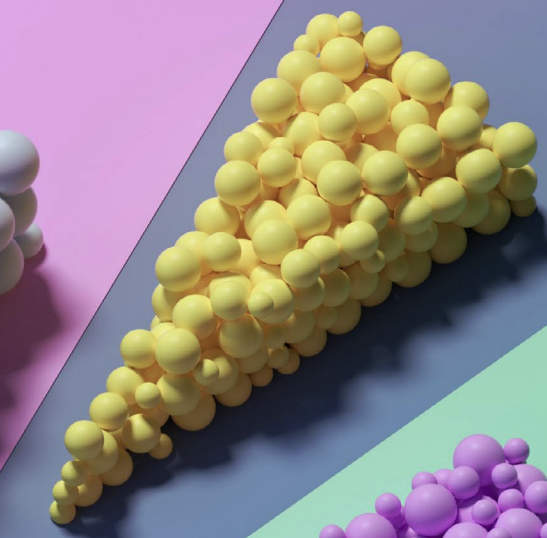
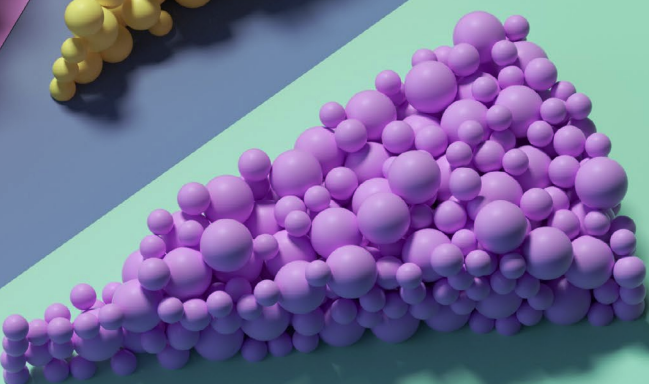
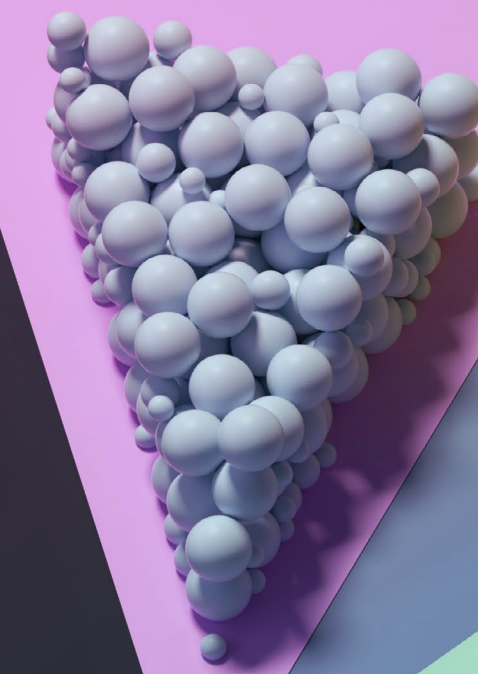
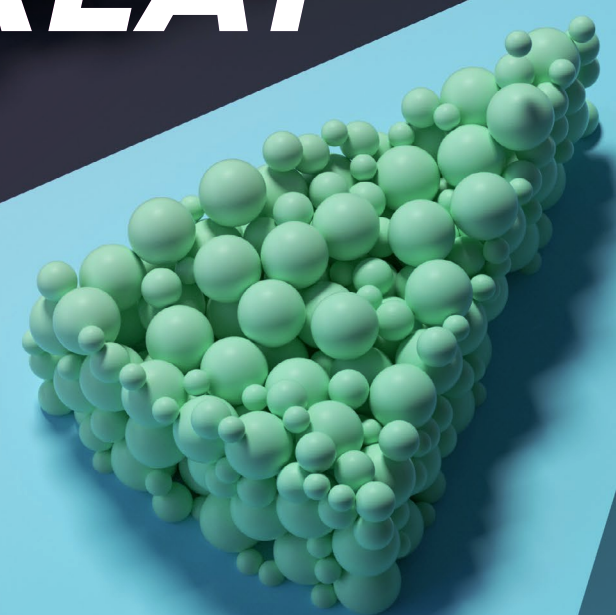
To help you survive in the cookieless future, this e-book will describe:

- / What a customer-centric approach** to digital experience looks like
- / How a first-party data strategy** supports this approach
- / The essential role a customer data platform (CDP)** can play in executing this strategy



SECTION 02

**LET'S BE REAL:
THIRD-PARTY DATA WAS
NEVER THAT GREAT**





While shifting away from third-party cookies brings with it certain challenges, it also opens up tremendous opportunities. Frankly, the power of third-party data has always been limited. It just cannot truly support optimal customer experiences. In this light, marketers should embrace and celebrate the move to first-party data.

Historically, digital advertisers and marketers used third-party data to compile as much information as possible about new and potential customers to inform their marketing campaigns. Brands would also purchase publicly available records from data vendors to sort potential buyers into different categories based on age, gender, area code, zip code, transaction records and the like. While third-party data helped marketers build large databases of prospects, this data couldn't provide anything approaching a full view of the customer.

One shortcoming of third-party cookies is that they don't incorporate data from the growing number

of devices and channels where customers are engaging, including voice, mobile or social media. They may be able to tell you if a customer viewed an item like a new television on a particular site, allowing you to target them with ads across other sites and platforms. But, this single data source cannot account for all the other actions your customers may have taken on other channels. Third-party cookies only capture a sliver of online activity, not the whole picture.

The limited insight into customer behavior that third-party cookies offer actually reflects a bigger flaw: The data they collect is captured without any direct engagement with the customers themselves. In other words, this data doesn't reveal any real customer insight at all.

