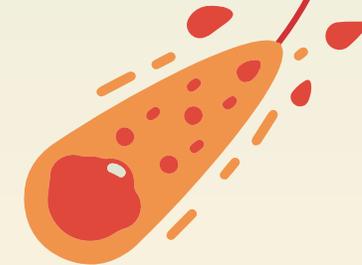


Cookie Apocalypse

JANUARY 18TH 2022

Agenda



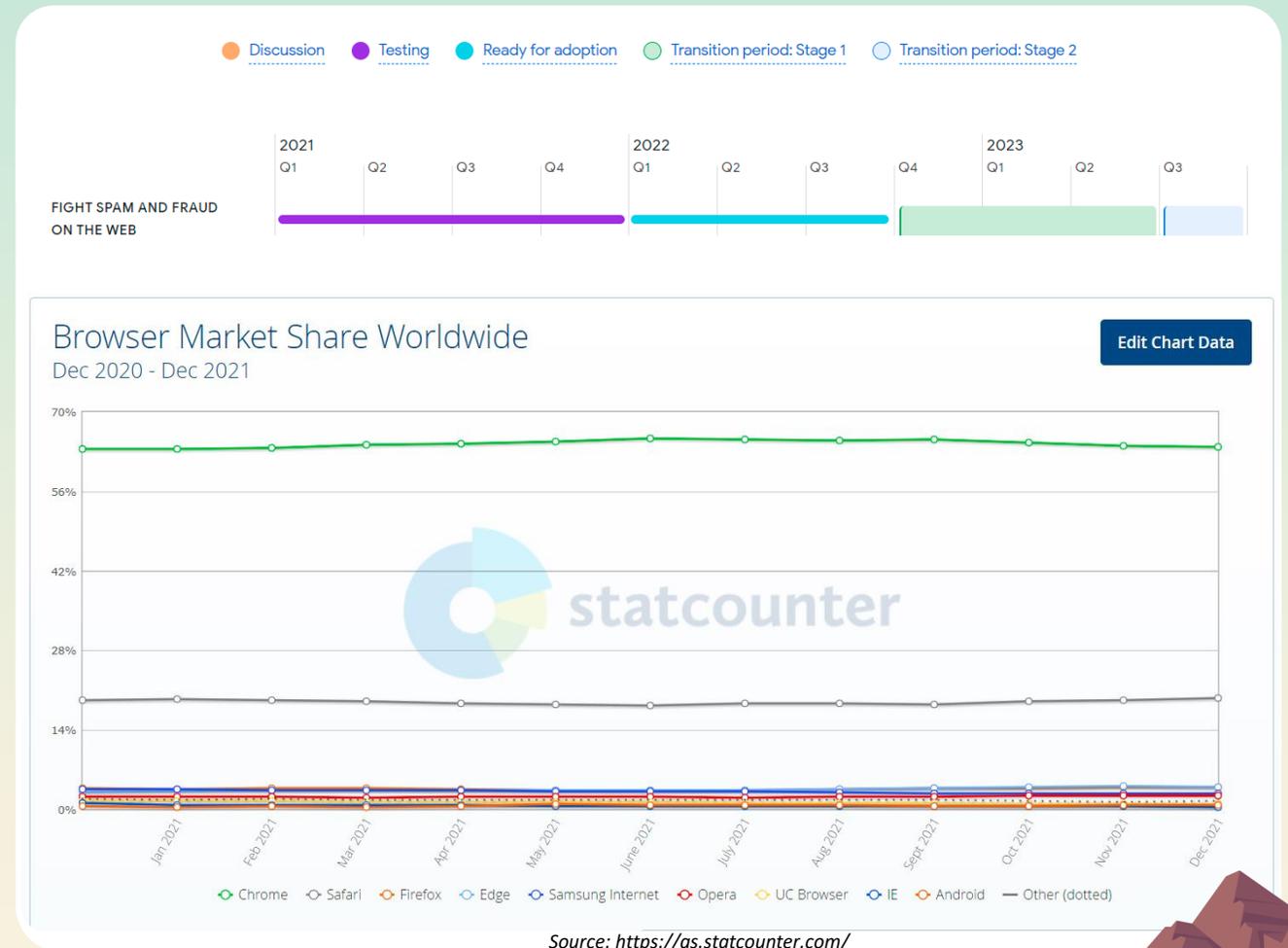
What is Cookie Apocalypse?

