



THE DEATH OF THE **C**ookie

CYBAGE
Delivering Value. Scientifically.

**GOOGLE WILL PHASE OUT
THIRD-PARTY COOKIES
BY 2023**

Announcement



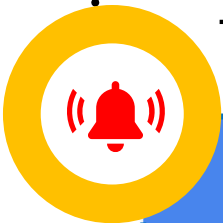
MARKETERS



CUSTOMERS



LET'S ANALYZE



THIS REMINDS US OF THE Y2K SCARE

One major difference between the Y2K and the third-party cookie countdown is that the Y2K ended up having little impact in the end, whereas the cookiepocalypse will completely disrupt the fundamentals of the online ecosystem for marketers and media owners.





BROADER IMPACTS



TECHNOLOGY

The reach and value of certain tools within the marketing stack will reduce

01

GOOGLE

Revenue of Google's parent—Alphabet will be affected as 84% of revenue comes from ad sales

02

MARKETERS

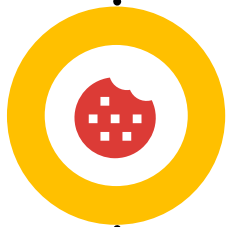
Targeting users with highly relevant ads or determining whether those ads lead to sales won't be possible

03

INDUSTRY

Entire web-based digital industry and the theme of digital marketing will be affected

04




Cookie WORLD


TYPES



1ST PARTY
Website Owner



2ND PARTY
Data Marketplace



3RD PARTY

Data generated and owned by other parties/vendors

Anonymous info:

- No personal information
- Only cookie or device ID

Advertisers

Google TO PHASE OUT

STATE OF COOKIES

Abundance of Website Data

Cookies don't sync perfectly that affects personalized experience

Fragmented Cookies

It is bad for brand image

Device-Based Cookies

It fractures the customer journey as the devices are switched

STATE OF INDUSTRY

Cookie Usage

Tracks visitors and improves UX

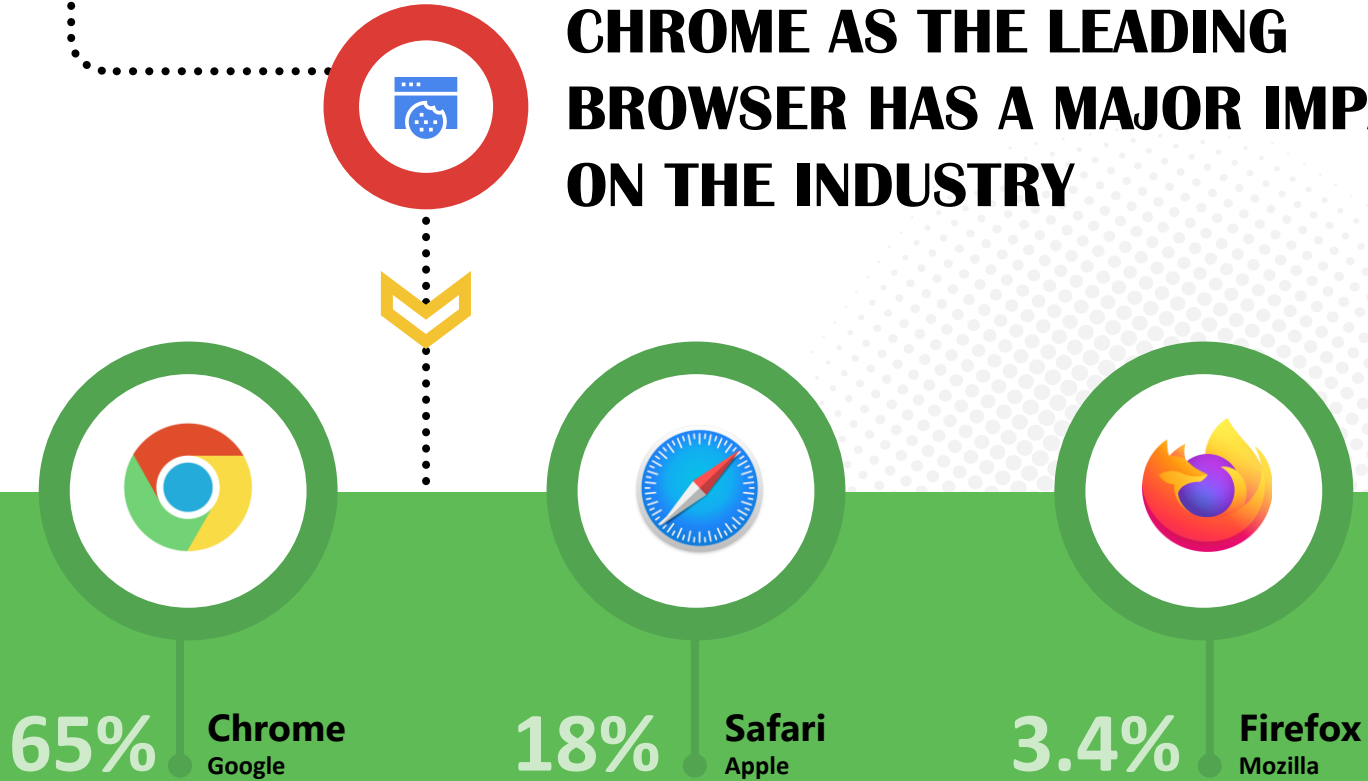
Customer Perspective

Invasive and annoying

Data Privacy

Apple's Safari and Mozilla Firefox have begun restricting third-party cookies

CHROME AS THE LEADING BROWSER HAS A MAJOR IMPACT ON THE INDUSTRY



Market Share * [By Users], 2020 [Source](#)



SIMPLICITY IN PRIVACY & ADVERTISING - GOOGLE'S VISION

Target/track audiences without sharing personal info

New way to track adv. and privacy on the web

Privacy sandbox allows sites to gather limited info

PRIVACY SANDBOX

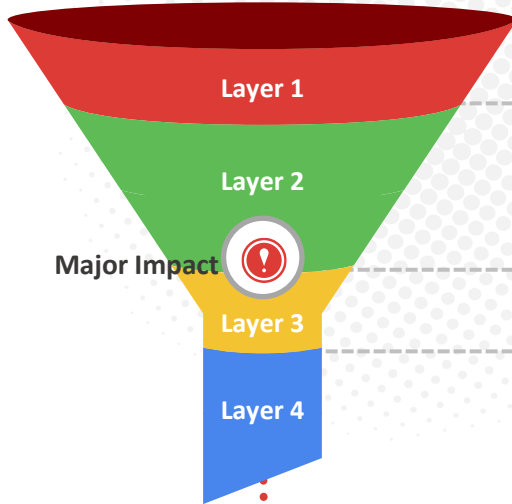
- **Group Concept:** Build anonymized group on various principal vs targeted individuals
- **FLoC:** Naming these groups as Federated Learning of Cohorts (FLoC)
- **Advantage:** Brands won't be able to determine whom they are targeting specifically



MARKETERS
ADVERTISERS
PUBLISHERS



IMPACT ANALYSIS



Layer 1

Layer 2

Major Impact

Layer 3

Layer 4



Call to Action

- Google monopoly
- Mobile device as the new target

- Lose data control of consumers
- Remove dependency on legacy technology
- Reduced value of existing data
- Impact over customer engagement model

