

Navigating the digital world without third-party cookies

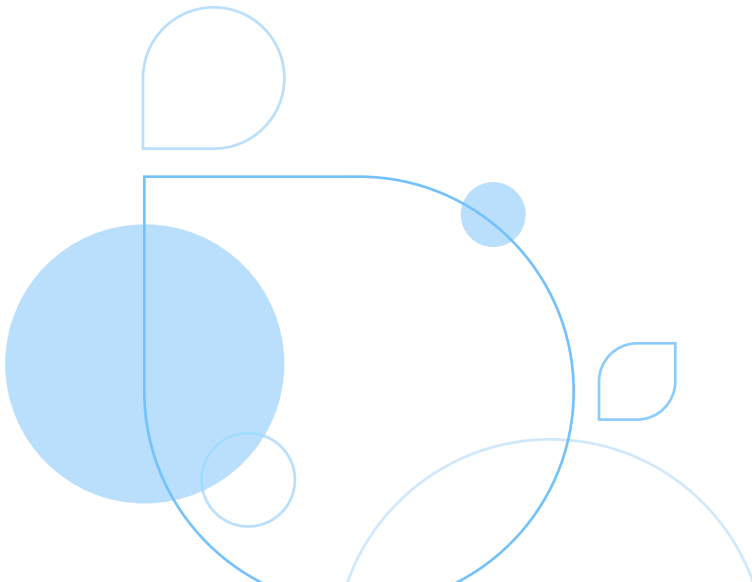
Explore the power of SAS® Customer Intelligence 360



SAS® Customer Intelligence

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The demise of the third-party cookie

The digital marketer's toolkit has included cookies as a critical component for years. These snippets of code that uniquely identify a user's browser enable targeted advertising to follow consumers across websites, as well as a vast ecosystem of MarTech providers that collect consumer behavior data and make it available to marketers.

Today, there are thousands of data platform providers – including customer data platforms, data management platforms and data exchange platforms – for data-driven marketing strategy and campaigns.

But cookies are increasingly under fire from consumers who want to protect their data and demand privacy. Browsers like Firefox and Safari have blocked third-party cookies since 2013. And in 2019, Safari started disabling all cookies after seven days, effectively eliminating the ability to use even first-party cookies to track Safari users over time.

Similarly, despite lengthy delays since Google announced it was dropping third-party cookies from Chrome, the process has begun with an ambitious goal to complete by the end of 2024. Regardless of its completion date, Google's deprecation is significant because it dominates the browser market space with Android and Chrome.

Racing to replace cookies

Understanding digital behavior is more important than ever given the pandemic's effect of accelerating digital commerce. With so much on the line, Google's announcement has kicked off a slew of alternative suggestions to replace the tracking provided by the third-party cookie. These suggestions come primarily from three sources.

The advertising industry

Within the advertising industry, various industry groups and associations – such as the Secure Web Addressability Network (SWAN) and the Partnership for Responsible Addressable Media (PRAM) – are developing alternatives to the cookie. One example is an open-source plug-in that allows consumers to select a single opt-in or opt-out of personalization that works across all member sites. Another uses alternative IDs to track users, such as email addresses.

MarTech vendors are also doubling down by developing **independent first-party ad servers** that companies can use to ensure they are making the most of owned-channel first-party data.

Google

The Google alternative to third-party cookies is Privacy Sandbox APIs. Google describes its Privacy Sandbox as "The Privacy Sandbox initiative aims to create technologies that both protect people's privacy online and give companies and developers tools to build thriving digital businesses. ... The Privacy Sandbox's vision of the future has browsers providing specific tools to satisfy specific use cases, while preserving user privacy."

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These APIs, designed to deliver and measure ads to visitors with compatible browsers, are now available in the latest version of Chrome. And Google is in a testing phase before completely phasing out cookies. Website developers are being encouraged to begin using these APIs now in order to raise any red flags, prevent site breakage – and ensure organizations are prepared once cookies are fully phased out.

Privacy advocates

There is still **significant skepticism from privacy advocates** about Privacy Sandbox. Many have weighed in suggesting that Google is executing a power grab, or they are removing the ability of marketers to target campaigns and measure results using their own technologies. As a result, organizations may feel essentially forced into using a Google-developed solution with no real privacy protections afforded to consumers. In addition, there are **ongoing discussions around privacy regulations worldwide**.

