

The background image shows a laptop screen with a dark overlay. On the screen, there is a line graph with a blue line showing an upward trend, and a pie chart with a blue and green segment. The text is overlaid in white, bold font.

The Future of Digital Advertising:

Preparing for a Cookie-less Future

Who We Are



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But First:

How long have you been in marketing?

0-3 Years

4-9 Years

10+ Years



A close-up photograph of a person's hands writing on a whiteboard with a marker. The background is blurred, showing some bokeh lights. The text 'What is a Cookie?' is overlaid on the image in white.

What is a Cookie?

A piece of data installed on your digital device (in your browser)

Used by web properties to identify the user for a customized experience



What is a Pixel?

(and how is it different?)

A piece of code loaded by a website or server that reports actions taken. **Not installed on your device**

Ex. Facebook Marketing Pixel

Can be used along with cookies to personalize a user's web experience

1st Party VS 3rd Party Cookies


1st Party:

- Directly stored on your device by the website you visit
- Allow for website owners to remember customized settings (language, accessibility, etc), user activity (items in cart), and collect analytics data
- Not usually able to track user activity on another website
- Often connected to login credentials

1st Party VS 3rd Party Cookies

3rd Party:

- Created by domains outside the one you visit
- Historically used for advertising purposes
- Tracks user across domains and websites
- Being phased out due to privacy concerns and legal frameworks (GDPR, CCPA, etc)
- Already blocked by many ad blockers and browsers

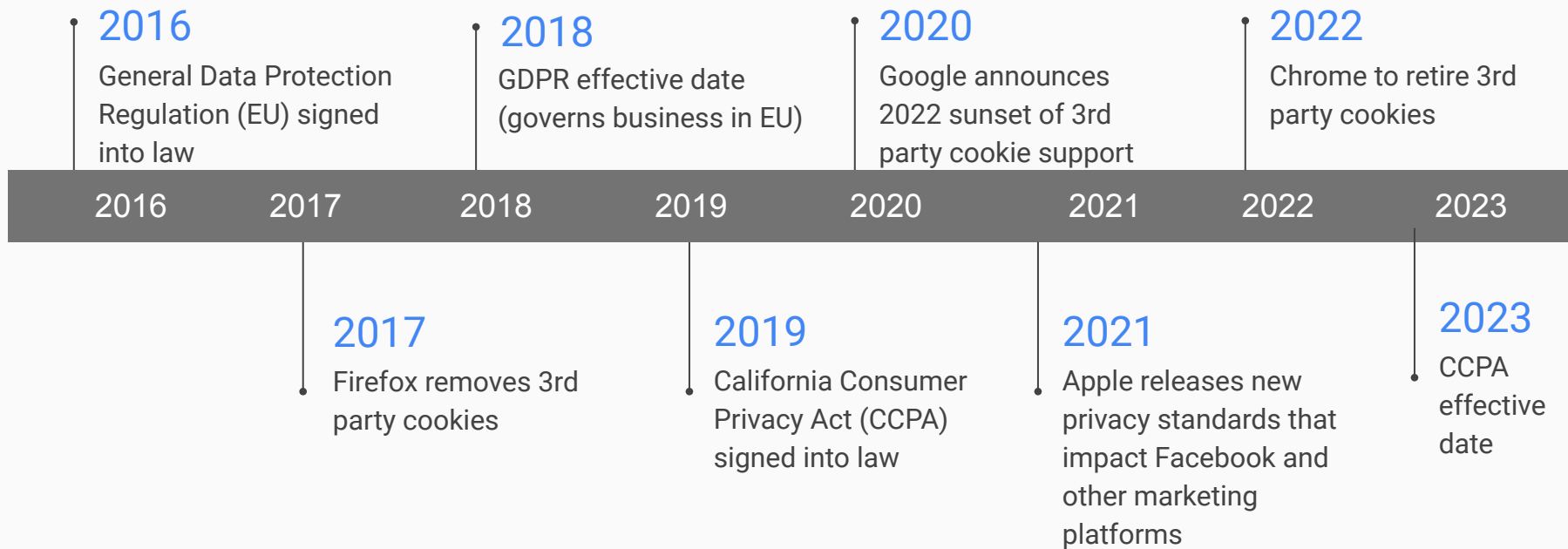
A close-up photograph of a person's hands writing on a document with a pen. The image is dimly lit and serves as a background for the text on the left side of the slide.

Why it matters (and why it matters **now**)

Users are more cognizant than ever of their (lack of) online privacy, and want better protections.

Brands and organizations are responding to regulatory and citizen demands for increased privacy.