- The block of 3rd party cookies.
- Google (Chrome) will enable this is in 2023.
- Safari and Firefox have already blocked 3rd party cookies.

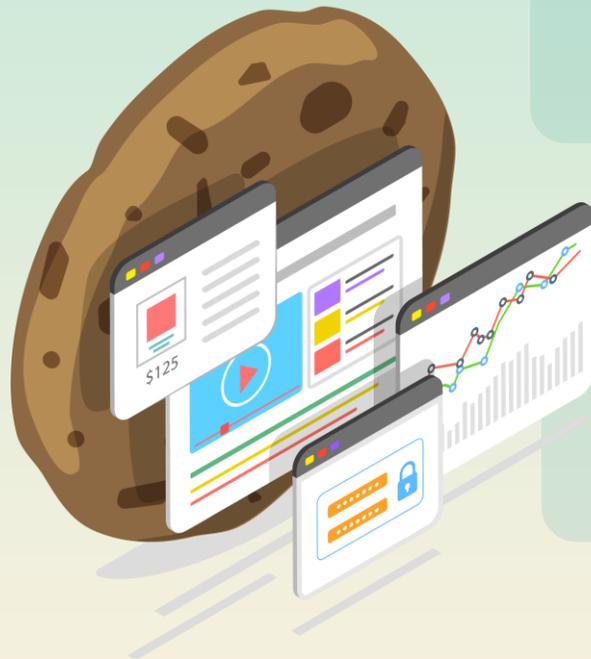


! Why is this an apocalypse?

Chrome is most used browser both worldwide(+60%) and in Europe(59%)



WEB COOKIES: DIFFERENT FLAVORS



FIRST-PARTY COOKIES

THIRD-PARTY COOKIES

	FIRST-PARTY COOKIES	THIRD-PARTY COOKIES
WHO HOSTS	The domain you're visiting	Ad servers, social media sites, commenting aggregators, live-chat pop-ups, etc.
WHERE TRACKED	The domain you're visiting and, in rare instances, other sites	Users across many domains
MAIN PURPOSE	Smoother site access	Enabling adware
WHAT THEY DO	Remember logins, preferences, shopping cart items, etc.	Retarget prospective customers as they move from site to site

What are 3rd party Cookies?



Definition

Third-party cookies are those cookies that are not generated by the website operator but by a third party using advertisements, targeting pixels or similar. Third-party cookies primarily collect marketing-relevant information such as age, origin, gender, and user behavior data, and through this collection are powerful online marketing tools, especially for personalized advertising.

What are 1st party Cookies?



Definition

First-party cookies are user-oriented data packets that are generated and stored locally by the website operator. They are primarily intended for user comfort. Only the operator has access to these cookies later on.





Why is this important?

- The targeting of customers will change due to this.
- Retargeting/the ability to follow up with ads on different sites will not be possible in the same form as today.
- All this is due to a more privacy concerned user population.
- Privacy concern is expected to increase.
- Companies who take privacy seriously have an competitive advantage(Mckinsey)

Conclusion

80%

of customers feel they have little or no control of their data.

86%

customers value experience over products

77%

of organisations fail to connect insight in real-time across channels

This has gone on for years leading to abusing customer privacy, huge budget waste, bad customer experiences due to incorrect/out of date cookie data = A world of trust in crises.

 POLL TIME!

How dependent is your organization on 3rd party data?

