

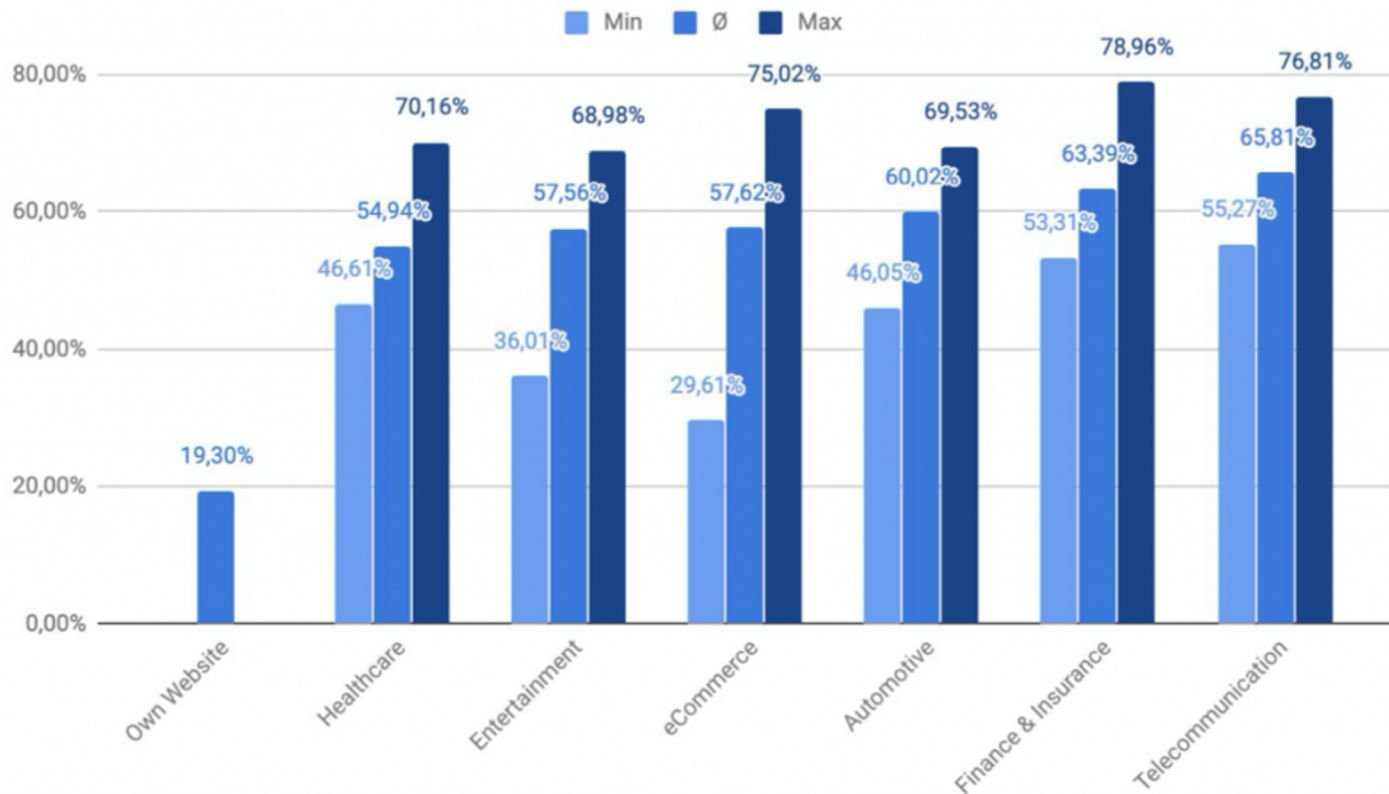
COOKIELESS FUTURE WHAT DO YOU NEED TO KNOW?

Joël Puznava | Partner

Timothy Stadié | Principal Solutions Consultant @Tealium

FUTURE WITH NO CUSTOMER DATA?





Quelle: Usercentrics Analyse (41 CMPs, 106.109.588 unique visitors), April 2020



**EVERYONE IS TALKING ABOUT
COOKIELESS WORLD**





**First Party
Cookie**

VS



**Third Party
Cookie**

WHAT IS THE EXPECTED IMPACT?