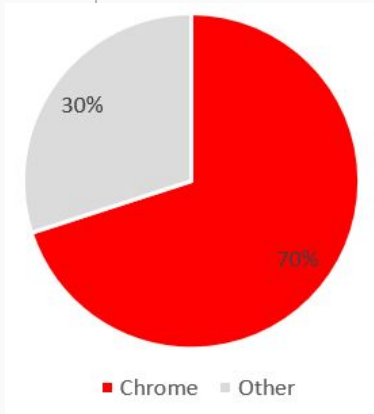
Cookie Phase-out Timeline



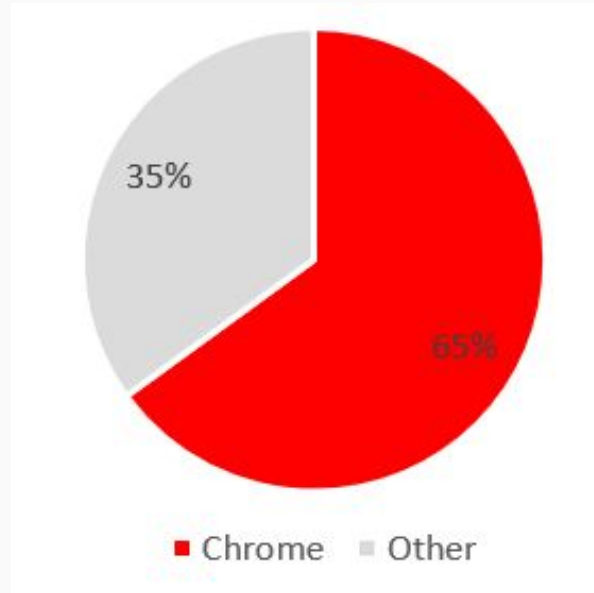
Chrome's Impact

Google's decision to end 3rd party cookie support on Chrome effectively puts the nail in the coffin.

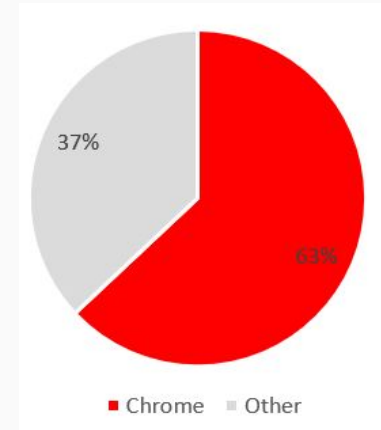
Desktop Browsers




Browser Market Share



Mobile Browsers




A close-up photograph of a person's hands writing on a whiteboard with a marker. The background is blurred, showing what appears to be a meeting room with other people and lights.

What does this mean for your advertising program?

The biggest impacts of the shift toward a cookieless future will be on the data environment surrounding:

- Programmatic Advertising
 - Uses web signals (anonymous and credentialed) to build and fine tune user profiles for optimal ad delivery
- Web Remarketing (outside of Facebook)


A close-up photograph of a person's hands using a pencil and a ruler on a desk. The person is wearing a dark long-sleeved shirt. The background is blurred, showing some bokeh lights. The text "What should you do?" is overlaid in white on the left side of the image.

What should
you do?

First:

DON'T PANIC






What should you do?

First: Don't Panic.

Most of your digital footprint will not change in the immediate aftermath of the sunset of the third-party cookie.

Strongest direct results in the nonprofit world are generally coming from the “Walled Gardens” of Google, Facebook, etc with robust first-party user data.

A close-up photograph of a person's hands writing on a whiteboard with a marker. The background is blurred, showing what appears to be a meeting or office setting. The text 'What should you do?' is overlaid in white on the left side of the image.


What should
you do?

Next: Look at your Data

First-party data will be key until more complex solutions are released.

Is your GTM and analytics fully set up to maximize data collection?

What additional information can you gain about your customers to tease out new targeting models? What are overlying interests/demos? What content sources do they follow?



What should
you do?

Then: Start Testing!

To be ready for next year,
start your testing **now**.

**You may even find some
learnings that can be
applied at year end.**



Areas of Opportunity

Native and Contextual Targeting 2.0

- May be a useful tool to supplement your programmatic display budget.
- Direct buys with content creators (high minimum buys) or utilize agency partners to find cost savings.
- Most content sources that offer advertising have in-house targeting models based on their user data.
- AI/Algorithmically-assisted targeting
 - Ex. New York Times
- **Be sure to keep your mission and brand at top of mind when considering new channels and sources.**

A close-up photograph of a person's hands using a white marker to draw on a whiteboard. The background is blurred, showing what appears to be a meeting room with other people and lights. The text 'Areas of Opportunity' is overlaid in white on the left side of the image.

Areas of Opportunity

Data Sources

- IP Targeting
- Full data streams available through Google Ads networks and analytics services
- Rich, robust targeting lists from data vendors
- Inventory from niche sites relevant to your supporters



Areas of Opportunity

Tech and Channels under development (but worth keeping an eye on)

- New tech is being developed to specifically address the sunset of the third party cookie.
- Google Turtledove
- Google Privacy Sandbox
- Instagram Fundraisers
- TikTok



Manage Expectations

- **Expect and plan for a dip in performance from your display advertising bucket.**
- Be ready to pivot as necessary.
- Regardless, a flexible and nimble advertising program will be better for your organization to enable a faster response to changes in the digital environment, media landscape, etc.
- Keep an eye on developments: if your organization is currently investing heavily on display and seeing strong results and you are worried about the cookieless future, don't forget that there is a whole industry of ad vendors, experts and tech companies working to come up with solutions.

Your Ad Investment

If your organization is small or new, or otherwise has a small ad investment program, focus on high-impact, high-result channels first.

Prioritizing Google Ads, Microsoft Ads, Facebook, and Instagram while results are strong will limit the impact of the cookieless future on your program.

Google Ads + Microsoft Ads

Facebook + Instagram

Other Display Opportunities

Additional questions? Feel free to
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Additional resources:

<https://www.clickthrough-marketing.com/resources/ebooks/prepare-for-the-cookieless-future>

<https://headerbidding.co/google-privacy-sandbox/>

<https://adtechexplained.com/turtledove-explained/>

<https://www.cookiepro.com/knowledge/>

19 av.

■ New Visitor ■ Returning Visitor