1. Very dependent
2. Dependent
3. Neutral
4. Not dependent (Already collecting 1st party data)

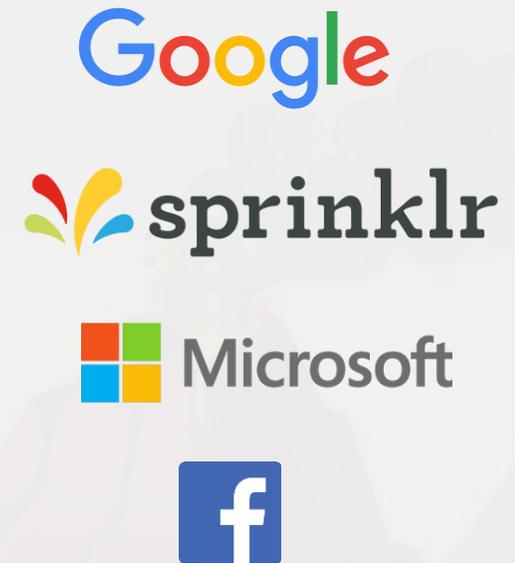


1st PARTY DATA

- + Increased freedom
- + Better analysis
- + More exploratory
- + Greater knowledge
- More resources
- More involvement

3rd PARTY DATA

- + Fewer resources
- + Faster execution
- + Extra channel
- Knowledge of what works
- Less control
- Limited authenticity





First-party data how a post-cookie World looks like.

1

Deliver better experiences

2

Based on trust

3

Privacy focus

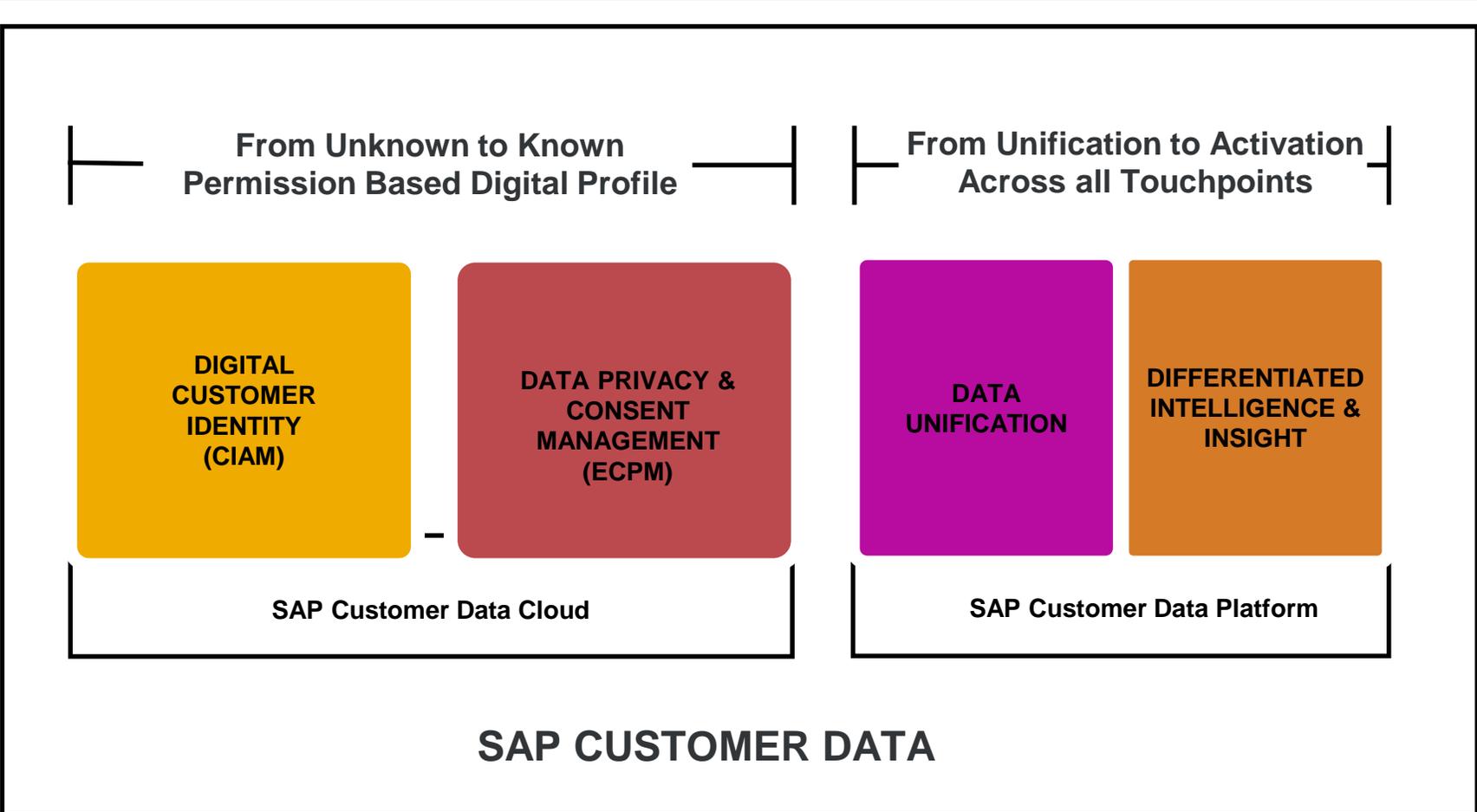
First-party data how a post-cookie World looks like.