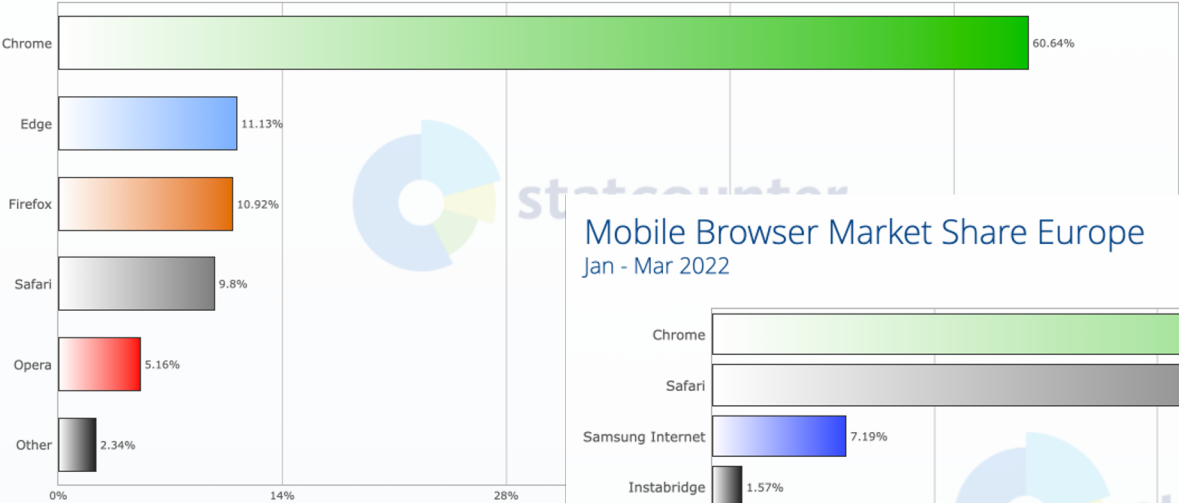
POLL 1



Desktop Browser Market Share Europe

Jan - Mar 2022

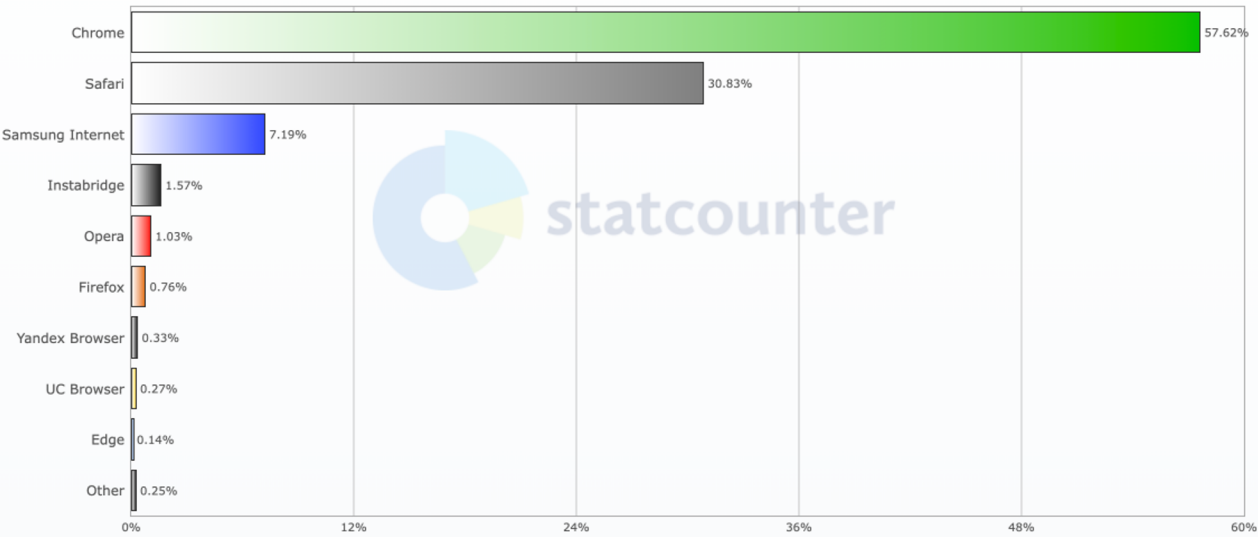
Edit Chart Data



Mobile Browser Market Share Europe

