

**GROWTH PRIORITY:** Data, Technology, and Measurement

**GROWTH MANDATE:**

- Transform the digital media ecosystem to be addressable and privacy safe in a cookieless digital universe
- Optimize and create transparency in the programmatic media supply chain

**WHY IT MATTERS:** As one of our most urgent mandates, chief marketers must leverage data & technology to connect with customers, at scale, across the entire experience. CMOs whose strategies rely on executing programmatic advertising, retargeting, or using cookies will not be sufficiently prepared to compete once signal is lost (cookies deprecated). Signal refers to customer data shared from a brand to Walled Gardens or Ad Network, primarily using 3rd party cookies or app identifiers for use in ad targeting, audience, and segment definition.

**OBJECTIVES**

- Share an industry update to ensure CMOs are as knowledgeable as they can be.
- Give CMOs the opportunity to share how they are preparing for the cookieless future and to learn from each other.

**DISCUSSION FOCUS**

- How should marketers prioritize the challenges in transforming marketing in the wake of a cookieless future?
- How is the sunseting of 3rd party cookies changing your approach to digital advertising?
- What initiatives do you have underway?
- How will your team reimagine the systems, methodologies, and processes requires for end-to-end measurement and attribution?

**INDUSTRY LEADERS FROM DELOITTE AND THE PARTNERSHIP FOR RESPONSIBLE ADDRESSABLE MEDIA (PRAM) SHARED AN UPDATE ON THE SUNSETTING OF DIGITAL COOKIES.**

CMOs prioritized the challenges that they are facing as they work to transform marketing in the wake of a cookieless future. There are 6 leading trends in transforming performance marketing in a rapidly evolving landscape:

- Customer Data Ownership
- In-housing Capability
- Data Privacy
- Next-Generation Measurement
- Tech Ecosystem Evolution
- Omni-channel Audience Modeling

A future without cookies requires marketers to reconsider and reframe addressable media. Simultaneously, marketers will need to determine how to qualify and quantify audiences in the new digital landscape.



*The Global CMO Growth Council, Deloitte, and the Partnership for Responsible Addressable Media (PRAM) brought together over 30 CMOs and industry leaders on April 7 to exchange how they are re-imagining the systems, methodologies, and processes required considering the sunseting of 3rd party cookies.*

**KEY TAKEAWAYS**

- 1. Understand how much of your digital marketing mix investment is tied to 3rd party cookies and ad ID's losing signal**
- 2. Know what agencies are doing behind the curtain and how it will impact your campaigns.** Start the conversation around how 2nd and 3rd party data used in campaigns is compliant and review contracts to understand where non-compliance risks sit
- 3. Leverage whatever first party data you collect** from customers as signal loss builds across the digital ad ecosystem
- 4. Develop direct customer relationships through new defined touchpoints in the customer journey.** Centralize data and privacy management in a CDP or if operating a non unified data architecture, explore privacy micro service solutions to connect and automate efficient privacy policies

## HOW IS THE SUNSETTING OF 3RD PARTY COOKIES CHANGING YOUR APPROACH TO DIGITAL ADVERTISING?

The “loss of signal” has meant that marketers have had to take a step back. Conversations that should have been taking place among internal stakeholders who need to be involved and or informed to ensure success must be underway. This means engaging IT, Operations, Legal, and other internal and external players, as their definitions of “risk,” “privacy,” and “exposure” vary widely as they relate to the customer experience.

### • Approach

Build a common language across the organization. Agree on what’s important. Acknowledge the “lack of common understanding” as well as the learning curve to appreciate the customer journey beyond the marketing perspective AND translate that across the entire enterprise to ensure success.

## WHAT INITIATIVES ARE UNDER WAY?

Bring most, if not all, marketing functions in-house, search, social, digital marketing, advanced creative, machine learning. Create or reassess data governance policies. Undertake a tech ecosystem evolution, meaning, align multiple organizational tech stacks. Is there connectivity or just organizational sprawl? Consider consolidating into a single stack them to support greater cross-functional collaboration.

## HOW ARE YOU REIMAGINING THE SYSTEMS, METHODOLOGIES, AND PROCESSES REQUIRES FOR END-TO-END MEASUREMENT AND ATTRIBUTION?

Agree upon measurement and attribution tools that effectively gauge efficacy appropriate for the new paradigm. These new tools will require a redesign to meet all the needs of an enhanced digital marketing system, which may include reimagining the appropriate role for acquiring, retaining, and utilizing all this data.

In this reimagining, marketers should build both a “moral case and a business case.” Spend time understanding the art & science of bringing programmatic media in-house, and its implications. Is the goal to acquiring millions of customers, or to develop meaningful customer-centric relationships?

## THE INDUSTRY REQUIRES A CLEAR MANDATE, TO LEAD MARKETERS FORWARD.

There is no new single source of truth. ANA steps into that vacuum with a mandate to navigate forward, as advertisers face the deprecation of IDFA and TP identifiers.

## Global CMO Growth Council

### Office Hours | Loss of Signal

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HP

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Lenovo

**PHYLLIS CAUDILL**  
Christian  
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**JOHN COSLEY**  
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## ADDITIONAL RESOURCES FROM THE GLOBAL CMO GROWTH COUNCIL AND DELOITTE



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