- Store 1st party customer data at scale with the **right tool**
- Build trust, provide transparency, give control to your customers/consumers & honor privacy and compliance regulations
- Earn trust by sharing why, where and how you use the customer data.



SAP CUSTOMER DATA – SOLUTION PORTFOLIO

Help businesses to convert and retain customers by building trust and powering hyper-personalized user experiences across all touchpoints of the customer-centric intelligent enterprise.



Turn unknown users into **known**
and **loyal customers!**

Build Trusted Customer Relationships

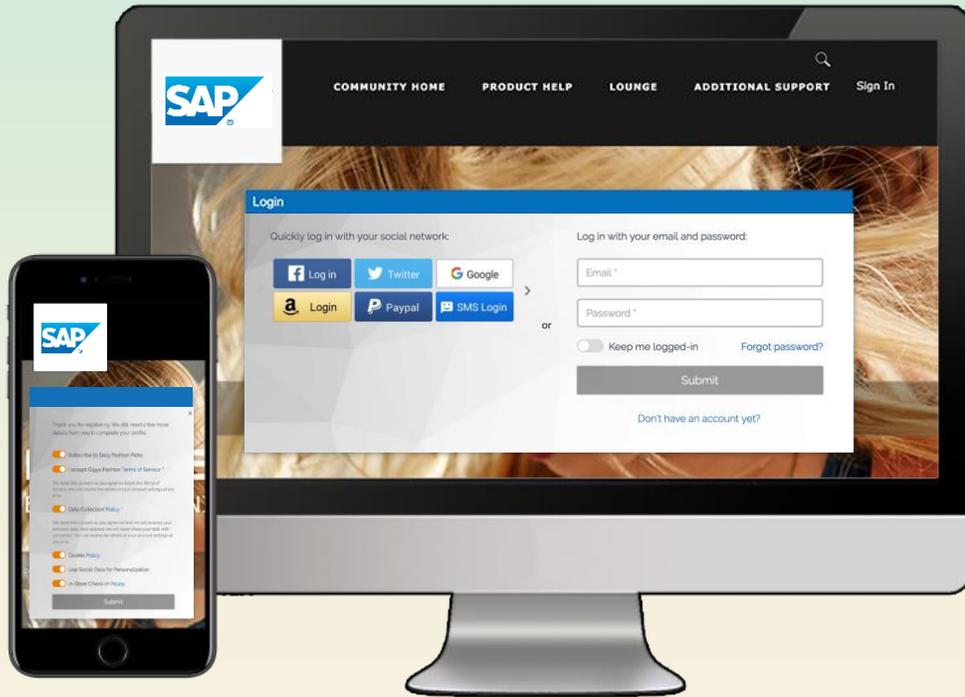
WHO
IS THE
CUSTOMER

CUSTOMER IDENTITY &
ACCESS MANAGEMENT

HOW
DO THEY WANT
TO ENGAGE

ENTERPRISE CONSENT
& PREFERENCE
MANAGEMENT

Turn unknown users into **known,** loyal customers



3.0B
Identities

9.5B
Consent transactions

20B
API calls / month

8X

Increase in paid conversion
from email to sales

48%

Increase in average new
registrations

120%

Increase in average daily logins

-12

Saved up to 12 months of
development time

5X

Increase in value of each
registered user

CUSTOMER DATA MANAGEMENT

After acquiring Gigya in September 2017, SAP debated whether to treat Gigya's technology as security or customer management. SAP decided to put it in customer data management; as a result, SAP is consistently adding security features — SSO improvements, push authentication, and