

What is a cookie?

Cookie:

HTTP cookie, web cookie, Internet cookie or browser cookie

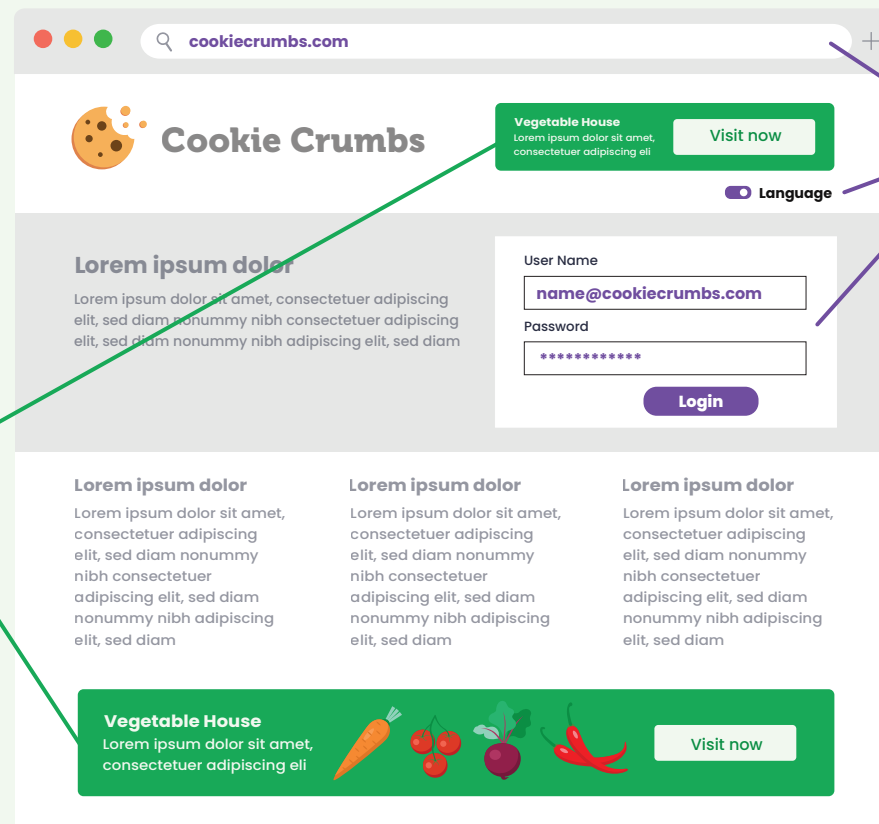
A cookie is a small piece of data stored on the user's computer by the web browser while browsing a website. These are set on a website with the goal of collecting user data. **The difference between a third-party cookie and a first-party cookie depends on who places them on a website:**

Third-party cookie

Placed by an outside partner, third-party cookies are created by other parties, not the website.

First-party cookie

Placed directly on the domain by the website owner, first-party cookies are created by the website a user visits directly.



Why marketers can't resist them



Third-party cookies are a driving force behind many aspects of programmatic and digital advertising, enabling marketers to personalize and target content.

Third-party cookies collect user data and use it to create a more dynamic browsing experience for consumers. The intention is to drive relevancy and cater to the interest of the user while also increasing sales and page clicks for the advertiser.

Third-Party Cookies were initially designed to enhance user experience but led to a lack of consumer transparency on data use.

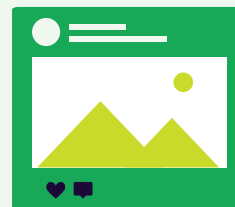
So how's it done?



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.

Addressing the need for transparency & its impact

Not leading the pack but following suit, 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. Regardless of the strategy, one thing is clear; advertisers must consistently and transparently follow individual's preferences on data usage.



The phasing out of third-party cookies came as no surprise and is something that most marketers were anticipating since web browsers like Safari and Fire Fox have already phased out the use of their party cookies in response to increased privacy regulations and awareness to protect consumer privacy.

Chrome
64.19%

Safari
19.03%

Firefox
3.69%

Edge
3.45%

Samsung Internet
3.27%

Opera
2.13%

Browser Market Share Worldwide
March 2021

What's next?

Moving from intent to action

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

Without them, 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

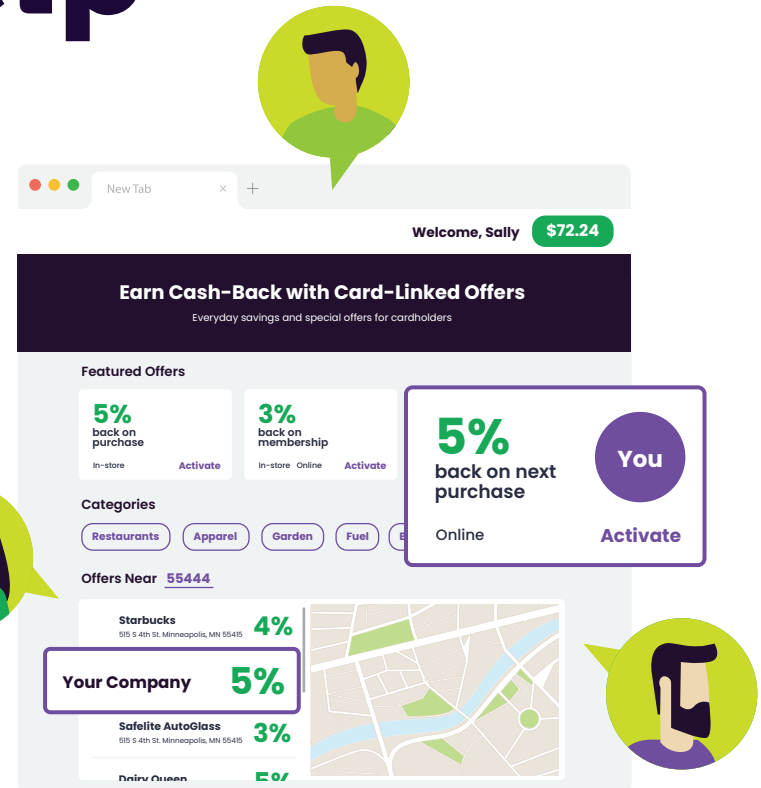


How Figg can help

We offer 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.

To ensure full transparency on information shared, consumers explicitly opt-in to receive these offers.



Contact us today to schedule a free demo of our platform and discuss a custom campaign our team can craft based on your business goals.

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