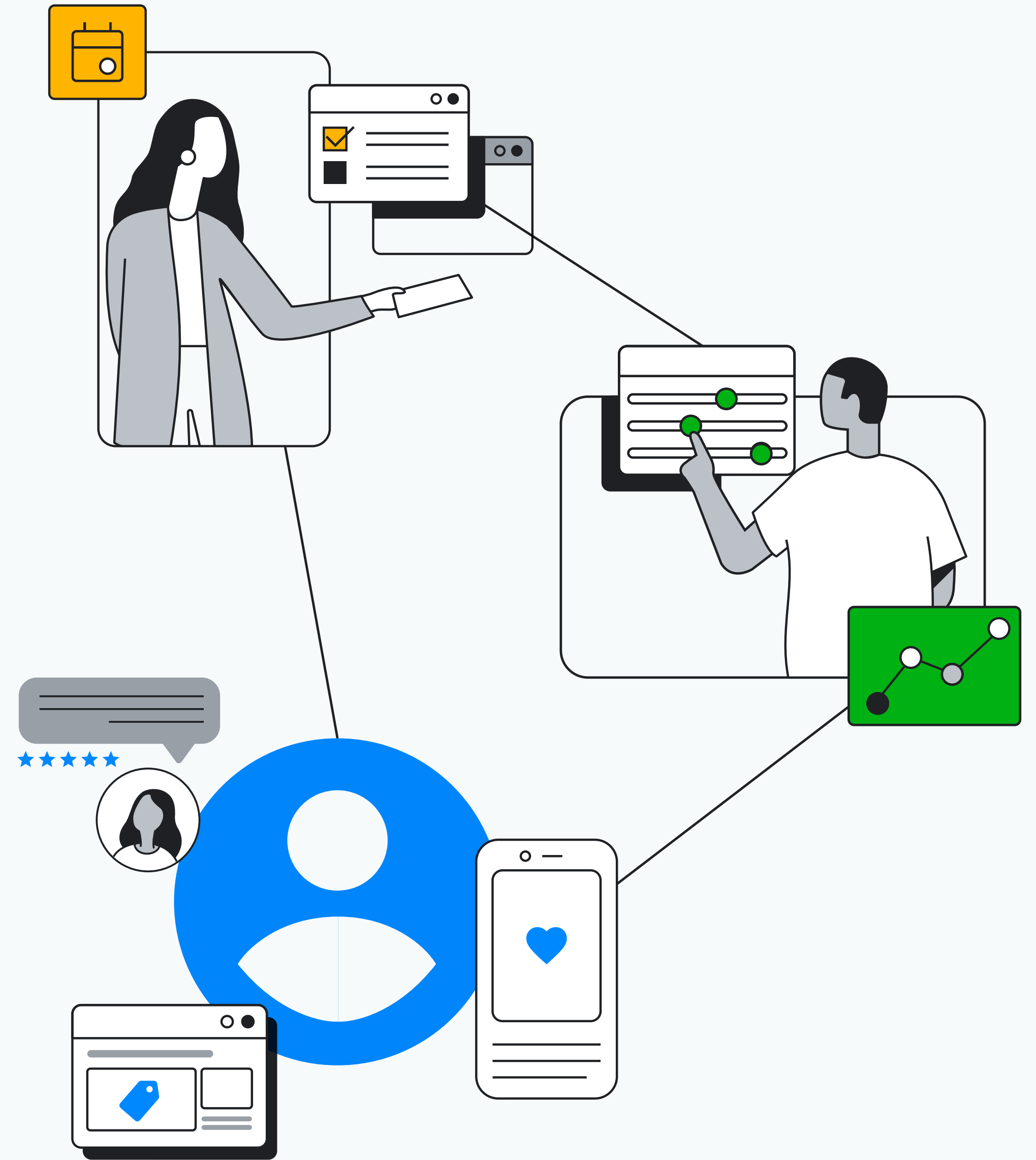


Executive guide for growth in the age of AI

Now is the time to continue planning and testing how you collect and use first party data to power your AI and keep your marketing performing in a dynamic privacy landscape.



Here are three steps to take with guiding questions to ensure you and your partners are adopting the right principles to stay competitive:

1 Audit

your marketing performance, taking into consideration what types of data your team uses, first-party and third-party.

2 Assess

where your teams, agencies and ad tech partners have gaps in AI expertise.

