Notes: Maybe a more basic educational piece of what is happening with cookies and why businesses need to pay attention. Then, conclude with how this can affect reputation to tie it into Podium.

https://www.podium.com/blog/

Headline: Why Businesses Need To Pay Attention to Cookies

The world of advertising and marketing technology is quickly changing and many businesses don't realize it. Unless action is taken now, it will be harder to keep up with your competition. Now is the time to create your new marketing strategies.

You may have heard of the Cookiepocalypse; however, what does it really mean? If you aren't aware, Google Chrome will *no longer* support third-party cookies by the end of late 2023. Additionally, Safari and Firefox blocked cookies back in 2013. Although they are not the most-used browsers, this means businesses are already missing out on targeting those users.

The term "Cookiepocalypse" simply refers to thousands of businesses needing to pivot and find a new solution, which can certainly feel apocalyptic and dystopian when we have all relied on third-party cookies for so long.

What Is a Third-Party Cookie?

A cookie is a small text file stored on a website to track a user across multiple sessions and websites.

With both first-party and third-party cookies, their main function is to remember the user's actions. The main difference between a third-party cookie and a first-party cookie is who owns the text file. Third-party is not related to the website the cookie is placed on.

Third-party cookies are the way many businesses were able to target and retarget their desired audience. They were able to do this due to the information tracked across the consumer's usage. This could include purchases, product views, and personal identifiers -- age, gender, race, etc..

Why Is Support Ending?

The decision to sunset support came from the consumer demand for more privacy rights, such as opting in/out and transparency on how their information is being collected and used.

With third-party cookies, it was not made explicitly clear how the data was being used, as it was aggregated and sold many times to many different companies. For the most part, consumers didn't consent to this or didn't realize they had consented to their information being shared.

What Does This Mean for Third-Party Data?

If you use cookies for cross-site tracking, retargeting, and ad serving, those efforts will be rejected.

Targeting and retargeting marketing tactics will need to change. Third-party data is a large source of advertising. Without third-party cookies, collecting quality third-party data will become harder, more costly, and less effective.

It is also important to note that third-party data has always been expensive and less accurate, which will be increasingly apparent as it becomes harder to obtain.

The Solution: First-Party Data

Now is the perfect time to lean into first-party data for several reasons:

1) Gain a higher return on your marketing investment
2) Convert more digital traffic into sales
3) Complete loop marketing attributions to see your customer's entire journey

First-party data is more accurate, timely, and cost-effective. Best of all, it belongs to you. Utilizing first-party data will help you in the long run.

Businesses need to be able to target and measure their audience, including previous customers, in-market prospects, and entire households. First-party data is the best and the only way to do that, once third-party cookies are deprecated.

How Do You Collect First-Party Data?

First, you can start with the information you have in your CRM/CMP. That won't be enough to truly activate on, so you need future-proof technology that you can invest your business's future in.

What Makes FullThrottle Unique?

FullThrottle helps you build first-party household lists and gives you the channels to activate the data.

Activating data can be frustrating and cumbersome; however, having a future-proof system makes it easy to act on your data. A future-proof platform needs to be privacy compliant, which means completely opt-in. This will build trust with your clients and keep them coming back.

Something we commonly say is, "Data without action is useless." Once you have the data, it's important to know how to use it. This is why we help you collect your data and measure the effectiveness of campaigns and strategies.

The better you know your strategies and your audiences, the better it will be ultimately for your brand's reputation. Keep your customers coming back for more by giving them tailored experiences.

To get started on your first-party data strategy, schedule your FullThrottle demo [here](). Podium can help you manage the rest.