

# Identity Resolution: The Data Practices That Can Help You Thrive in A Postcookie World

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Advertisers, publishers, and marketers are struggling to build a coherent complete view of their customers across a fragmented marketing landscape, with big-tech walled gardens, increasing privacy regulations, and the impending death of third-party cookies all promising a massive disruption of the status quo. This new world is fast approaching. The question is how do you establish deeper connections with your customers and solve for identity resolution?

## Act Now

The first thing we have to acknowledge is time is running out: 1 percent of Google third-party cookies have already been phased out. By the end of 2024, Google will have phased them out completely. According to a recent survey from Corvidae, an attribution company, 97 percent of marketers are worried that the loss of third-party cookies will affect their ability to gauge marketing effectiveness—80 percent say they're still relying on third-party cookies, while only 49 percent are actively seeking alternatives. It's normal to feel anxiety about the changing marketing landscape. But there's still time to prepare before it's too late.

## Unlock Opportunities in a Postcookie World

There are huge opportunities for advertisers and marketers in a post-cookie world. By embracing new data practices, you can improve relationships with your customers, become compliant with privacy regulations, take control of your data, future-proof your business, and improve user experience. You can also avoid losing customer trust and [facing hefty fines](#). Meta was recently fined 1.2 billion Euros. Clearview AI was fined 20 million Euros.

## Invest in Identity Resolution Data Practices

The key lies in investing in adopting improved data practices for identity resolution. Here are five essential data practices to explore immediately:

### 1. First-Party Data Utilization

Brands must leverage their consumer touchpoints to collect first-party data. First-party data,

given voluntarily by customers, is more relevant and accurate than its third-party counterpart. What's more, it's data you already own from your website, CRM, newsletter sign-ups, surveys, direct chats, and social interactions! Your customers want a deeper, more personalized relationship with your brand. Harnessing first-party data is how you give it to them. Brands utilizing first-party data have achieved incredible results, with a [2.9x revenue lift and a 1.5x increase in cost savings](#), as per a study by Think With Google and Boston Consulting Group. Clue can help you discover the full power of your first-party data.

## 2. Contextual Targeting

Behavioral targeting seemed to spell the end of contextual targeting's time in the spotlight. But it's back. [The global contextual targeting market is expected to reach 335 billion by 2026](#). 69 percent of consumers report they are more likely to look at an ad if it's relevant to the content they are reading. 44 percent of consumers have tried a new brand due to seeing a relevant ad.

The advantage of contextual targeting is that you can advertise based on interests without using behavioral targeting identifiers. The problem with contextual targeting is that data is often imprecise because it relies on in-the-moment targeting and is hard to measure accurately. Contextual targeting should be part of your marketing mix and from our experience works best when powered by high-quality first-party data.

## 3. Universal IDS

Universal IDs are gaining in popularity, but what are they? A universal ID is a unique identifier that advertisers can use to track users across different websites and devices without third-party cookies. They allow marketers to better target ads to the right users. Universal IDs are usually generated with just an email address. However, there are some looming privacy concerns about Universal IDS, as they can potentially be used to track users without their explicit consent.

## 4. Clean Rooms

Most marketers have their first experience of a data clean room in one-way exchanges with Amazon, Meta, or Google. However, clean rooms have started breaking out of walled gardens and become a huge part of the evolving privacy-first marketing landscape.

A Clean Room is a secure environment where data from various sources and companies can be compiled, anonymized, and shared without giving advertisers direct access to sensitive customer information. Advertisers can use the aggregated data to target users with relevant ads without compromising customer privacy.

Clean Rooms offer the ability to collect in-depth analytics, measure campaign results, and offer ease of data integration. The drawback to clean rooms is they can be expensive to set up and time-consuming to maintain. The data that can be shared in a clean room is also limited, which can negatively impact the accuracy of targeting. A Clean Room can be essential when working with new data partners.

## 5. Topics API

Google's Privacy Sandbox introduced the Topics API to allow for interest-based advertising without the need to track the sites a user visits. Topics API replaced Google's previous solution FLOCS because FLOCS taxonomy (with over 30,000 segments) was deemed too specific and, when paired with IP addresses, could too closely identify a customer, raising privacy concerns. Topics API's 300 segments are more broad. While Topics API protects customers' privacy, its broad targeting increases the chance the targeting will miss the mark for advertisers. It's worth exploring, but there's a reason it's number five on our list.

## Conclusion

It's difficult to balance two opposing realities. We are in a perfect storm for marketers, but the ad market is also growing by leaps and bounds. Marketing firm WARC predicts global ad spending will grow by 8.2 percent in 2024. Spending will exceed \$1 trillion for the first time.

There is no doubt the end of third-party cookies makes advertising more complicated.

We stand ready to guide you through this transformative journey, leveraging our analytics background and programmatic expertise. We will help you unify your data across platforms to help your customers find what they're searching for. Don't wait until it's too late—[reach out for a free consultation](#) and let us help you navigate the post-cookie landscape.