



ARE YOU READY FOR THE

In 2024, Google will eradicate the third-party cookie ... for good.

Lilian Bernhardt

COOKIEPO



CALPYSE?

While privacy campaigners will rejoice in the decision, marketers and advertisers will cross their fingers.

With 75% of marketers at least somewhat reliant on third-party cookies for their marketing strategies, one can assume that this decision will have large ramifications.¹ It begs the question: How can marketers adjust to the changing landscape while honouring consumer privacy concerns and continue to meet their data targets? And, what does this decision mean for the paper and print industry?

According to Google, the move is a way to offer consumers more control over their privacy and personal data on the web. Currently, each time that you visit a website a small amount of information (a cookie) is sent to your device and stored within your web browser. Brands have been using this information for years to track website visitors, collect data to develop targeted ads for targeted audiences, and learn about customer web history and behaviour.

What Google is proposing is to change how cookies gather information about you, moving the process from individual to group tracking. Companies will still be able to gather personal data, but only enough to put you within a larger group, allowing you to keep your anonymity. Google is going to stop selling web ads targeted to individual user browsing habits, while the Chrome browser will no longer allow cookies to collect that data.

Digital Solution: Privacy Sandbox

One way that marketers can pivot through the changes is by using Google's new program and approach to internet-based advertising, 'Privacy Sandbox'. The software works through determining a series of topics based on the user's main interests over a week period, deduced from their browsing history.² Topics are only retained for three weeks and then deleted, and users are equipped with more control over their own information – given improved ability to see and control how their data is shared while still providing marketers with useful information.




75%

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Salesforce, 2022





Traditional Solution: Loyalty Programs

A traditional method of data collection is loyalty programs, which are an excellent way to grow and retain customers and build brand trust and loyalty. Loyalty programs are quite popular in Australia and New Zealand, with Aussies signed up to 98 million loyalty schemes in 2021³, around 4.4 per person, and 97% of the Kiwi population signed up as a member of at least one retail loyalty program.⁴ While these programs provide retailers and marketers with excellent information and knowledge about their customers, they often falter when it comes to transforming this into real results. Understanding consumer preference is essential for better outcomes.

Research by Visa found that 74% of customers prefer loyalty programs that offer smaller, and more accessible rewards with the ability to redeem more frequently.⁴ Swapping out slow rewards programs requiring customers to save for bigger rewards over time for this preferred method will add more satisfaction and positive association with brands. This is even truer for millennials, with 82% preferring small options,⁴ where catering to consumer preference will improve consumer engagement and sales over time.

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Stuff NZ, 2023

The Opportunity For Print

One industry that could feel the benefits of a cookie-less society is print marketing. Direct mail is a tried-and-tested channel that could be seen as the physical form of online marketing, with companies utilising complex data streams to target consumers with the ideal profile for purchase. While it may not be as instantaneous as internet advertising, the effect of receiving a sales message through the post has remained effective over time, proven advantages and a measurable ROI.

An increase in privacy and security will be a good thing for the individual consumer and the wider commercial market, while the rising awareness of the digital's weaknesses brings balance back into the marketing landscape – benefiting the mail and print industries. All channels, digital included, possess strengths and weaknesses. Amidst rising anxieties about scams, misinformation, and the online world, print and mail bring back a much-needed sense of trust, tactility and recall. ●

Sources:

1. Salesforce, *State of Marketing Report 2022*
2. Cyberclick, 'Google Topics, What It is And How It Will Work in Cookie-Free Advertising', 2023
3. The Guardian, 'Data for a discount: are customer loyalty programs ever a good deal?', 2022
4. Stuff NZ, 'How Businesses Can Disrupt Traditional Loyalty Programmes', 2023