

Keeping up without cookies: What's next for customer engagement?



Cookies, central to audience tracking, are set to exit the stage. Consumers are increasingly demanding greater privacy, and a growing number of regulations have emerged in response.

Moreover, the main browser providers are following their steps. Google plans on phasing out third-party tracking cookies, while Safari and Firefox have introduced various blocks and/or limitations on them.

So, what have cookies been enabling?



1

Customer experience personalization



2

Page load facilitation



3

Temporary storage of login credentials



4

Ad retargeting and behavioral ad targeting



5

Web analytics and digital behavior tracking

These developments will push brands to explore new solutions and reconfigure their digital models in place of cookies.

Because the challenges are apparent.

01

Less precision in the measurement and attribution of marketing interactions

02

Less ability to continuously personalize customer experiences across channels and touch points in a seamless way

03

Less likelihood to cultivate a singular, persistent profile of the omnichannel customer

What are the alternatives?

Shift to other tracking tools, such as device fingerprinting, which are relatively less subject to issues like consumer deletion faced by cookies



Invest in a customer data platform to better leverage first-party data and provide the foundational capabilities for robust audience identity management, profile augmentation, and targeted engagement

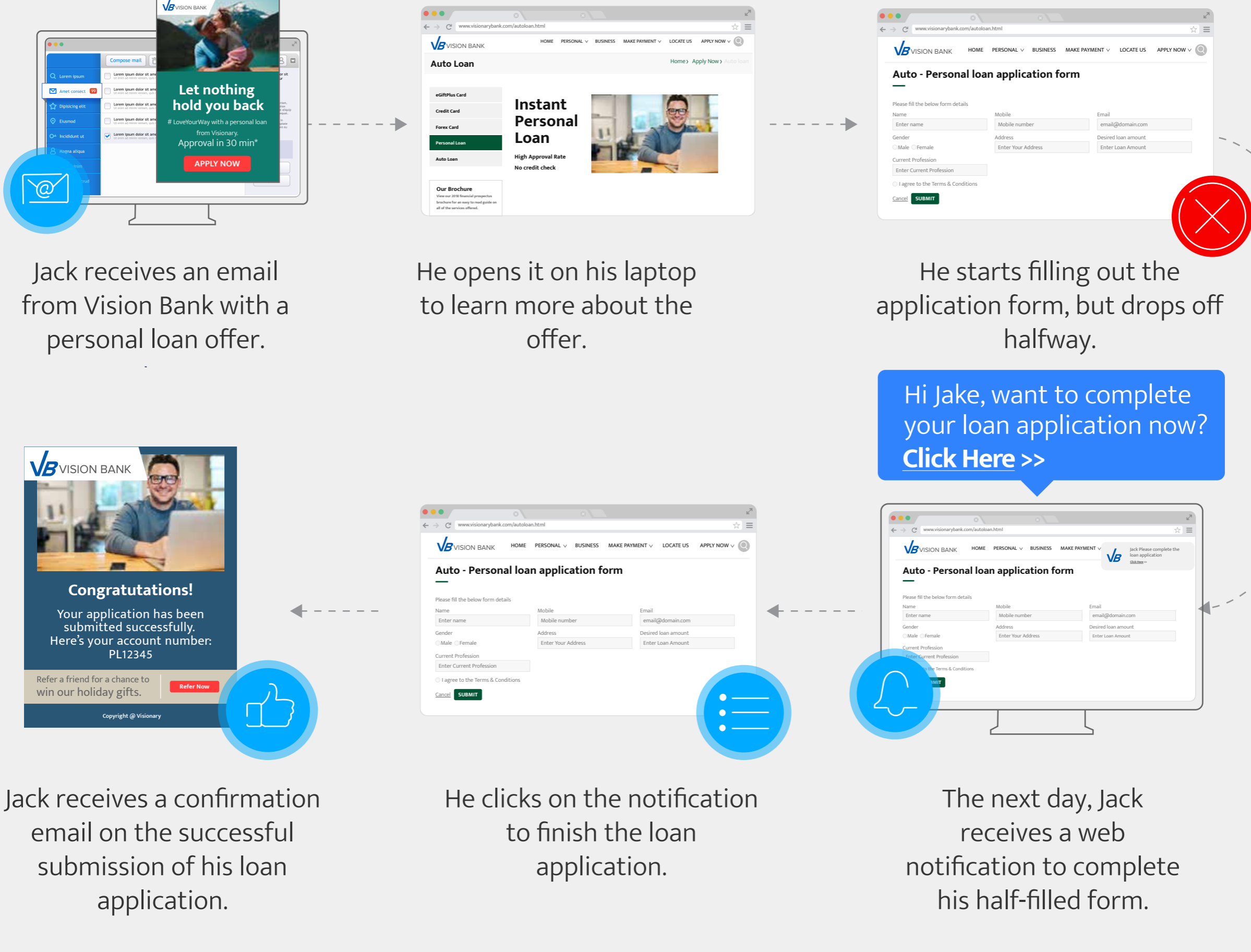


Adopt technologies that can facilitate the continuous tracking, identification, contextualization, and attribution of individual customer journeys across touch points

