

Move Beyond Cookie and MobileID Deprecation

Are You Protected?

For the unprepared, the imminent future of AdTech could be quite dystopian. The world of advertising technology is undergoing dramatic changes. The demise of 3rd-party cookies and Device IDs looms closer, and legislation continues to complicate a rapidly changing ecosystem.

ZeroGraph allows agencies, media companies, and brands to identify, recognize, and own their 1st party audience data **using patent pending technology**. ZeroGraph data can be brought anywhere within the advertising ecosystem to achieve desired scale and reach, all without reliance on third party cookies.

These changes in the AdTech world are all advancing to create a more transparent ecosystem. Let's dive in to understand more:

Browser Technology

With browser technology, the cookiepocalypse is here. Safari's intelligent tracking prevention and Firefox's enhanced tracking prevention both already block third-party cookies, and now google chrome is ending their support for third-party cookies as well, in order to move entirely away from personal identifier-based advertising.

What is Deprecation?

The process of older technology becoming obsolete, usually because it has been superseded by newer technology. The deprecated technology is not immediately removed from the environment but takes time to stagnate and eventually become irrelevant.

Mobile Devices

With mobile device changes plus the early 2021 changes by apple and giving customers power to withhold their IDFA and mobile ids from third parties, the death of mobile device-based advertising has begun.

Privacy Legislation

With privacy legislation, the arrival of CCPA, CRA, and a volatile legislative landscape, privacy law will be a challenge for every agency, brand, and media company in the future.

Investing in a compliant technology platform was ranked as a top five challenge for US marketers.

Change is Here

In an unpredictable, rapidly changing landscape, you need to be insulated against seismic changes to your tech investments. Whether the industry is ready or not, data will expire, and tech will be rendered obsolete. But with ZeroGraph, you can rest assure your platform is future-proof. Are you protected?

ZeroGraph's six pillars

ZeroGraph has six key pillars and is fully insulated from the dramatic changes in advertising technology.

1. Zero LocationQ – Cookieless latitude longitude location data via browser

2. Zero Local – Cookieless E-tag local storage techniques
3. Zero BrowserSignal – Cookieless browser identification tied to graph
4. Zero Header – HTTP referrer without need for cross site tracking
5. Zero Legacy – Incorporate LastGen tracking techniques (MobileIDs, BidStream, Cookies)
6. Zero Lake – information exchange matrix and offline data consumption

ZeroGraph: the proprietary, patent-pending technology powering FullThrottle's entire stack

FullThrottle's ZeroGraph is our defense. It's the backbone of the entire FullThrottle platform. The future-proof insulation needed to charge into the future of identity resolution, audience building, media activation, and data weaponization. As others hastily pivot to new models of data connection, we're doubling down on the platform we've homegrown from the ground up. A platform that has never relied on aging tech like 3p cookies or MAIDs.

ZeroGraph powers the FullThrottle technology stack. Invest in future-proof technology to track and activate your campaigns. Identify, market, and measure real addressable households.

Schedule your [demo](#) today and discover how FullThrottle can future-proof your business.