

dstillery



# THE COOKIE APOCALYPSE

Implications and Opportunities  
for Analytics and Insights  
Professionals

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# A NEW WORLD

## What Changes Will Impact the Insights Professional?

### Key Questions:

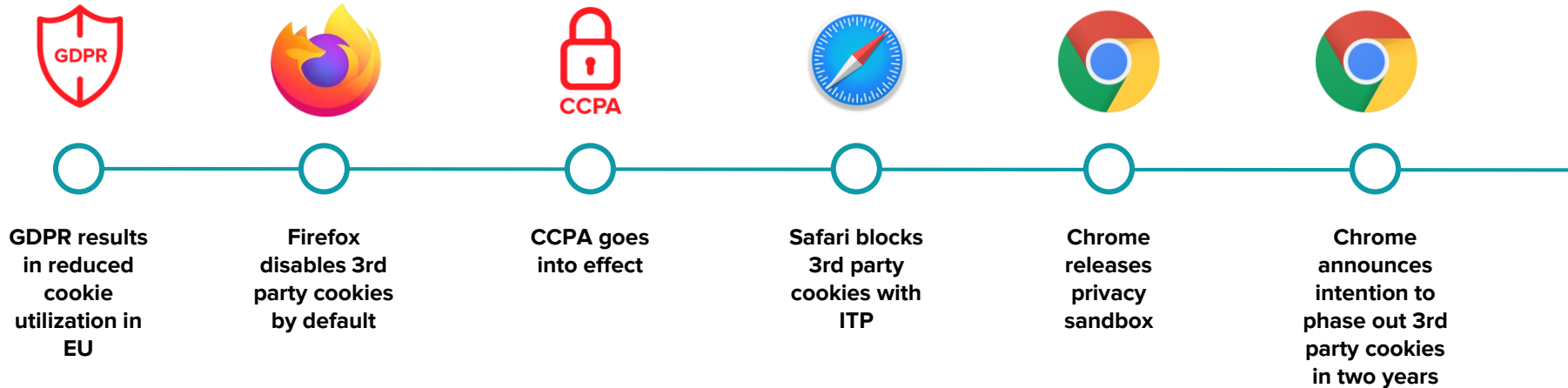
- How can my data help solve the problem?
- How will the data change?
- How will data-driven decisions change?