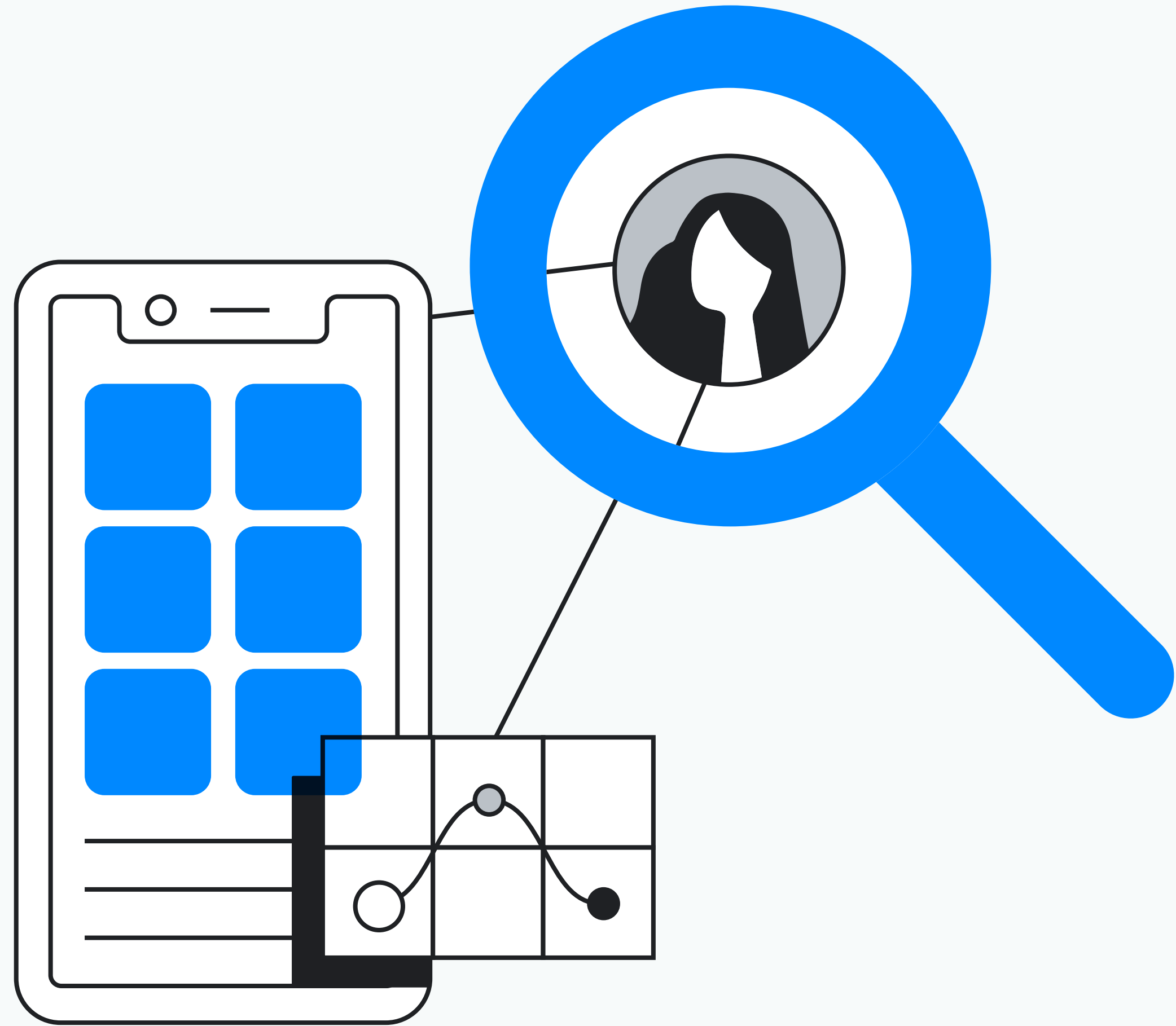
3 Adapt

your processes and operations to strengthen your ability to drive performance.

1

Audit

Audit the performance impact of first party and third party signals on your business



QUESTIONS TO ASK YOUR TEAM



How much of our marketing performance is driven by existing first-party data?

Pro Tip: The data that's already accessible within your organization will be your most complete dataset. Get a detailed breakdown across audience engagement and measurement use cases.



Based on our objectives and in light of privacy and regulation changes, which campaigns, channels, and tactics are at risk of losing performance?

Pro Tip: Prioritize the areas requiring the most urgent attention and adaptation if third party cookies are not fully present.