Bottom line? Uncertainty still abounds, but one thing is certain: Marketers must prepare for third-party cookie deprecation.

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Preparing for a cookieless future with SAS® solutions

As a marketer, how do you plan on shoring up your marketing toolkit in preparation for increasing privacy regulations – including, but not limited to, the loss of the third-party cookie?

SAS can help by giving you a significant head start in a world without cookies. How? By adding SAS Customer Intelligence 360 to your MarTech stack. SAS Customer Intelligence 360 is a multichannel marketing hub built for tomorrow that delivers unique capabilities for overcoming the challenges of a third-party, cookieless world.

KEY CAPABILITIES

SAS Customer Intelligence 360 provides everything you need to optimize the individual customer journey. For example, you can:

- Merge online and offline identities for a more complete view of the customer.
- Apply artificial intelligence (AI) and machine learning (ML) analytics in real time to make the most of first-party data.
- Investigate spending effectiveness with algorithmically driven attribution.
- Deliver a consistent, customized customer experience all the time over every channel to encourage customer authentication.

BENEFITS

By adding SAS Customer Intelligence 360 to your MarTech stack, you can:

- Amplify the value of real-time data by using our embedded customer data platform to seamlessly collect, enhance and activate customer data.
- Gain immediate context from streaming data for dynamically updated audience segments to make real-time, relevant, timely and personalized offers.
- Shift from campaigns to customer journeys – and shape journey paths with behavior, demographic and historical data to optimize each interaction, which leads to higher conversion rates, deeper engagement and increased customer lifetime value.
- Reduce the time needed to make decisions – and increase marketing effectiveness – by leveraging embedded customer analytics that delivers out-of-the-box insights.
- Extend real-time decisions beyond marketing to encompass all aspects of the customer experience (sales, service, contact centers, credit, risk management, etc.) – and ultimately improve customer loyalty and satisfaction.



A deeper dive

Let's take a deeper dive into how SAS solutions help digital marketers overcome the loss of the third-party cookie.

Keep the data where you want it

Employ powerful audience targeting and management while also cutting data duplication and synchronization costs, and controlling privacy with our unique hybrid data architecture that does not require you to "lift and shift" all the data into the CDP or marketing cloud.

Embrace data-driven, algorithmic attribution

Pressure is rising on chief marketing officers to accelerate growth and demonstrate marketing ROI, and yet few can do complete omnichannel attribution. Losing the impression data provided by the third-party cookie will make this more difficult and force marketers to rethink how they measure marketing success.

SAS Customer Intelligence 360 addresses this by providing a sophisticated, data-driven algorithmic attribution methodology that leverages ML to identify the touch points and sequences of events that form customer journeys, influence behavior and drive conversions. To cushion the blow of lost third-party cookie data, SAS supports marketers in expanding attribution to include both online and offline touch points, exploring detailed path analytics, and understanding event sequences and timing between events.

Make moments matter more than ever

With the demise of the third-party cookie, customer data is growing more valuable by the minute. In tomorrow's world, it will be incumbent on marketers to become savvy and develop unique strategies to encourage customers to participate in a two-way dialogue, to authenticate on digital properties and to opt-in to data collection and analytics. The only way to accomplish this will be to optimize customer journeys, meeting them in the moment with real-time communications and content that provide demonstrable value.

With SAS Customer Intelligence 360, you can do this and more. For example, you can:

- Achieve greater predictive accuracy that improves customer experiences through analytics accelerators, streaming data and events, and out-of-the-box insights.
- Orchestrate personalized journeys across all touch points in real time while optimizing communications with activities and tasks that are supercharged with embedded AI and ML.
- Scale out interaction capabilities by deploying a customer decisioning engine that scores your models in real time.
- Improve the customer experience, achieve deeper customer engagement and increase customer lifetime value by leveraging the power to understand, engage and decide in real time to go beyond marketing.