- Marketing budget/investment in vain

- Define new strategy/tactics



CONSUMERS



A BIG PLUS FOR CONSUMERS



Consent-Based
Data Collection



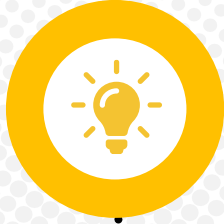
Data
Transparency
For Consumers



Personalization
Impact

CONSUMER-CENTRIC MOVE





IMAGINE VARIOUS SCENARIOS

for Marketers, Advertisers, and Publishers



BEFORE

Cookies **ON** world

2023

Cookies **OFF** world

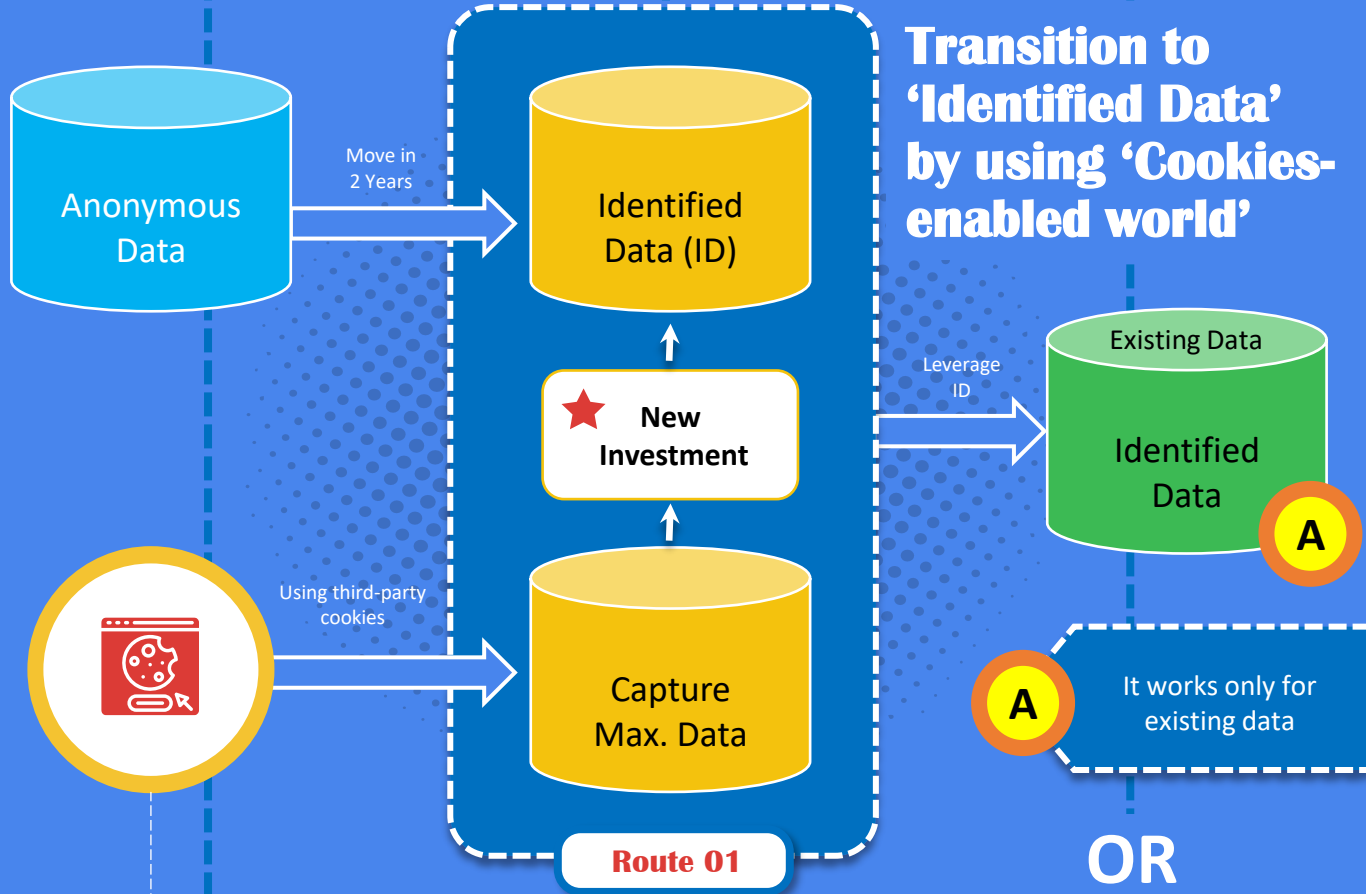
AFTER

BEFORE

2023

AFTER

As-Is status with cookies



BEFORE

2023

AFTER



A

It works only for
existing data

B

If 'B' state is 'True'
then Efforts &
Investment at 'A'
are lost

**Quick solution
but adverse
impact on
investment**

Alternative

Filtered, Tested,
and Approved

**Adopt
Alternative
to third-party
cookies**

B

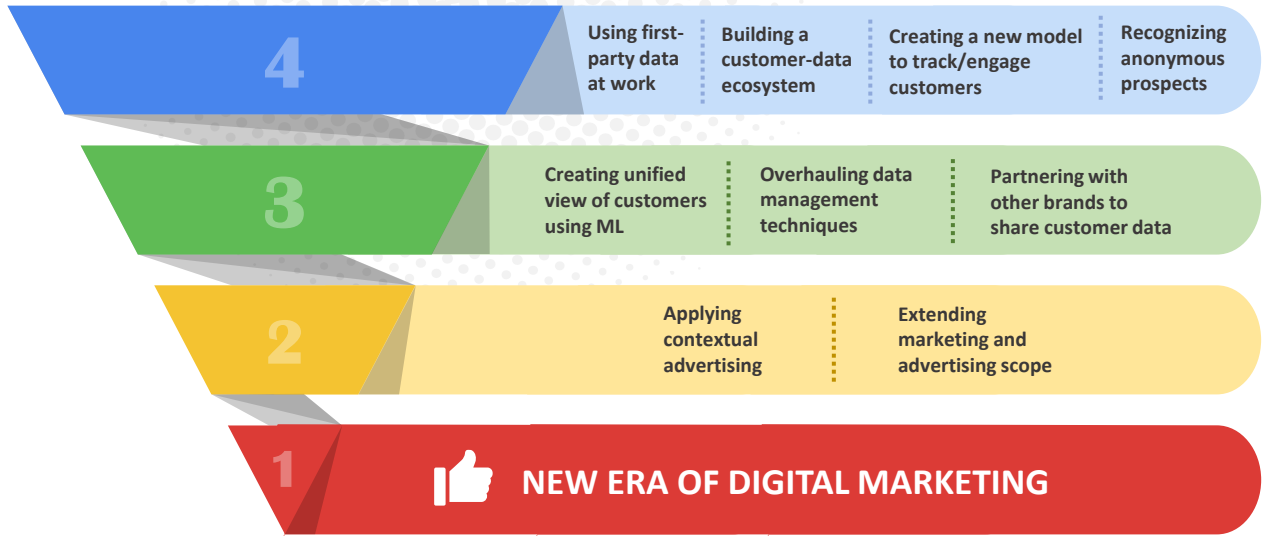
