



# How the Cookie Crumbles

# What's next?

Deprecating third-party cookies for online advertising has **significant implications** for digital advertising strategies and practices



**Shift to 1st Party Data**



**Alternative Tracking Methods**



**Prioritize Contextual Targeting**



**Privacy & Consent**

# Personalisation still matters

Personalizing customer communications whilst fully observing privacy requires a careful balance between delivering relevant content to users and respecting their privacy rights.

**Obtain Explicit  
Consent**

**Use Privacy  
Enhancing  
Technologies**

**Minimize Data  
Collection**

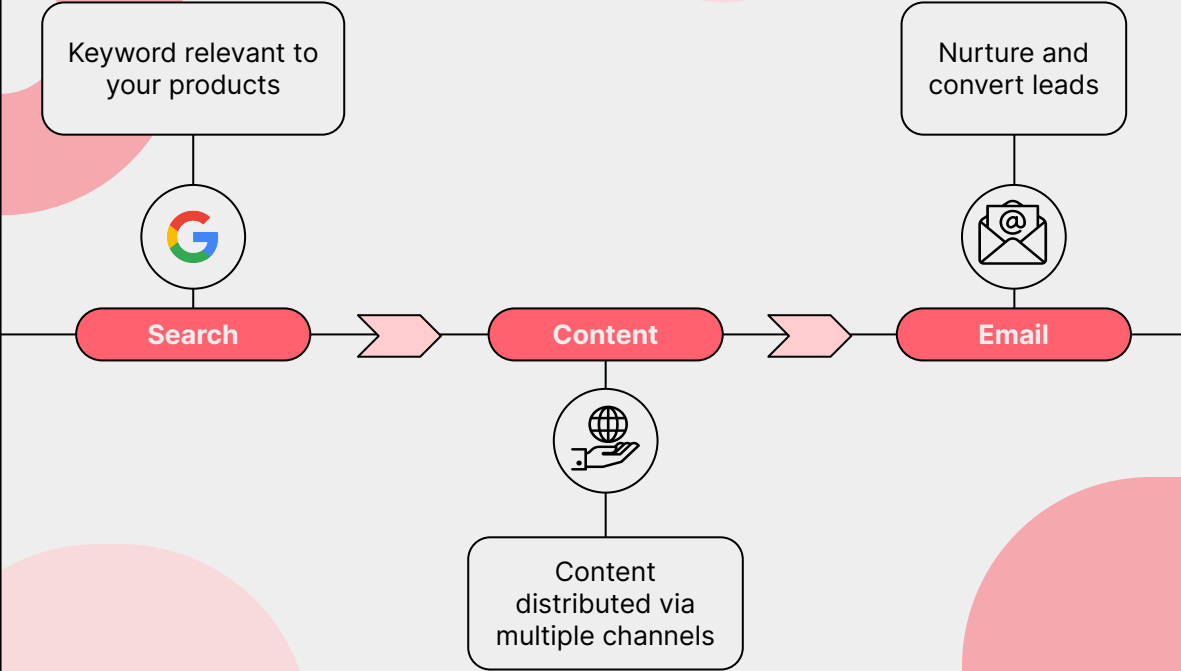
# Cookieless Media Channels:

## Content Marketing Email Marketing Search

Valuable & relevant content like blog posts, and infographics attract potential customers.

An email list allows you to nurture leads, send targeted messages, and drive conversions.

Target users actively searching for solutions that you offer without the need for invasive data.



# Where does Social fit in?

Distribution, Engagement, Community



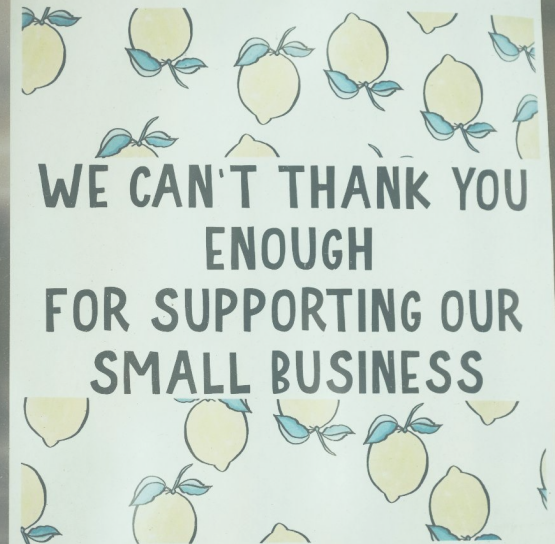
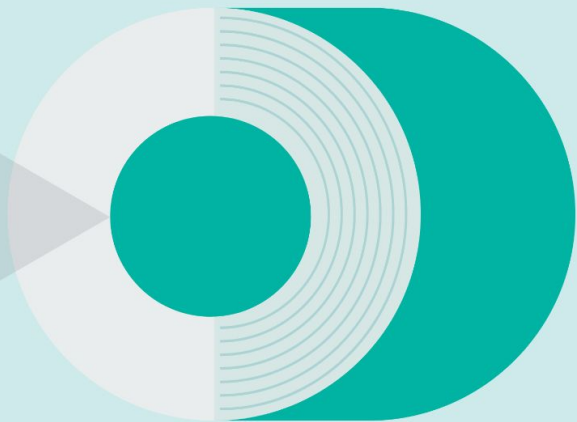


# Leverage UGC

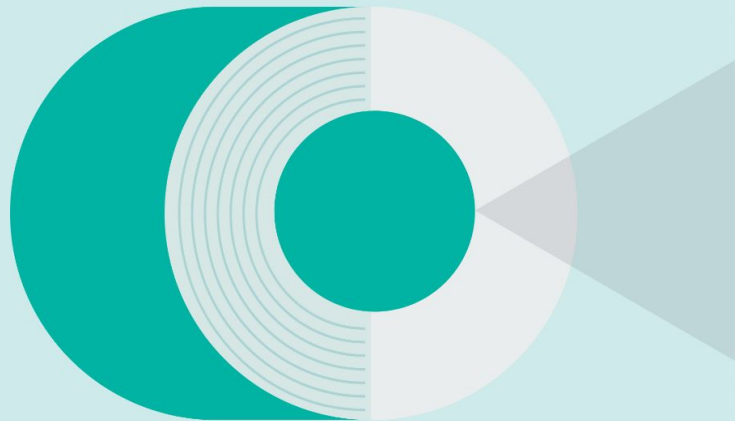


Small budgets

# Big Results



# Thank You







# How the Cookie Crumbles (pt 2)

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# Leveraging Digital AI for Customer Retention

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