### Trends:

- More Privacy
- More Consumer Control
- Less Individual Reach

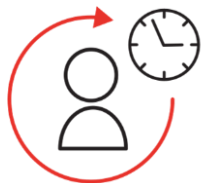
# AN EVOLVING DIGITAL ECOSYSTEM

Growing resistance to consumer tracking



# WHAT IS A **COOKIE**?

**A cookie is:** a little note that a website instructs the browser to save for future reference



associates behaviors  
**over time** to the  
same user

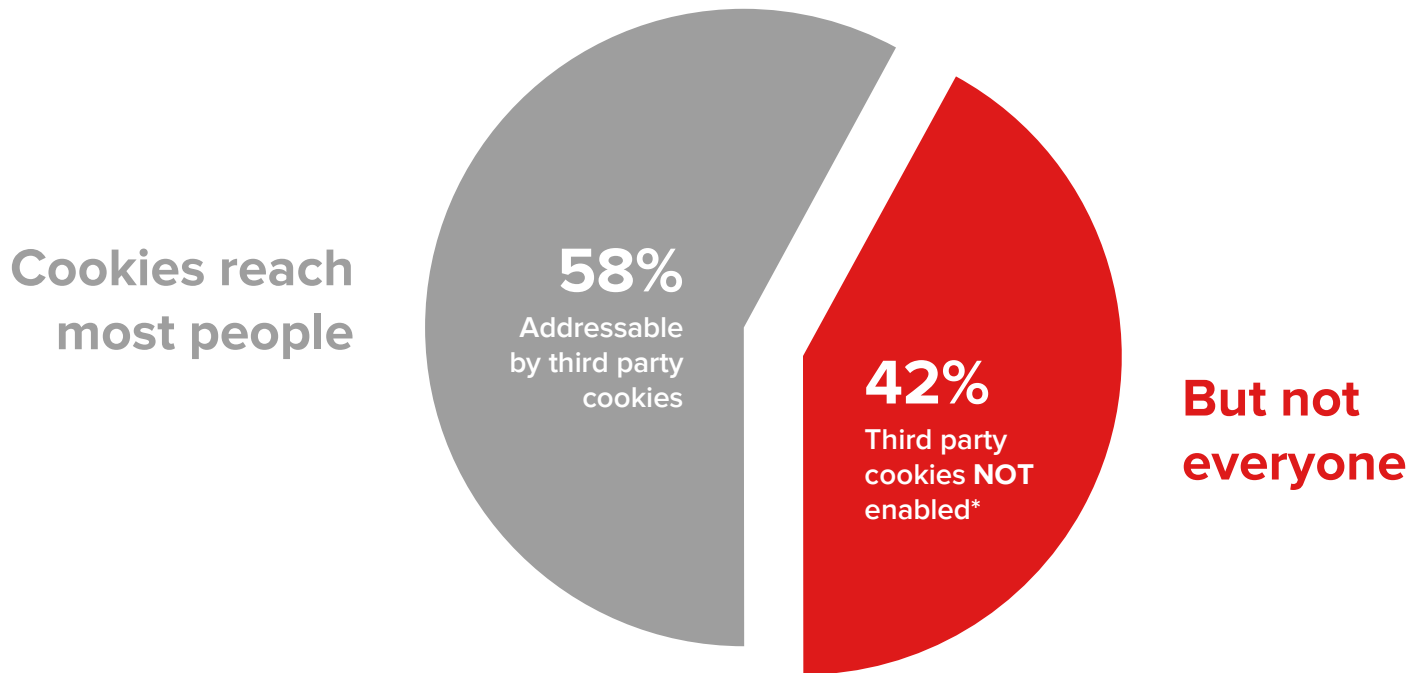


associates visits to  
**different sites** to the  
same user

A way to tie together  
multiple observations of  
the same browser over  
time

# THE COOKIE LANDSCAPE OF TODAY

Cookies are here, but not universally



\*US web browser usage

# DISRUPTOR OR DISRUPTED?

## Preparing for the future

- **Cookies are still healthy**
- **Use them for testing new solutions**
  - familiar KPIs
  - data-rich environment
- **Post Cookie: alternative, probabilistic methods to stitch together disparate data**
  - One such method: **Artificial Intelligence (AI)**

# YOUR FUTURE BEGINS TODAY

Steps to become the disruptor

1.

**GET COMFORTABLE**  
with AI

2.

**MAKE THE MOST**  
of cookies while we  
have them

3.

**START TESTING**  
beyond-cookie  
solutions now

WHAT DO YOU SAY  
WHEN THEY ASK:

# “What is AI?”

## A.I. OR ARTIFICIAL INTELLIGENCE

When computers make  
informed decisions on  
their own

BASED ON WHAT??



## MACHINE LEARNING

The flavor of AI where  
computers learn on  
their own by finding  
patterns in data

WHAT DATA??



What is AI...

# FOR TARGETED ADVERTISING?

PATTERNS IN WHAT DATA?  
WHAT IS THE DECISION BASED ON?