Double down on identity management

With new customer data growing harder to come by, you must take advantage of the customer data you do have and extract the most you can from it. As noted previously, the SAS customer data platform can consolidate digital interactions at a customer level, synchronize online and offline customer data, and link known and unknown digital activity across all your owned properties and apps.

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As a result, you can maximize the potential of your data to enhance insights, personalization and customer decisioning. In addition, identity management services take center stage with dynamic digital data capture, customer-level data granularity, customizable data collection events, real-time customer profile updates, easily deployable identity management capabilities and analytics-ready data. These combine to help you pinpoint individual digital visitors and their activities across a range of channels and devices, thereby facilitating personalization across the entire digital ecosystem.

Harness first-party data to optimize customer journeys

Individualize every interaction in real time with SAS Customer Intelligence 360 by harnessing all the power inherent in your first-party data combined with sophisticated analytics.

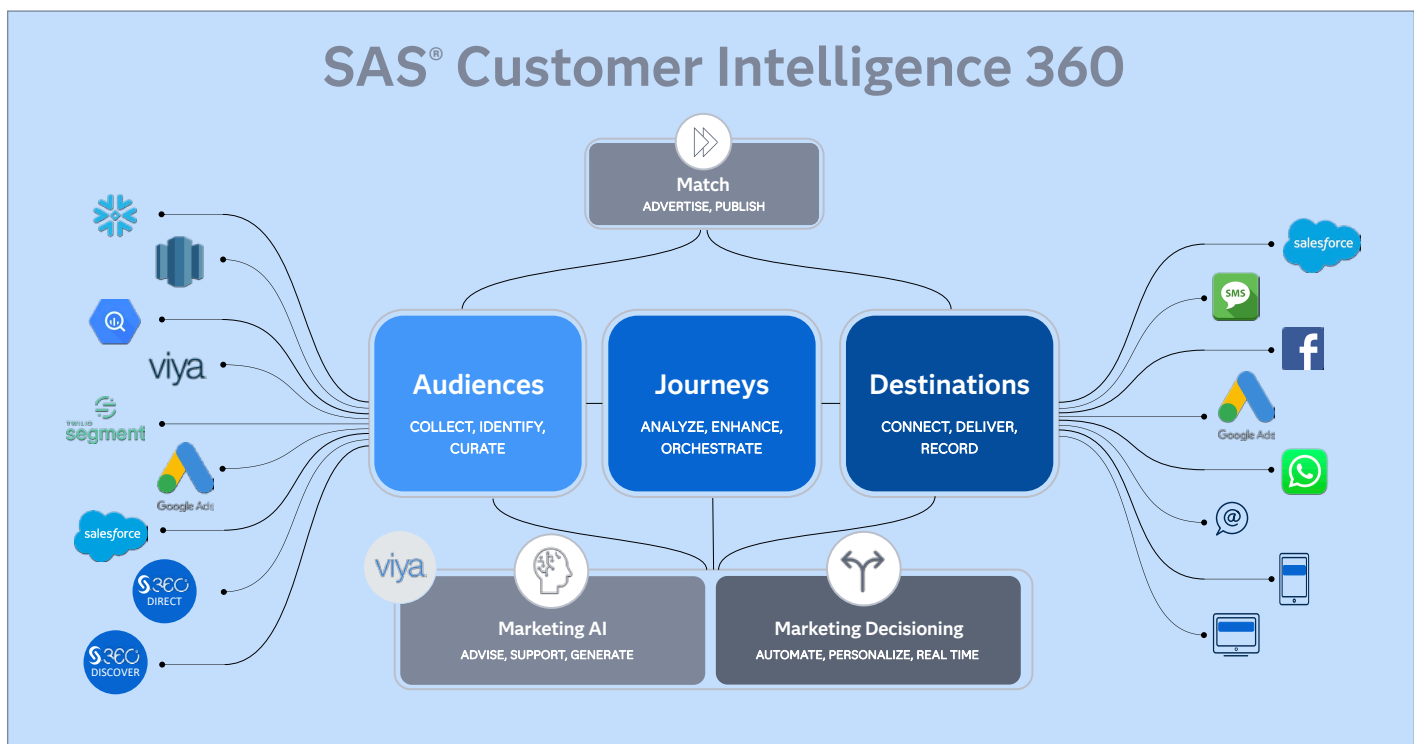


Figure 1: Comprehensive SAS environment.