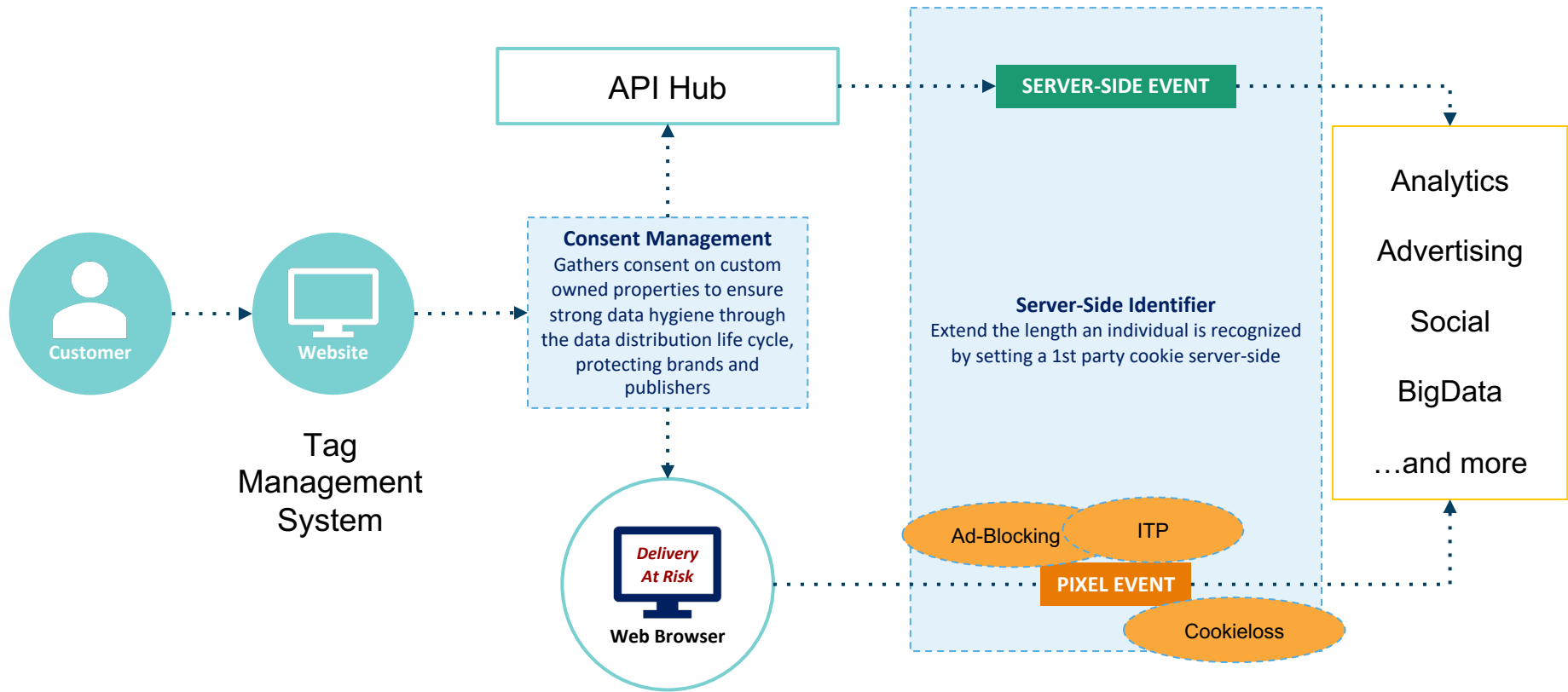
Jan - Mar 2022

Edit Chart Data



**WHAT DOES THIS MEAN FOR MY
TECH STACK?**





User Journey with 3rd Party Cookie



User Journey without 3rd Party Cookie