Route 02



WAY FORWARD



MARKETERS MOVE





STANDARDIZING NEW ERA OF DIGITAL MARKETING

“Project Rearc”

~ **by IAB**

(Interactive Advertising Bureau)

Announcement



1

CONSUMERS ARE IN CONTROL OF
THE USE OF IDENTIFIER

2

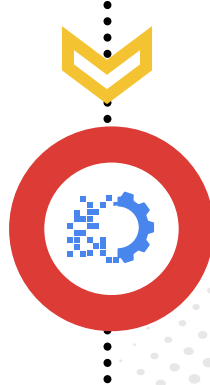
SUFFICIENT ENCRYPTION TO AVOID
DISCLOSURE OF IDENTIFIER

3

BRANDS TO BE COMPLIANT WITH
CONSUMER CONSENT POLICIES

4

THIRD-PARTY VENDORS TO EXECUTE ON BEHALF OF
FIRST-PARTY BY ADHERING TO ABOVE PROTOCOLS



TECHNOLOGY DIRECTIONS

APIs to Measure Ad Performance

THE BIRDS

Turtledove
Sparrow
Parrot
Dovekey
FLOC
Tern
Pelican
Spurfowl
Fledge
Parakeet

Open-Source Ad Id Framework

ID REPLACEMENTS

TTD Unified ID
Liveintent nonID
LiveRamp IdentityLink
ID5
Prebid SharedID
Admixer ID
Nielsen Identity Sync
Zeotap ID+

