

Copy:

*tough love angle

Headline: **Accepting the Death of Cookies to Get Ahead**

Subheadline: **Stages of AdTech Grief**

Copy:

There are 5 stages of grief. As far as cookies go, we've found most agencies, brands, and media companies are still in the denial phase. And traditionally, they've still have 4 more stages to go through. With a little help from FullThrottle, we can get you all the way to acceptance in one step.

Brands that transition from denial all the way to acceptance are the ones adapting quickly and looking at new ways to connect and build relationships with their customers, which eventually leads to more sales and loyal customers. The best advice for agencies and brands right now is to hurry and accept the death of cookies to get ahead of their competition.

We advise using your website as the starting point. You have visitors browsing your services or products and know they have at least some interest in what you're selling. Why not market to them while they're in their peak researching phase in the buyers' journey? But on average, only 3% of your website visitors share their information. FullThrottle, powered by proprietary, patent pending, cookieless technology, can identify those anonymous visitors. We offer 40-70% more conversion of website visitors to leads. It's the future-proof technology you need to leap over the stages in the grieving process.

Without future-proof technology in your back pocket, the stages of grief might look a little like this:

Stage 1, Denial:

Since Google pushed their end-of-support date back to late 2023, brands and agencies are lured into a false sense of security – that they have time before the demise occurs. Or even that it might not happen at all, with all the delays. But the truth is, the cookiepocalypse is coming and there should be urgency.

Stage 2, Isolation:

You might unintentionally cling to larger brands who are within the walled gardens. Putting your eggs in those baskets will isolate you, as you will not have access to their first-party data. Currently, the world lives in a desert, with a lack of first-party data. You need to recognize the data you have at your fingertips instead of relying on others' lists of audiences, which are often anonymous and not yours.

Stage 3, Anger:

Your numbers will drop; the analytics won't reflect accuracy or clean, fresh information. You'll wonder why your outdated strategies no longer work. You'll likely experience frustration,

grasping at old concepts like attribution, which were always based on assumptions – not real identifiers of your best shoppers. You might be angry at the numbers and data strategies; you might be angry with yourself. You might be angry your retargeting efforts no longer work in the ways you are used to.

Stage 4, Bargaining:

You might hold on until the very end, hoping Google will push its end date back again. But the truth of the matter is that it's only a matter of time before cookies are phased out completely.

Stage 5, Depression:

If you wait until 2023, you might see incremental rising costs and a cost per acquisition or a cost per lead. And then you'll be dead in the water. Your business will be phased out and you will be left behind in the dust. The tech world waits for no one and is ever evolving. Worst case scenario, you'll have to shut down your business, because you chased after third-party leads, instead of creating lists of first-party data and activating them.

Stage 6, Acceptance:

What is the significance of acceptance? Those who reach this stage are now able to look towards the future and begin future-proofing their business. But it's important not to wait too long to move to this stage. Acceptance *now* means skipping denial, isolation, anger, bargaining, and depression. Your business needs you to create a lush greenery of first-party data and begin using data-driven marketing campaigns.

How can you skip the steps between denial and acceptance? It's simple.

The first step: awareness. If you don't want to end up in a data famine and would rather have a rich collection of first-party data, it's important to be ahead of the curve on the cookiepocalypse.

The second step: champion a plan in your organization. Put a plan into place to help your organization collect first-party data, which will help you avoid issues around third-party data and get to a place of truth.

To set a plan in motion, utilize FullThrottle for your advertising and marketing needs. We've been future-proof since inception. FullThrottle has *never* used cookies for gathering data. While companies that rely on third-party cookies are struggling to create a plan B, taking valuable time away from their clients, we spend more time upgrading our technology to be the best it can be.

Are you focused on collecting first-party data? Do you have a plan to help your clients navigate their first-party data as the marketing and advertising landscape changes? We do.

To see FullThrottle in action, schedule a demo [here](#).