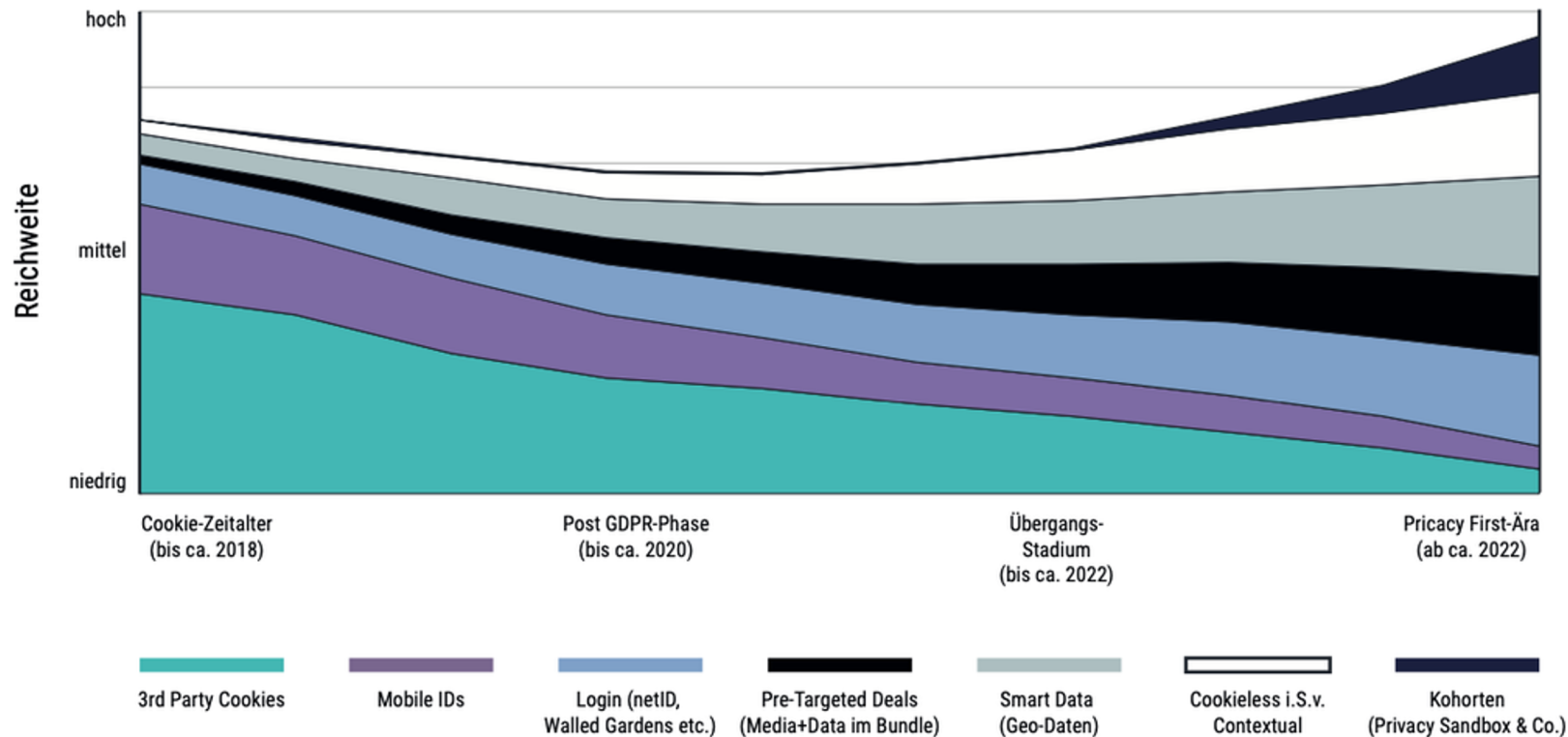


**WHAT IS THE SOLUTION IF THERE
IS ANY?**





Data Reach-Prognose: Mehrere Identifier treten an Stelle des großen Platzhirschen 3rd Party Cookie