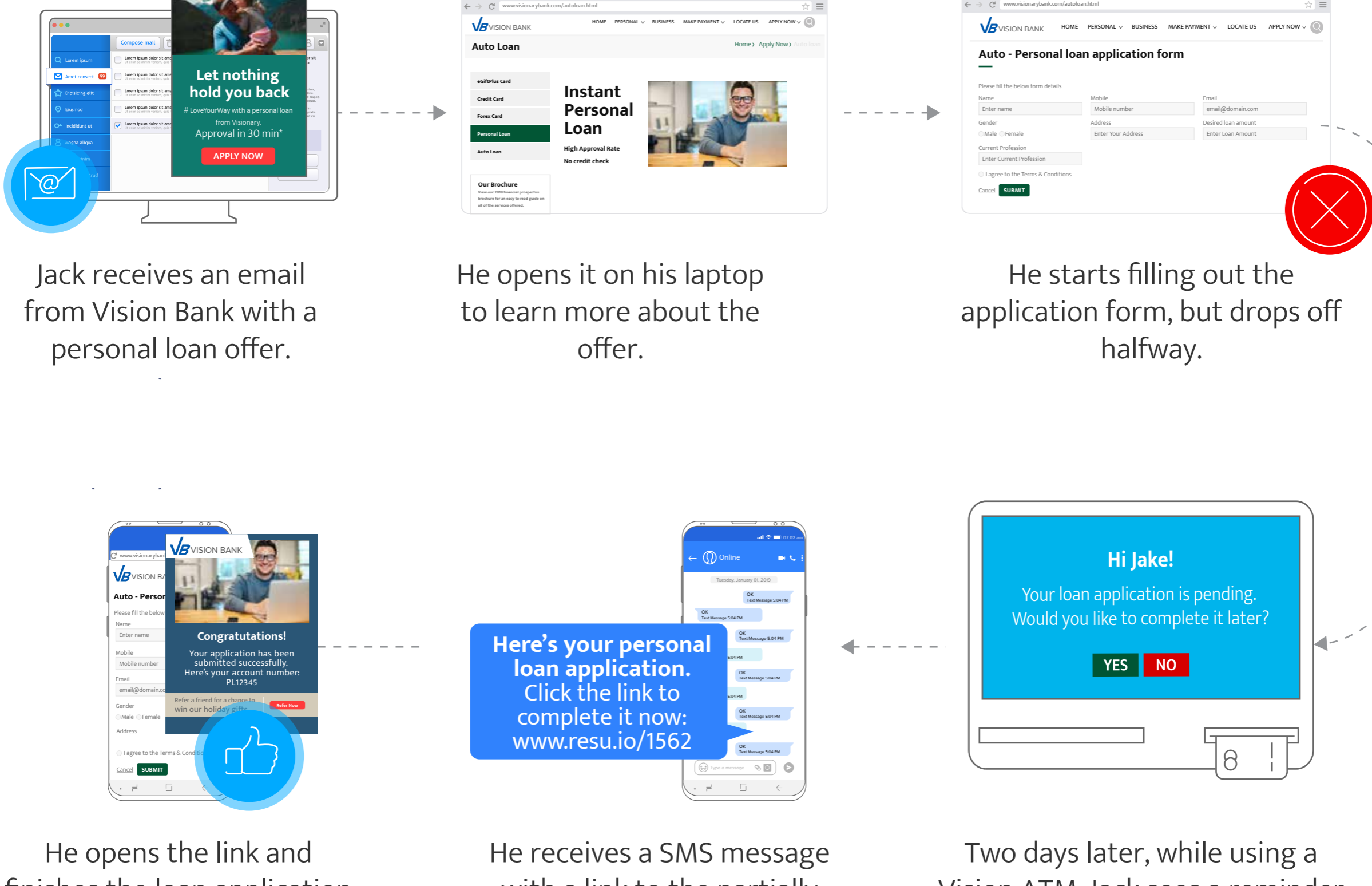


Contextualizing the audience journeys

With cookies: Continuous journey on a single channel



Without cookies: Ensuring seamless interactions across channels



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