risk-based authentication — to the solution's traditional user management capabilities. SAP plans to release server-side CIAM to enhance account takeover prevention, implement FIDO2 WebAuthn support, and introduce native screen sets that offer prebuilt workflows and app integration faster.

The solution offers outstanding consent management, expansive customer self-service, and a very well thought through CIAM administration interface. Leading marketing tools such as Emarsys, Adobe Campaign and e-commerce portals such as Shopify, Magento and SAP Commerce are preintegrated. The solution is great fit for firms requiring extensive and complex consent management for users with differences in requirements across multiple geographies.

THE FORRESTER WAVE™

Customer Identity And Access Management

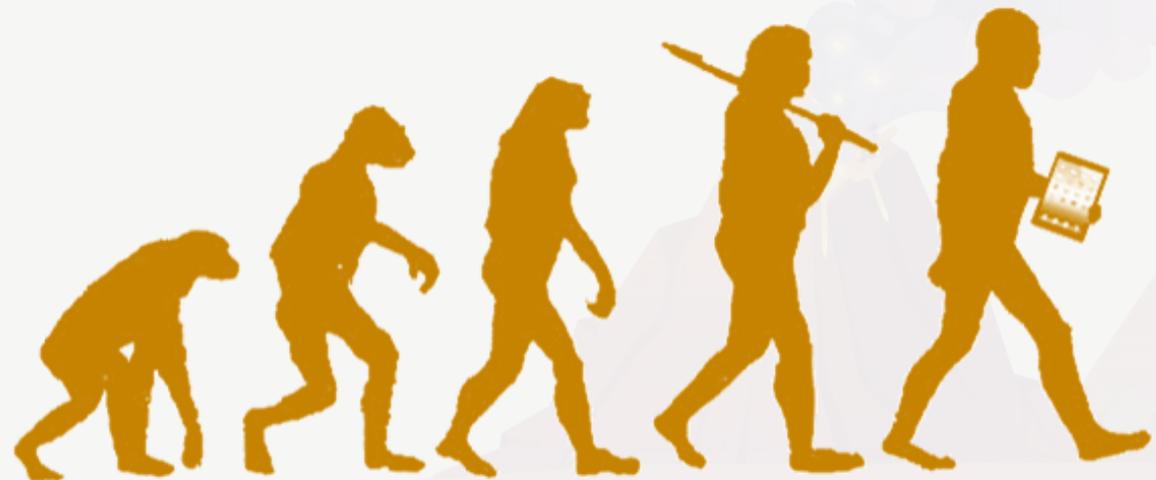
Q4 2020



 **POLL TIME!**

How far are you in the transition to 1st party data only?

1. Haven't thought about it yet
2. Not started
3. Planned
4. Started
5. Fully implemented



Global leading companies choose SAP Identity & Consent because:

"It's a Data Foundation built correctly (SAP knows Data Management), Scalable by design, Integration and it just works, Deliver speed to market"

"It support GDPR, Consent & Preference Management out-of-the box capabilities incl consent vault, self service preference center, automatic triggering of re-consent when needed, etc, etc..."