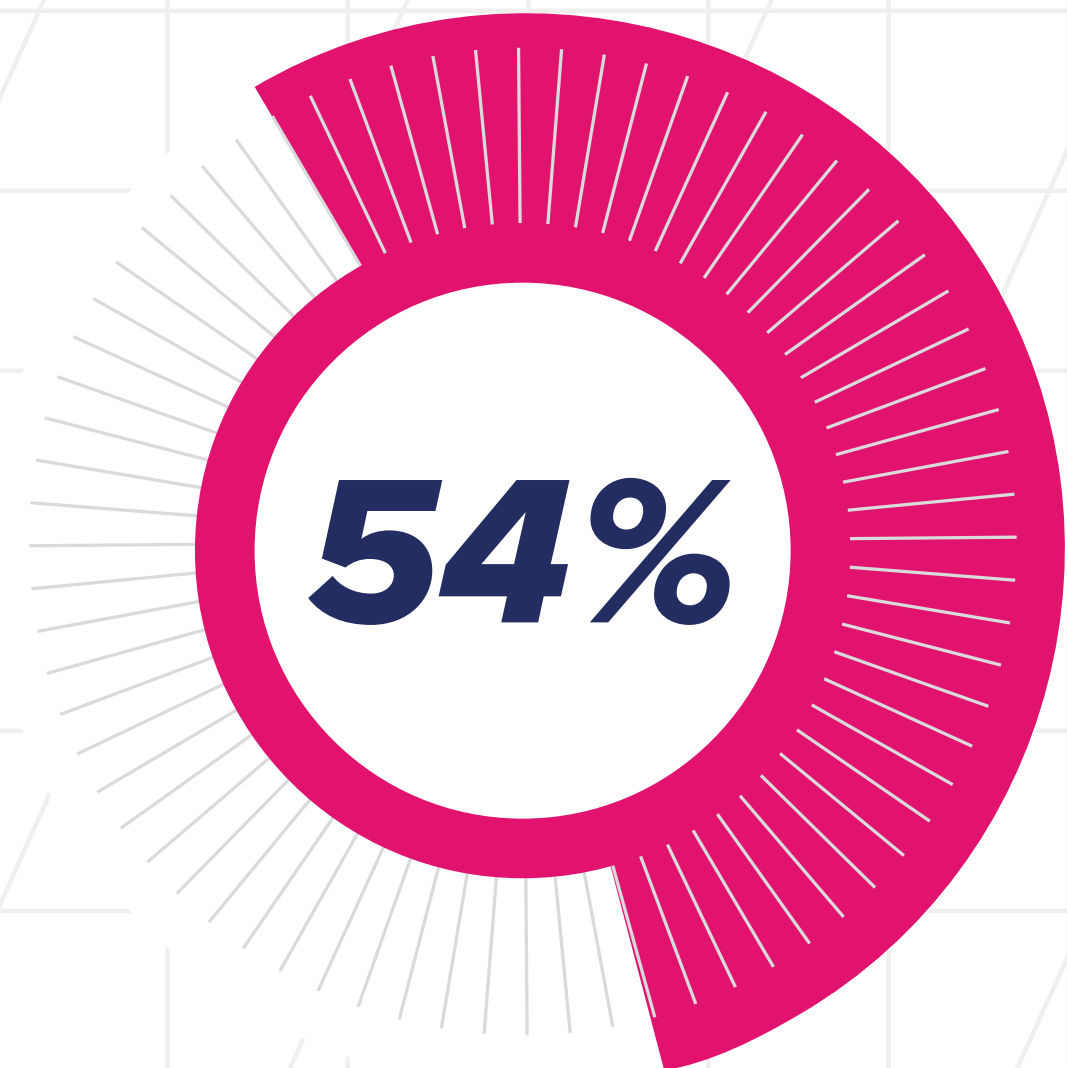
ACQUIRING FIRST-PARTY DATA

Customers today don't want to be tracked and targeted; they want brands to speak to them as real human beings, offering personalized and nuanced interactions as they move across different touchpoints. Only first-party data makes that possible.

As we mentioned, first-party data comes directly from your customers as they interact across your website and other brand channels. It is data your company collects and owns. Acquiring this data involves getting the customer's permission and consent, such as when a customer fills out a form to download a whitepaper or agrees to have their browsing behavior tracked when visiting a website.

Customers also willingly give brands insight into their preferences and future needs in exchange for a better and more personalized experience. This type of data that is purposely given to a brand during an interaction is sometimes referred to as zero-party data. Brands can encourage customers to provide zero-party data through things like quizzes, interactive content or educational surveys and then use this information to personalize content.

These consent-driven exchanges of data are incredibly valuable. Not only is the data more reliable than from third-party sources, but it demonstrates how much a customer trusts a brand.



**OF CONSUMERS ARE
COMFORTABLE GIVING
BRANDS DATA FOR A BETTER
PERSONALIZED EXPERIENCE**

Source: Acquia CX Trend Report

MORE PRECISION EQUALS MORE REVENUE

The power of a first-party data strategy lies in its precision and accuracy. With a first-party data strategy, you can deliver consistent, relevant messages across all customer channels. You can also intelligently predict which promotions, offers and incentives will resonate most with individual customers.

This type of granularity significantly improves the efficiency of marketing operations along with the overall customer experience. While it may reach fewer people than a scattered, third-party data approach, it converts them at a much higher rate. The more targeted, specific and relevant your marketing is, the more revenue it will drive.

However, in order to derive real benefit from first-party data, you have to do more than simply collect it. You also need to analyze and operationalize it. And you have to do so in a way that maintains its security while complying with all applicable regulatory standards.

And that all starts with unifying your data.



SECTION 04

**UNIFYING DATA
ACROSS THE
CUSTOMER LIFECYCLE**

As long as data silos persist, the ability to personalize customer experiences will suffer, and so will your bottom line.

In order to pursue a first-party data strategy, you need to have your data in one place. This can be a huge challenge when the data you've collected sits in silos spread across the organization.

Data from website browsing sessions could be in one database; purchase history and account activity data may be in another; customer support data may live in your customer support system; and data about marketing interactions may live in your CRM. In fact, **83% of marketers** say that their customer data lives in unconnected silos, with data from different channels and systems stored in separate servers, clouds and databases across multiple departments.

These silos only proliferate as companies adopt more and more digital tools that collect data. Each new silo represents a potential data security risk and complicates the situation for marketers. How can they know exactly what data they have? How are they supposed to find, access, process and use it?