# What is AI... FOR TARGETED ADVERTISING?

**PATTERNS IN WHAT DATA?  
WHAT IS THE DECISION BASED ON?**

First party  
data

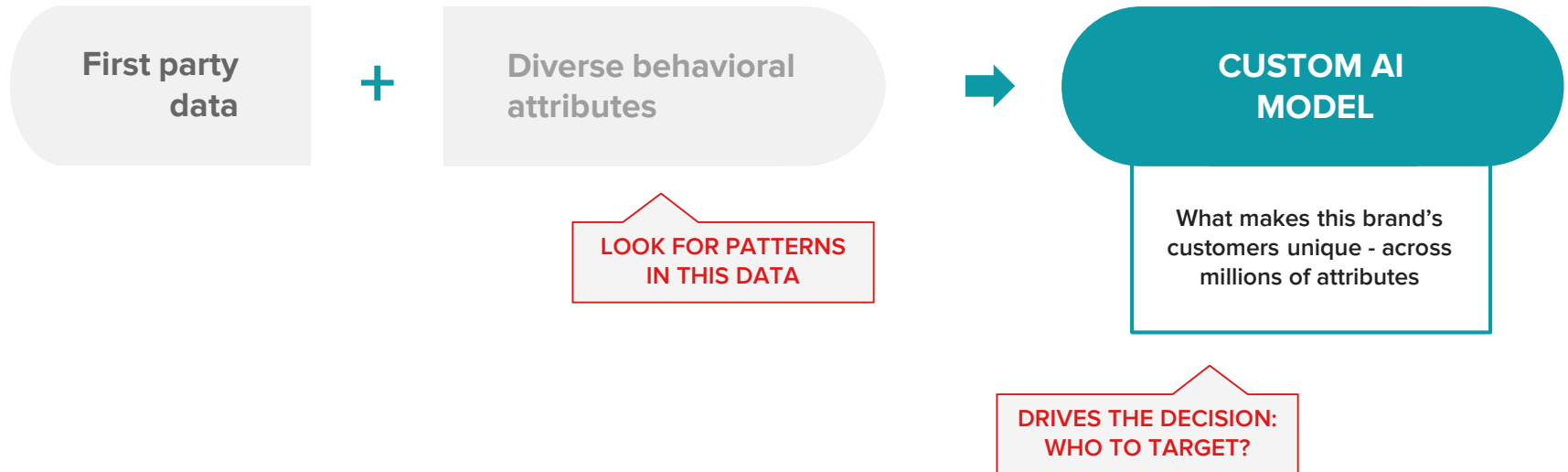


Diverse behavioral  
attributes

**LOOK FOR PATTERNS  
IN THIS DATA**

# What is AI... FOR TARGETED ADVERTISING?

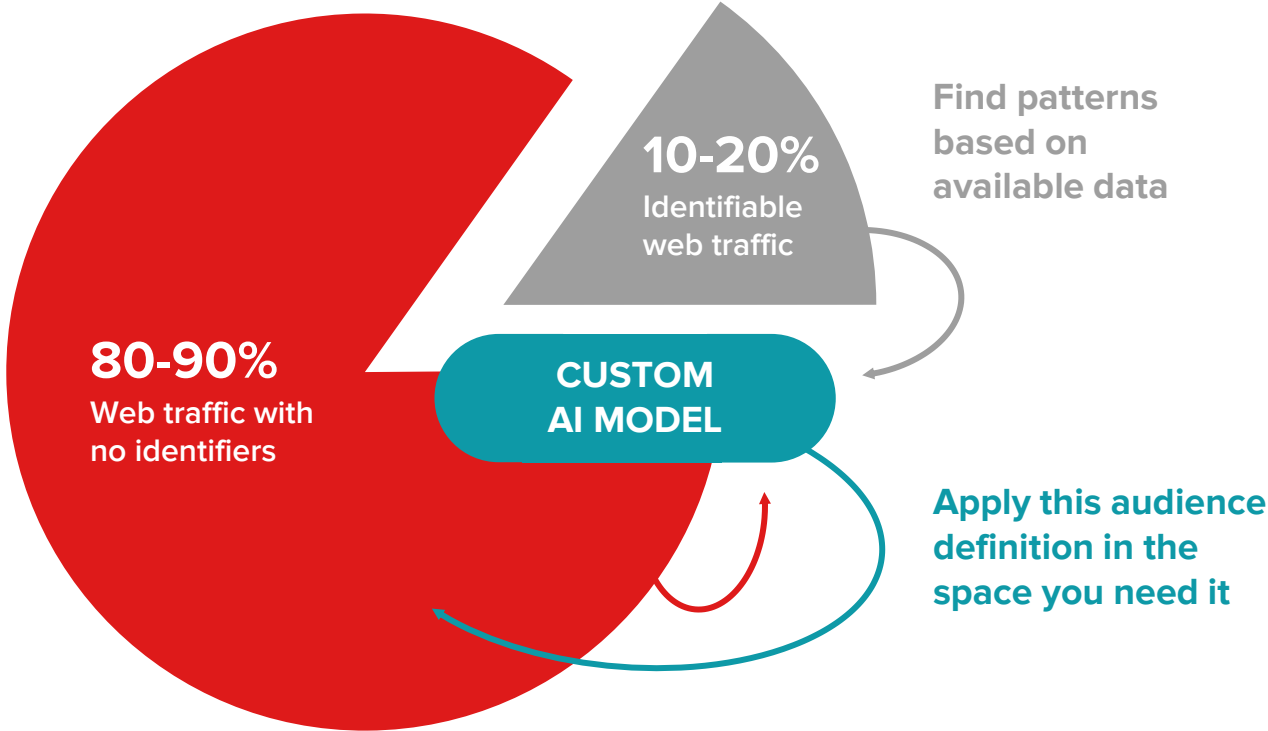
**PATTERNS IN WHAT DATA?  
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# AI ILLUMINATES THE COOKIELESS DARKNESS