Quelle: Annalect Germany

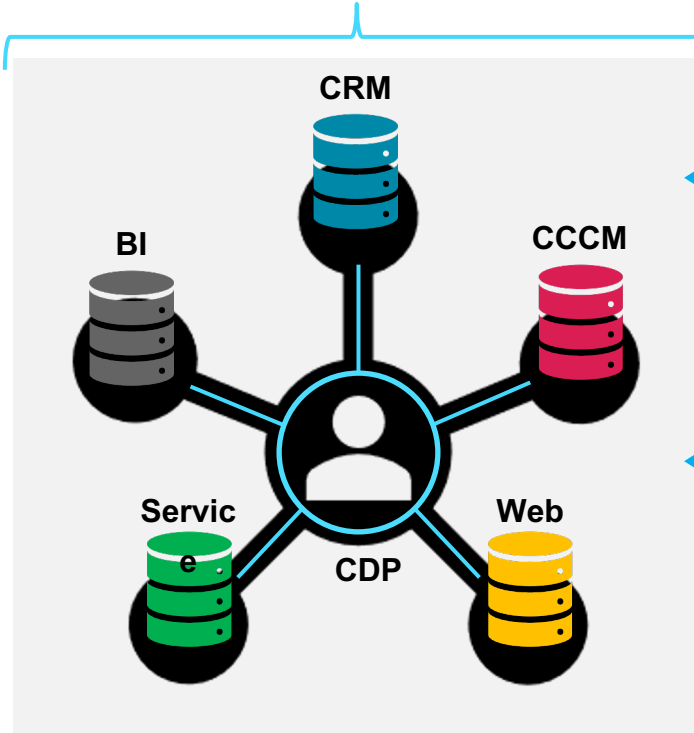


THE FUTURE OF THE CDP



WHY CDP?