Because it is difficult to manage, siloed data inevitably becomes outdated and inaccurate. As a result, as long as silos persist, the ability to personalize customer experience degrades over time. Even if marketers do succeed in bringing their data together in one place, they often still struggle to make it actionable.

Marketers need a solution that:

- / Unifies all customer data across every source and system where customers engage
- / Protects the privacy and security of customer data
- / Performs sophisticated data analysis for everything from customer insight and marketing planning to customer engagement
- / Integrates with your entire martech stack for data-driven orchestration of campaigns and experiences

The solution that provides all of the above is a customer data platform (CDP).

SECTION 05

***PROPELLING
YOUR FIRST-PARTY
DATA STRATEGY
FORWARD***

Only a robust CDP can unify, secure, analyze and integrate all of your siloed data.

A CDP standardizes and enhances data from all sources, giving marketers a holistic view of each customer. Using advanced analytics tools, including machine learning, a CDP allows you to explore this data in depth. At the same time, when properly integrated, a CDP can provide reliable data to any relevant marketing solution, enabling data-driven, customer-centric digital experiences.

A CDP improves marketing across the board, from customer segmentation to the performance of marketing campaigns. Segmentation becomes far more granular and accurate because machine learning can identify patterns in customer data and make connections between them better than humans alone can. Campaign performance significantly improves thanks to the increased personalization enabled by a data-driven approach to customer interactions, whatever form they may take. Such improvements would be unattainable if all you had to work with was fragmented and incomplete third-party data.

For example, say an online-only shopper goes to buy an appliance on a brand's website, only to see that the model they wanted is out of stock in the online warehouse, though still available in some physical stores. Rather than lose out on potential revenue, the website could pull customer geolocation data from the CDP to help that shopper find the closest store with their chosen item in stock.

From there, that shopper's data history could fuel a personalized campaign to turn them into a regular in-store shopper. Future campaigns could involve emails sharing information on upcoming regional events or texts featuring invitations to exclusive in-person promotions. Creating relevant experiences and increasing customer lifetime value depends on a brand's ability to weave multiple first-party data points into a continuous data pipeline, a pipeline supported by a CDP and flowing to all channels and touchpoints.

THE NEW FRONTIER OF CUSTOMER EXPERIENCE

Brands today must be able to deliver a unified content and data journey that directly connects data to personalized customer experiences. By investing in first-party data and a CDP, marketers can create transparent, meaningful customer experiences that persist beyond a single transaction and result in significant lifetime value. No longer will they have to waste resources on mistargeted advertising campaigns or static product recommendations that stalk customers as they move from site to site.

The power that a CDP offers also comes with expectations for brands to use that data responsibly and securely. This means meeting the requirements of all relevant security certifications, including GDPR and CCPA. Your CDP must support your ability to comply with any and all mandated data management requirements as well as any customer requests to have their data erased.

SECTION 06

**ACQUIA CDP FOR A
POST-COOKIE WORLD**

FUTURE-PROOF YOUR BUSINESS IN THE NEW COOKIELESS WORLD

Acquia CDP is the most flexible and full-featured enterprise CDP on the market today and the top choice for brands across all verticals. It unifies all data, online and offline, to create comprehensive customer profiles for the most personalized and targeted first-person data strategies. Acquia CDP also readily connects to any data source and provides a full range of data management capabilities including matching, deduping and cleansing. What's more, it provides usable data to any system or user who needs it.

The platform features advanced AI capabilities, from determining likelihood to buy or churn to building nuanced, meaningful segments for your marketing and merchandising campaigns. It is secure and compliant with all relevant laws and regulations, and supports your ability to remain in compliance and fulfill changes to customer preferences.

A truly configurable, agile platform, Acquia CDP future-proofs your business, supports your brand as market conditions and customer behaviors change, and continuously meets your brand's evolving needs and requirements.



UNLEASH YOUR FIRST-PARTY DATA

Learn more about Acquia CDP or request a Marketing Cloud demo.

LEARN MORE ▶

Acquia

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ABOUT ACQUIA

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.