"Thanks to SAP we have reduced our business Partner Management costs by 90%"



Steps to ensure your transitions to 1st customer party data

Document your customer data

1

Document your consent data

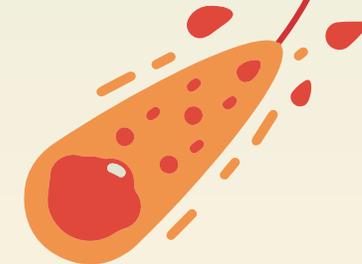
3

2

Document how your customer data is collected and consolidated

4

Document how your consents are collected and consolidated



KEY TAKE AWAYS

The Cookie Jar Will Be Empty in 2023

- So now is the time to build up a 1st party data strategy that can help you collect data automatically and keep you updated with the newest regulations, and securing your business is GDPR compliant all the time.

Put the power in your customers' hands

- Make sure that the identity platform you invest in, has the capability to give customers' access to see, update, or remove their consents and profile data.
- Because according to GDPR, it should be as easy to edit or remove the consent as it was to give it in the first place.

Gain trust and loyalty

- By giving customers' access to edit their own data
- As data privacy requirements continue to evolve, customers want more transparency and control of their data. So you should give them access to edit their own data and by putting the power in your customers' hands, they will trust you more and even share more data with you.

Stop guessing what your customers want...just ask!

- And last, choose a platform that has the capability to enrich customers' profiles over time through surveys, gamification and quizzes, so you can deepen your understanding of each customer and provide them with relevant offerings.



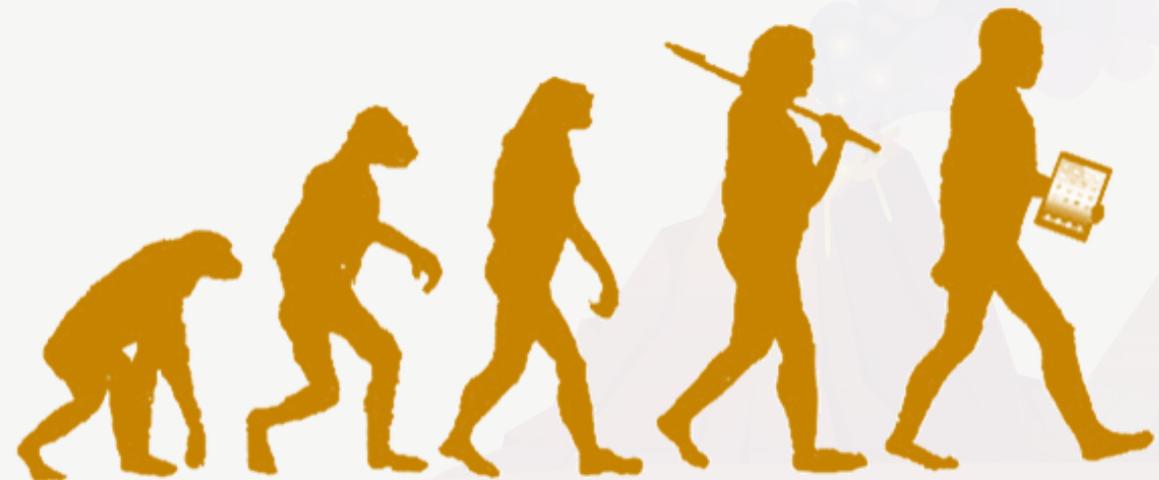
Thank you all for taking the time today and participating in this webinar, we hope you got some valuable inspiration!

We know it is easier said than done, so as next step, we would like to offer you **a free session with our experts from 1DigitalTrust and SAP**, to make an analysis on your current setup, map out areas of improvement and give you concrete advice on which next steps your company needs to take to secure a bright future in the new marketing era of 1st party data.

 **POLL TIME!**

Do you need assistance to start the journey towards 1st party data?

- 1. Yes**
- 2. No**
- 3. I would like to know more**



DigitalTrust

WE PUT DIGITAL TRUST FIRST

QA

THE BEST RUN