Third Party Alternatives

ALTERNATIVES

Contextual
Intent-based data
Data clean rooms
User graphs
First party data coops
Panels
Fingerprinting

APIs to Measure Ad Performance

- Reporting APIs allow advertisers to measure ad performance without linking user identities across sites or accessing individual browsing history



Open-Source Ad Id Framework

- IDs are used to identify an address of user/ entity
- Develop and drive adoption of an open-source ad ID framework
- An omni-present ID built from hashed and encrypted email addresses using a login-based approach



Third-Party Alternatives

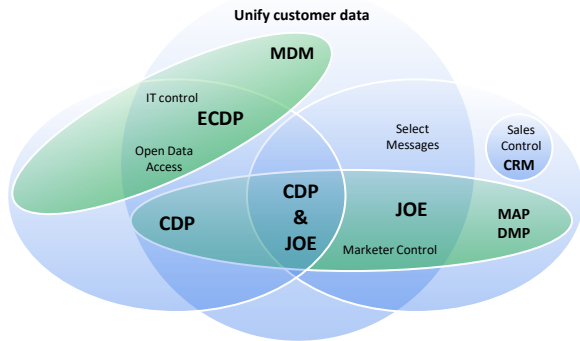
- There are several alternatives to the third-party cookie, and they require a more proactive approach to marketing and more attention to privacy concerns



TRANSITION TOWARDS THE NEW ERA

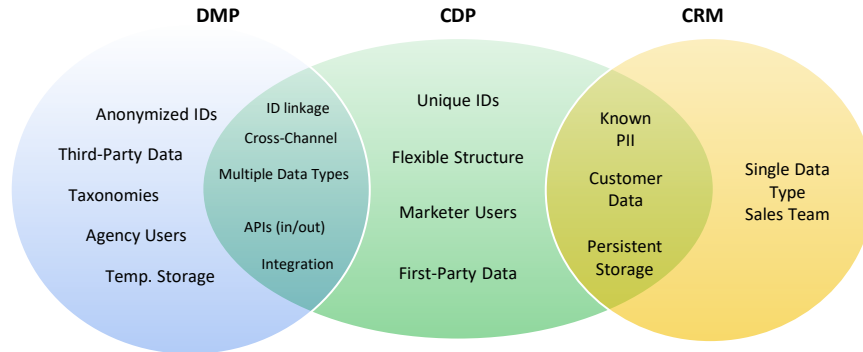


As-Is Data Control



ECDP: Enterprise-controlled CDP | JOE: Journey Orchestration Engines | MAP: Marketing Automation Platforms

First-Party Data with CDP Platform





THE 3 MAJOR WALLED GARDENS OF THE AD-TECH WORLD

Google

facebook

amazon

When it comes to data sharing, Google partners up with other firms, while Facebook and Amazon like to keep their walls high

Walled garden makes it difficult to exchange user data via cookie

This closed ecosystem keeps its technology, information, and user data to itself

PROS

- Accuracy
- Cross-device tracking
- Security

CONS

- Difficult to manage
- Competes with similar businesses



HOW CYBAGE CAN CONTRIBUTE TO Y2K23 ?

- 1 Initiated new capabilities for “Cookie-Less World”
- 2 Y2K23 program execution from conception to production
- 3 Practicing the convergence of our studies— *‘Imagine various scenarios’, ‘Way forward’, Technology directions’, and ‘Transition towards the new era’.*
- 4 Ready to deliver solution for the new-age M&A ecosystem