

# Are you prepared for marketing in a cookie-less world?

Targeting & segmentation without third-party cookies



**figg** Infographic

**Google has announced they will remove the use of third-party cookies sometime in 2022.**

Given their market share, Google's decision to remove third-party cookies is the final straw forcing advertisers to look at new ways to implement targeted marketing campaigns.

Chrome  
**64.19%**

Firefox **3.69%**      Safari **19.03%**

**Browser Market Share Worldwide**  
March 2021



The phasing out of third-party cookies came as no surprise and is something that most marketers were anticipating due to increased privacy regulations and awareness to protect consumer privacy.

## So how do third-party cookies work?



By adding a cookie to a website page, advertisers can track users as they continue to visit different websites. Once a cookie is set, it can persist for days, months or years.



Advertisers then use those web-clicks to create a profile on each user based on what they're viewing and even the physical location in which they are viewing it.



Once collected and analyzed, advertisers aggregate this information for targeted campaigns, and some may sell this data to an outside source.

## What's next? Moving from intent to action

As a marketer, leveraging third-party cookie data provides a lot of advantages to better understand the interest and intent of consumers.

**Without third-party cookie data, can marketers understand this intent and drive action?**

Hyper-targeting consumers based on action is at the core of Figg's mission. As a cookie-less technology from the beginning, we have never relied on third-party data to inform decisions for our advertisers.

Our platform enables marketers to target their customers at an even more granular level of targeting, all without the use of third-party cookies.



**New customers**  
with 0X purchases at your brand in the last 12 months?



**Lapsed customers**  
who haven't shopped with you in the last year?

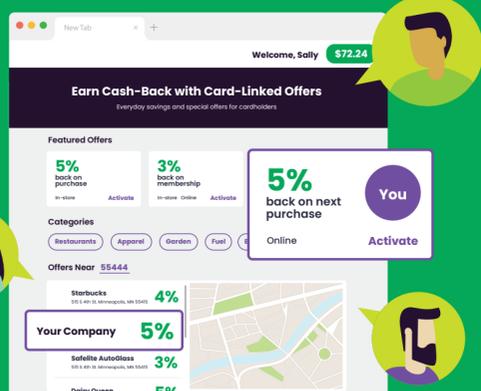


**Customers shopping in your category**  
but not with you



**Loyal customers**  
for increased purchase volume

## How Figg can help



**Figg offers a compelling marketing channel for brands and agencies looking for alternative ways to target consumers without third-party cookies.**

Our card linked platform allows our banks and publisher partners to keep their clients data safe. By only sharing necessary details to give consumers meaningful rewards from advertisers, we refrain from sharing personally identifiable information.

Schedule a free demo of our platform and discuss a custom campaign our team can craft based on your business goals.

[goffig.com](https://goffig.com)

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