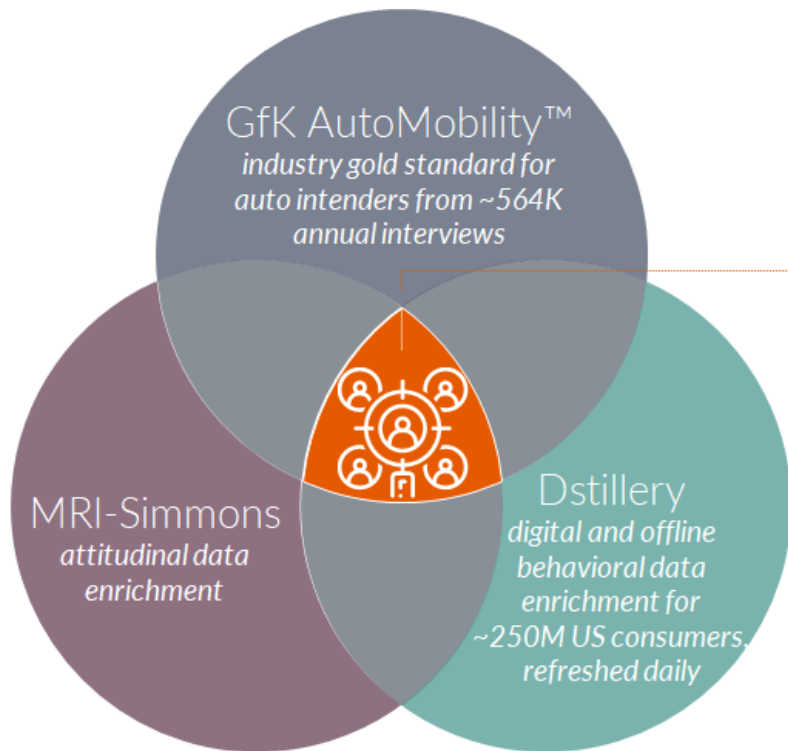
Seeing the future

**Custom AI  
for ID-Free  
targeting**



# BUILDING THE FUTURE FROM THE PRESENT

## Case study: GfK's Dstillery-enhanced AutoMobility



- Over **100 targeted audiences** cover individuals intending to purchase a vehicle, loyal to or defecting from a specific brand, or interested in purchasing a previously owned vehicle

# IMPLICATIONS OF COOKIELESS REALITY

## The impact on marketing analytics



### THE RISE OF 1ST PARTY DATA

- Smaller scale, higher quality
- Opt-in
- Direct engagement
- Remove silos around data
- Programmable TV, OTT  
(Netflix, Hulu) will grow

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### THE RISE OF NEW KPIS

- KPI's will need to adapt to the new reality
- New ways to estimate / calculate existing KPI's
- Brand lift studies vs. performance (CTR, CPM)
- Surveys and Panels as insights resources



# CALL TO ACTION!

What can you do now?

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**THANK YOU!**

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