▪ With CDP



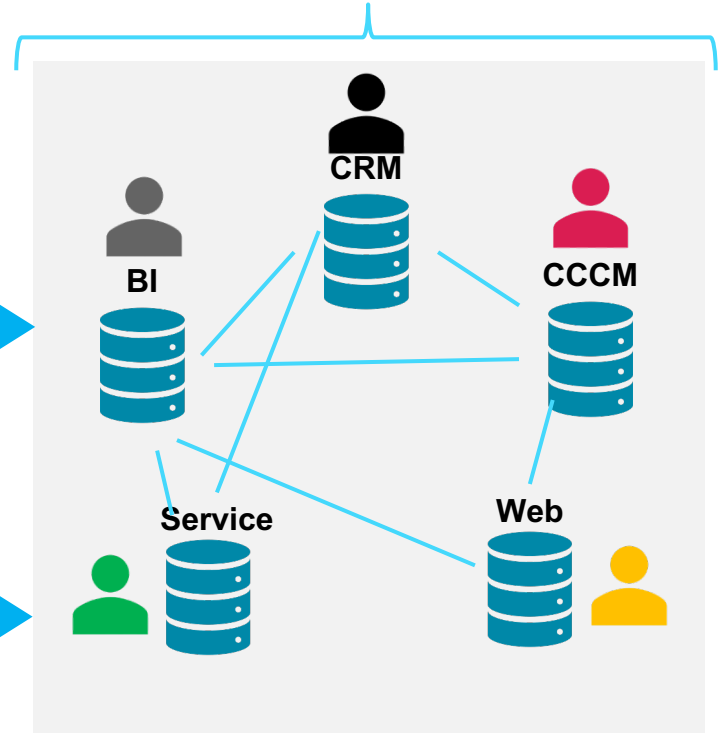
A centralized customer identity

Many views on different customer identities

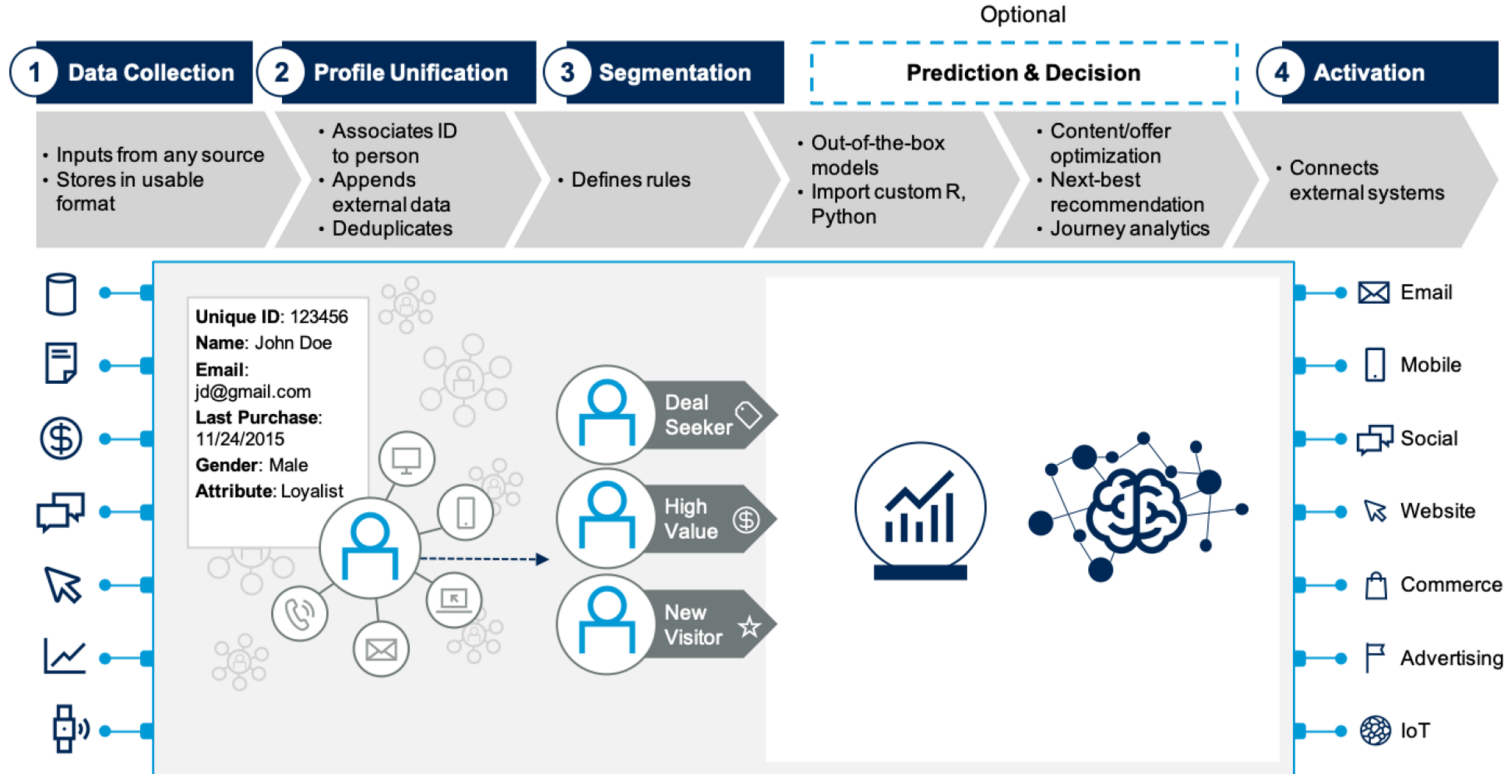
All systems are integrated into all sources