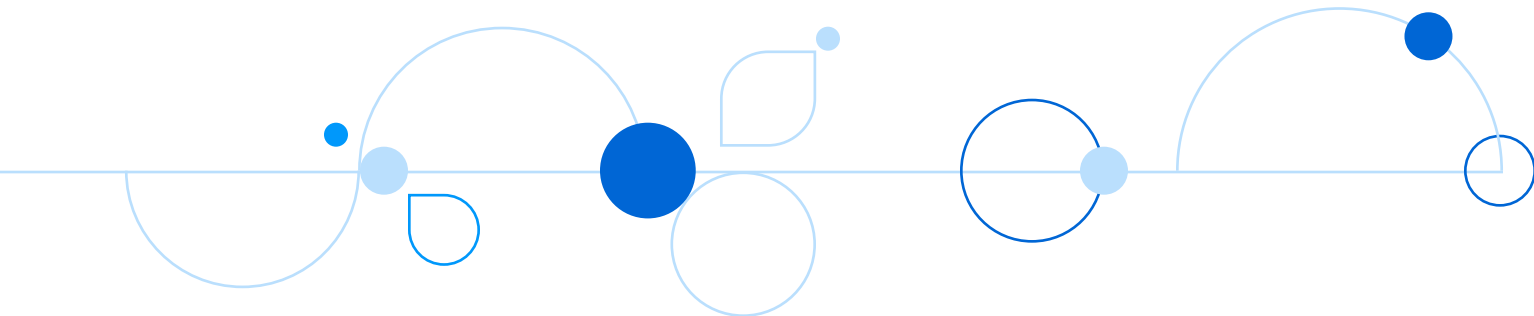
As illustrated in Figure 1, SAS Customer Intelligence 360 helps you optimize customer journeys with:

- **Audience targeting.** Easily select customers and associated customer attributes directly from your cloud databases (e.g., Snowflake, GBQ, Redshift). Upload the data into SAS Customer Intelligence 360 for identity and journey management, personalization and activation.
- **Comprehensive customer view.** Consolidate every digital interaction at the customer level, linking known and unknown digital activity. Detect digital events as they happen and perform identity resolution in real time. PII-free identifiers help synchronize customer data sources – online and offline, geodemographic, account-level insights, call center interactions, etc. – into a single profile.

- **Omnichannel journeys.** Combine data from online and offline sources to identify customer needs in real time and build integrated customer journeys spanning all touch points. Use attributes, behavioral data, purchase history and other information to trigger omnichannel journeys.
- **Predictive models, forecasting and goal-seeking routines.** Marketers can use predictive analytics to project specific business goal completion based on the performance drivers and metrics of a current campaign. You can also identify the most significant underlying drivers of a particular business metric and present them in an easy-to-use business report.
- **Real-time machine learning and decisioning at scale.** Scale your ability to engage customers with real-time machine learning and decisioning. SAS gives you the ability to deploy models for real-time scoring with the click of a button. Pull in additional data, apply business rules and carry out an arbitration strategy to succeed with every engagement for customer satisfaction and business objectives.
- **Activation and integration.** Deliver content across owned channels to gain customer insight, optimize interactions across channels, and react and respond to customer behaviors as they occur. Extend activation across your entire MarTech stack through integration with vendors like Adobe and Salesforce, as well as external activation to ad platforms such as Google and Facebook.
- **Advertising and publishing.** Build your own advertising ecosystem with SAS 360 Match, a fully independent, first-party ad server. Openly and transparently monetize ad inventory, use the power of customer data to deliver personalized advertising to retail sites and networks, and personalize advertising at scale.
- **Software as a service.** SAS Customer Intelligence 360 is available as a software as a service (SaaS) offering on the SAS Cloud. These standardized solutions are available for immediate use. With SaaS, you don't have to manage infrastructure, operating systems or software. Simply sign up, log in and get to work, focusing on your data and analytics challenges.

Learn more

Discover how SAS Customer Intelligence solutions help you prepare for a future without cookies at sas.com/marketing.



For more information, please visit sas.com/marketing.

