



Adthena

Adthena presents

A guide to Paid Search in the Post-Cookie world



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Introduction

In response to a growing demand from consumers and regulators to protect online privacy, in January 2020 Google announced plans to [phase out support for third-party cookies](#) in its Chrome browser by 2022. Cookies, the tool used to collect and share data on user behavior as they move across the open web, are the foundation of the ad tech ecosystem and provide the data that powers the majority of all behavior and audience targeting. With its dominant market share – the Chrome browser represents an estimated [67% of all search traffic](#) – Google's decision to kill the cookie effectively put a ticking clock on the current state of digital advertising.

Cutting the cookies

To prepare for that transition marketers have worked to find alternatives, both to replace the third-party data that cookies once provided for their targeting efforts and to develop new marketing strategies that don't rely on tracking user behavior on the open web.

In this guide, we'll share some of the fundamental changes that the end of cookies is likely to bring to digital marketing and paid search. We'll provide some tips and tactics to ensure that your brand's marketing efforts will remain relevant and effective in the post-cookie world.

"One of our biggest challenges at the moment is the cookieless world - and I'm sure every digital marketing professional at the moment is grappling with the same questions. For us, it means we're trying to future proof our digital planning, buying and measurement processes. We're also trying to reduce the risk for our clients who are using audience data."

phd



Sebastien Bourne
Head of Biddable at PHD



73%

The percentage of marketers who still say [audience targeting](#) is their most effective tactic even as the cookieless deadline approaches.



Data Fundamentals

Before you can understand the changes that a cookie-free future is likely to bring about, you need to understand the lay of the land in data. Here are five key terms:



Adthema uses Observed data

Some first- and second-party data, as well as all third-party data, falls into the broad category of Observed data, meaning that it was collected without the direct participation of the subject.



Second-party data

When two organizations agree to share their first-party data with each other privately, the new data a brand or business acquires through this type of exchange is considered second-party data. In this case, the user had a direct interaction with one of the parties involved in the agreement. These types of arrangements also won't be impacted by Google's decision to kill off cookies. In some regions, however, the ability to share data privately between businesses may be limited by the European Union's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), or similar regulations.



First-party data

First-party data is any information that you collect from your users directly. This includes information like email addresses, phone numbers, physical addresses, and any demographic or personal data that a user provides when they fill out a form or submit a request through your website. It also includes any data that you collect on users on your own site, such as where users click, what they read, and any past purchases. Any data that's collected from your customer and winds up in your CRM database is first-party data. This type of data collection won't be impacted by the changes Google is making, and that's one reason many brands are ramping up their ability to collect more of it from users on their sites.

"We use cutting-edge big data technologies and cloud infrastructure to process a tremendous amount of **observed data** every day so that our customers can get the latest insights. Our data is at the heart of the product and it helps customers **get market clarity, drive down costs and overcome competitors.**"



Taras
Data Engineer at Adthema



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3rd party data MOST AT RISK from Cookie-less world

Third-party is data that is collected by a business or entity that the consumer hasn't had any direct interaction with. Often this data is collected by websites that employ third-party cookies to collect user data and pass that data back to an ad tech provider or another separate entity that aggregates and sells or utilizes it. This is the type of data that powers much of the digital advertising ecosystem, and it's also the data most at risk from the changes that Google is making to the Chrome browser.

"Adthema is part of a constantly shifting industry and is built with that in mind, **we are always thinking of the future** when we consider our data. Our AI provides **rich and reliable data insights** which will help advertisers understand their market with clarity and **optimise efficiently** in the new cookie-less world."



Laura
Data Scientist at Adthema



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Walled gardens

Google, Facebook, Amazon, and similar platforms maintain their own data ecosystems, sometimes referred to as walled gardens. These environments — which in Google's case includes the widely used Chrome browser as well as its Android mobile operating system — are closed and nontransparent, meaning that the only way for marketers to access their data is through Google's advertising tools like AdWords. Because of the large number of users that exist within these walled garden ecosystems, the decisions they make regarding data collection impact the kind of marketing that the majority of brands are able to do.



How does this impact paid search?

Remarketing is the main tool in the PPC toolkit that is likely to become more challenging in the cookieless future, at least initially. Cookies enable marketers to tag specific users and collect third-party data on the sites that they visit. This, in turn, allows marketers to target these users with ads based on their history, behavior, and interests. This process will probably need to evolve because this type of user tracking is exactly what Google's changes aim to eliminate.

Closing the gap

The main risk for markets is the personalization gap. In a world where digital services and experiences — from Spotify playlists to Netflix queues — are increasingly customized for users, marketers risk making their brands feel clunky or out of place if they can no longer deliver the types of personalized and targeted experiences that consumers have grown accustomed to, both from advertising and, increasingly, from native content.

What the FloC?

To replace cookies, Google plans to migrate its advertising clients to a new segment-driven model called Federated Learning of Cohorts (FloC). This model will allow marketers to target algorithmically-built segments of anonymous users that share specific interests. Still in development, FloC will enable personalization around interests but will not permit the individualized targeting of specific consumers.

PRETTYLITTLETHING

+225%

Increase in share of clicks
on Google Shopping ads
thanks to Adthema

"Search is the channel we rely on to drive lower-funnel decisions that bring in new revenue. With Adthema's data, we were able to increase share and appeal to our trendy, fashion-forward customers who are already in the market for our products."