No system is connected to all sources

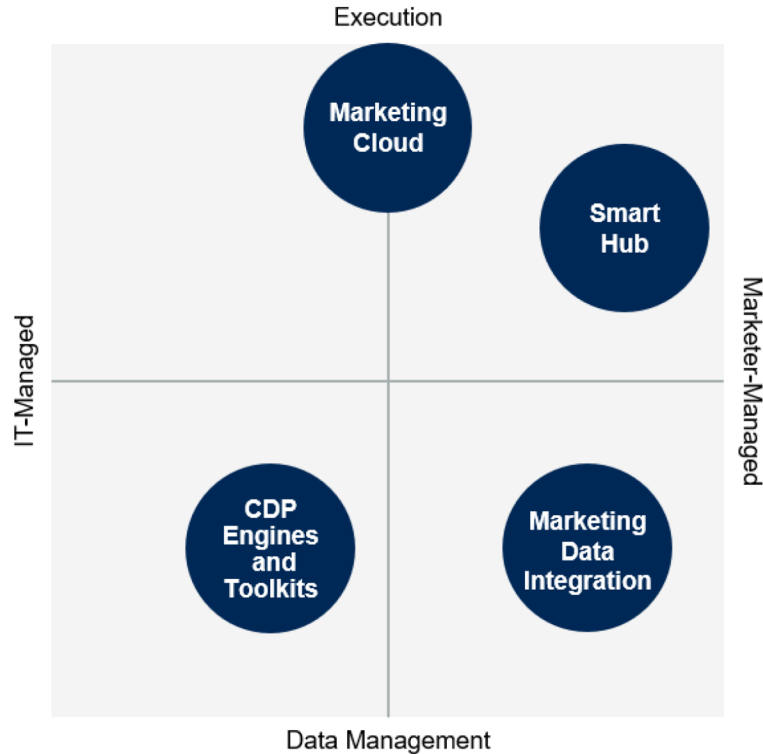
▪ Without CDP



FEATURES OF CDP



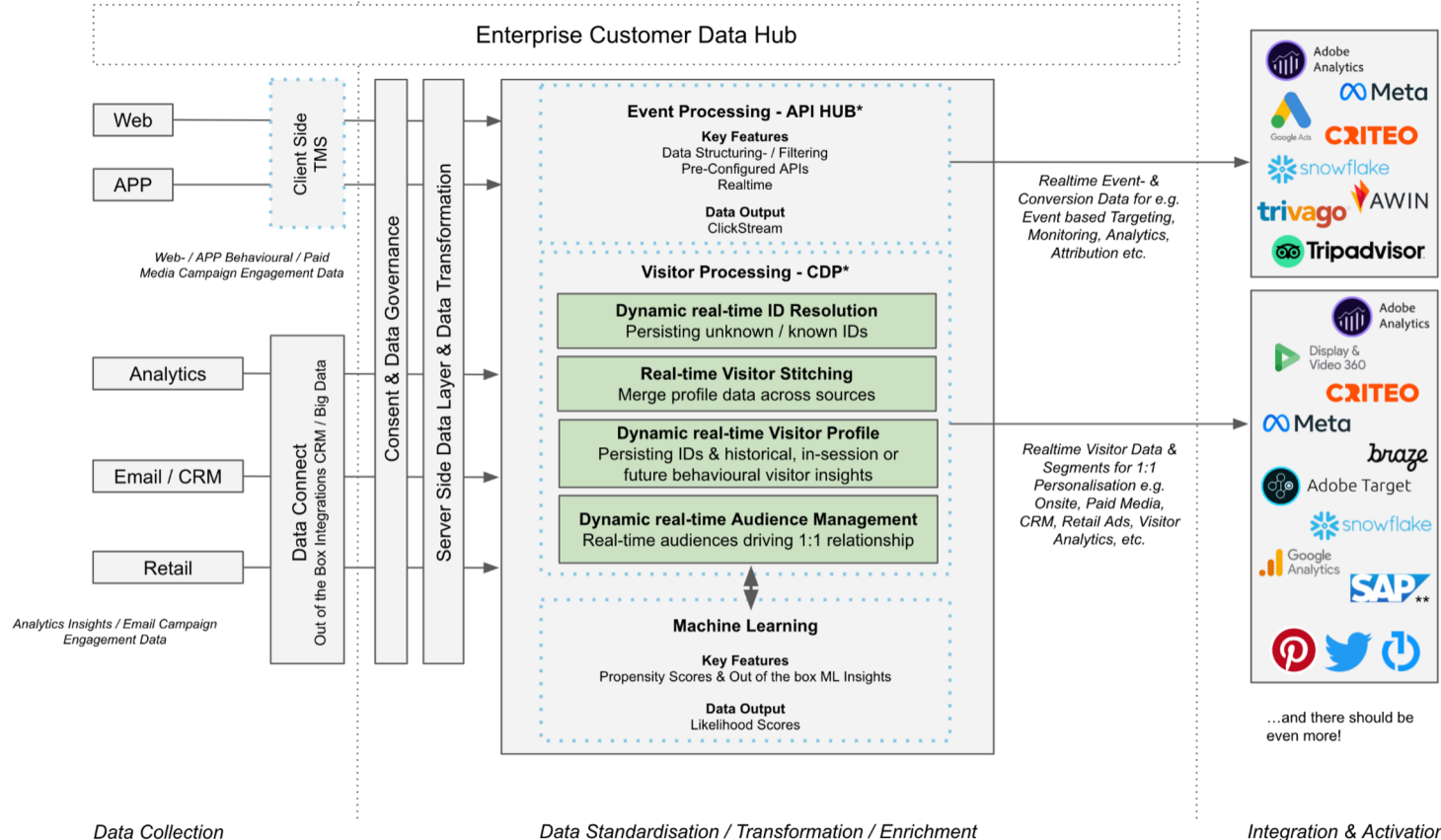
CDPS VENDOR TYPES BY GARTNER



Source: Gartner Group



BLUEPRINT



CONNECTED DATA = CONNECTED CUSTOMERS

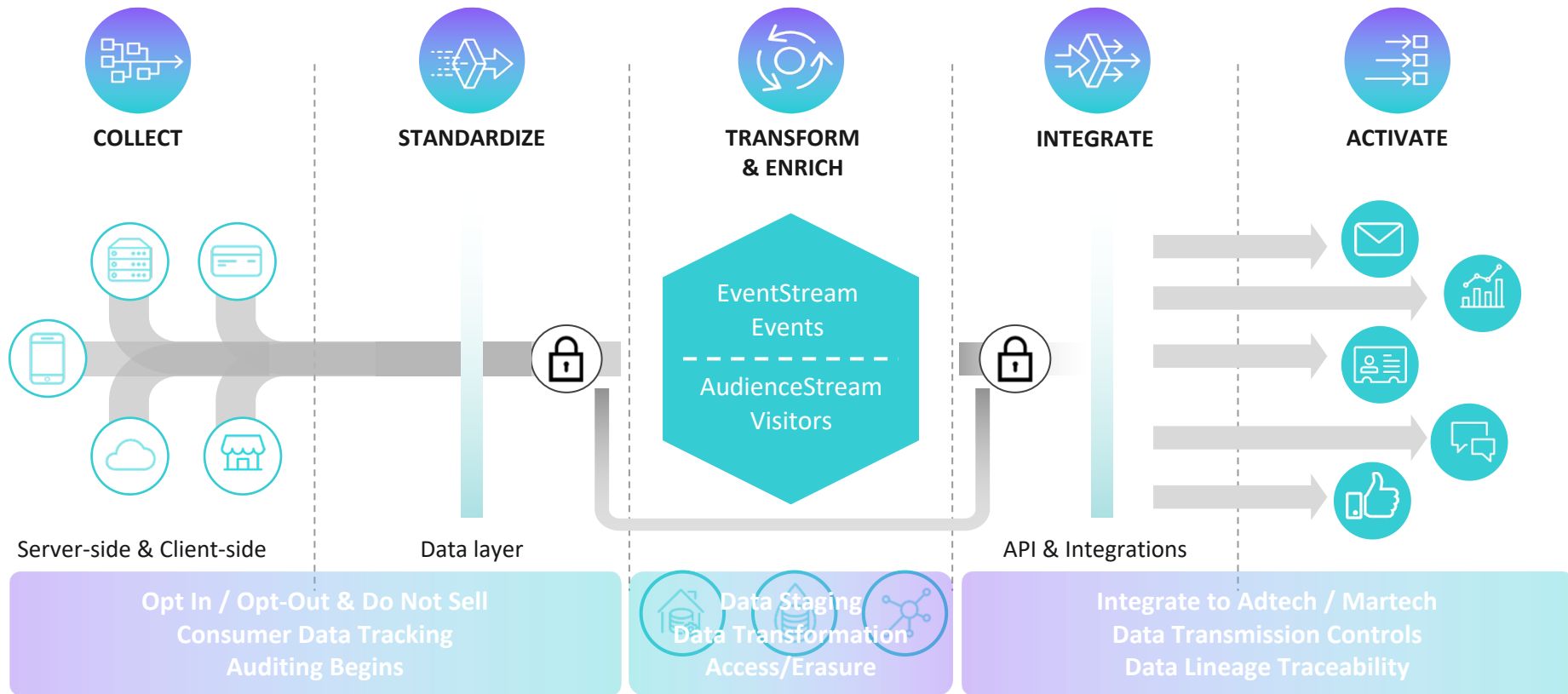


**HOW DOES THIS ALL ALIGN WITH
LEGAL?**



Consent Applied to the Customer Data Supply Chain

Automated, orchestrated, governed, and secured customer data over its full lifecycle from a central hub



POLL 2



SUMMARY AND KEY TAKE AWAYS



Summary

- It's all about trust and relationships
- Establish a 1st Party Data Strategy
- 'Technology Only' does not solve the problem
- Multiple solution approaches filling the 3rd Party Cookie gap
- Connecting the dots with a CDP



Q&A

THANK YOU

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