Matt Holmes
Head of Digital Marketing at PrettyLittleThing

How to prepare for the cookieless future

- 1 Build first-party data**

Without cookie-powered targeting and the option to easily remarket to prospective customers, brands will need to build up their supply of first-party data. Make sure your website is set up to collect the data you need — whether it's emails, phone numbers, shopping history, or on-page behavior — so that you can continue to connect with your customers and reach them with messages and opportunities without cookie-based targeting.
- 2 Leverage search intelligence**

As we transition to a cookieless future, data is at a premium. With the elimination of cookies, Google will become even more of a walled garden. Leveraging search data and expertise can help you to design PPC campaigns without becoming totally reliant on Google's platform.
- 3 Expand personalization alternatives**

There's more than one way to personalize digital experiences. For marketers with first-party data resources, on-site personalization provides an alternative to further engage existing customers without the need to rely on third-party cookies. While it may soon no longer be possible to target based on audience identity and behavior, leveraging tools like time- and- location-based messaging can help to provide a similar sense of user customization. Combining these tactics with contextual targeting will allow marketers to draw new customers to their site and serve them a personalized experience that's totally cookieless.

"Our patented AI solution provides absolute transparency in the search landscape, helping our users identify strategic gaps and compete with their rivals."



Shaohong
Lead Data Scientist at Adthena



+13%

The amount Volkswagen boosted brand conversions by using Adthena.



"Adthena is far more than just a data tool. It's an insight platform that has revealed countless opportunities to improve our accounts. By using Adthena, we can identify where competitors are encroaching on our market, and quickly take action."



Laia Pérez Puigdomènech
SEM, PPC and Social Specialist, PHD

We're here to help

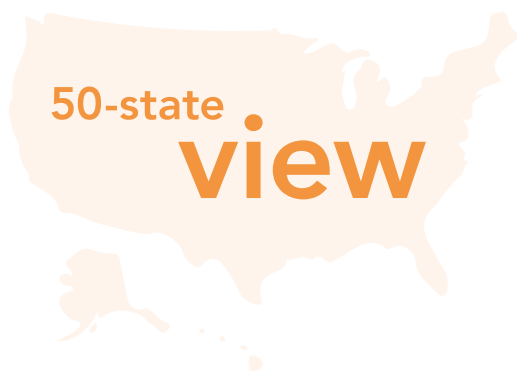
Data is a scarce resource, and it will become even more so when third-party cookies are phased out. At Adthena, we collect observed data directly from search engine results pages. As the digital advertising ecosystem transitions to its cookieless future, we use this unique data — along with cutting edge artificial intelligence and machine learning — to help our clients develop a search marketing strategy driven by meaningful but anonymous data instead of panels or cohorts, which can leave out large segments of the audience that you need to reach.

Here are some examples of how Adthena has helped customers solve key cookieless challenges:

Challenge 1 Over reliance on Audience Data

To get around relying on audience data to personalize experiences, a leading American insurance company used location-based messaging to provide a similar sense of user customization.

Using Adthena's Local View they gained access to an interactive 50-state view of their competitive search landscape. This allowed them to build their strategy based on regional variances in markets to great success.



Challenge 2 Unsure how to now target new customers

One of America's leading credit card providers partnered with Adthena to grow their business and monthly conversions. By using our Strategic Advantage solution, the company could quickly react to new competitors in their market - and optimize their keyword lists based on the most cost-effective terms in their market.

Using our data, the company was able to target more consumers and boost conversions with a conversion value of more than \$2 for every \$1 spent on Google Ads.

\$2 for every **\$1** spent

Challenge 3 Compliance changes impacting ability to grow effectively.

Financial services group Legal & General wanted to go beyond product-level marketing and improve their overall brand position. Using Adthena's search intelligence they benchmarked market share, categorized competitors, and unified their messaging to gain traction in areas of opportunity.

The result was a +140% increase in search visits, a +160% boost to search conversions, and +60% increase in category market share, putting them in the top ten for retirement.

+60% market share



About Adthena

What we do for our customers at Adthena

Paid search drives lucrative web traffic for businesses. But it's highly competitive, so how can those businesses get the best results? That's where search intelligence comes in. Our machine learning models, combined with petabytes of data, give our customers a clear view of the market shifts and all the moves their rivals make across the search landscape. Which means they can make informed, strategic decisions and ensure success.

Adthena has your data covered.

You can rest easy on the data front, because our data comes directly from search engines and isn't reliant on third party providers or cookies. We don't collect or process any PII data or rely on panels. Building your Whole Market View is completely independent of the data of our other clients and is wholly your own. All this means complete peace of mind for you.

To learn more about Adthena's technology visit:
adthena.com/technology/whole-market-view

Patented

As pioneers in Search Intelligence, we invest heavily in R&D and hold a patent in 'method' and 'system' for compiling competitive advertiser and keyword information for search engine advertisers.

300MB

The speed Adthena's data comes in from across the globe per second.

10M

The number of lines of code Adthena works with on a daily basis.

17TB

The amount of data each Adthena application query scans, returning in less than 1 second.

24/7

Adthena's Exact Transform Load processes run constantly to serve customers all over the world.

"At Adthena, we're using the latest distributed technologies alongside our patented machine and deep learning models to build completely-unique products."

Paul
Chief Technology Officer at Adthena

Get started with Adthena now by requesting your demo:

adthena.com/request-a-demo