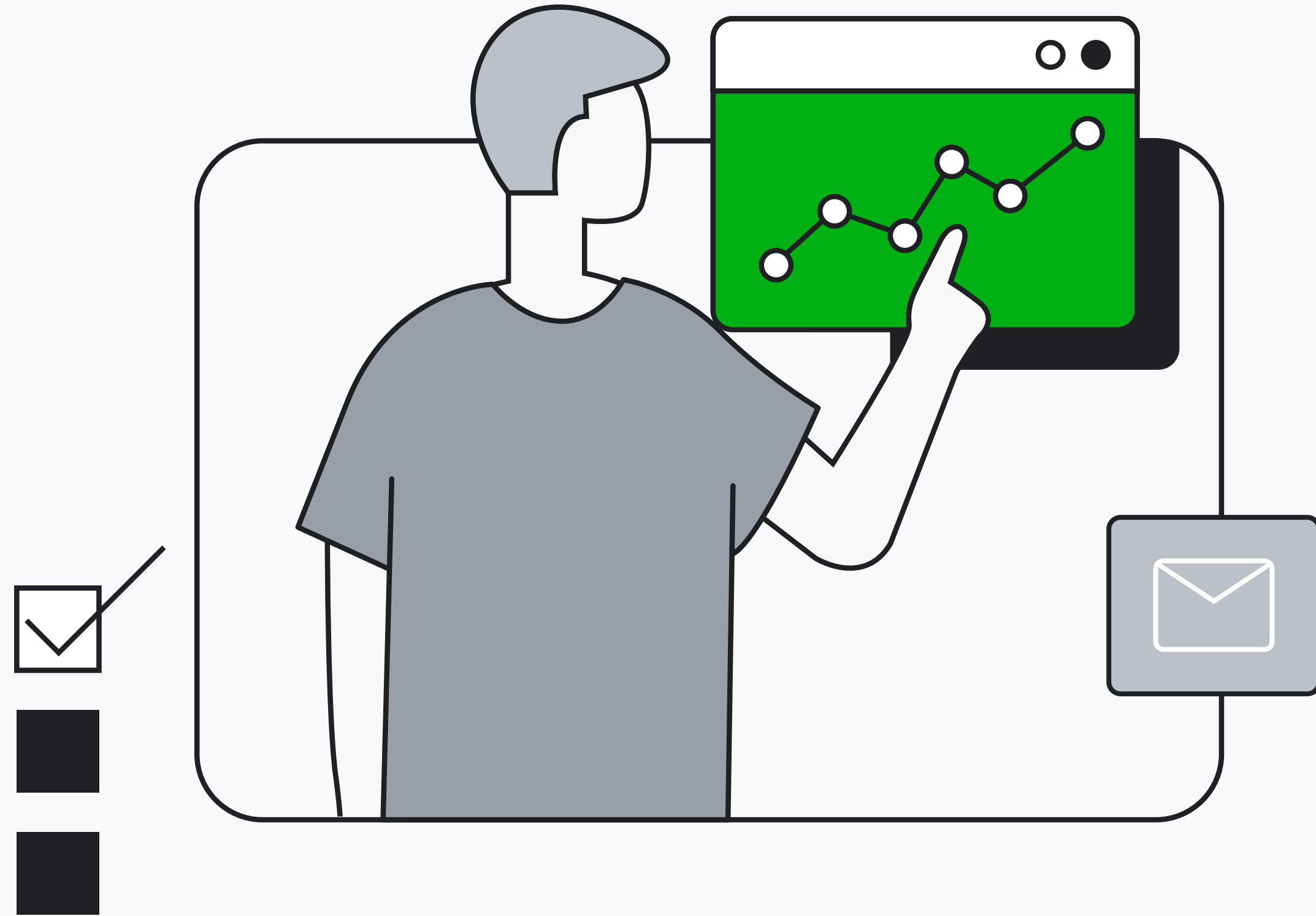
How will our ability to measure campaign effectiveness (ROI, attribution) be impacted when third party cookies are not fully present and how much is reliant on user level tracking vs aggregation and modeling?

Pro Tip: With users having more choice over how brands collect and use their data, we continue to move into a world where third-party cookies may not be fully present. Assess the scope of change needed in your analytics and reporting methods to ensure you remain competitive.

2

Assess

Assess your
expertise gaps and
privacy readiness



QUESTIONS TO ASK YOUR TEAM



What first-party data building strategies do we have in place and how can we expand them?

Pro Tip: Think customer surveys, loyalty programs, email subscriptions, website behavior analytics and purchase history.



How can we better communicate the value exchange of customers sharing their first-party data in a transparent and trustworthy way?

Pro Tip: People will voluntarily share data with companies that demonstrate a clear value proposition. Building trust is essential to encouraging customers to share their data. Review and refine tactics that appeal to customers and encourage them to share their data based on fair and transparent exchange in value.



Which durable audience and measurement solutions are we adopting and testing?

Pro Tip: As technology and regulatory changes continue to evolve, test durable solutions that collect high quality data and strengthen observable data. Your targets may look different when third-party cookies are not fully present and will require you to adjust KPI and ROI expectations accordingly.



Does our website or service rely on third-party cookies, and if so, are we taking steps to ensure it will continue to function when third party cookies are not fully present?

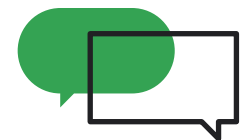
Pro Tip: Audit your website or service for third-party cookie usage across browsers to evaluate the readiness of your web user experiences for signal loss.

QUESTIONS TO ASK YOUR AGENCY



How prepared are you for signal loss due to privacy and regulation changes for our industry and our business objectives?

Pro Tip: Agencies should demonstrate more than just awareness; they should showcase expertise in how signal loss impacts sectors and specific business models. Look for how they are developing their measurement strategies and testing durable ads solutions for signal loss.



What alternative solutions or strategies are you actively exploring or already implementing for your clients?

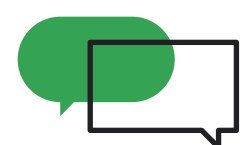
Pro Tip: Look for concrete examples and evidence of successfully implemented privacy-centric solutions.



Can you provide case studies or success metrics for campaigns that have successfully navigated a reduced-cookie environment?

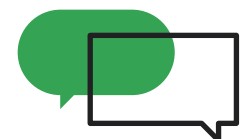
Pro Tip: Ask to see changes in campaign performance following past privacy changes, like Apple's Intelligent Tracking Prevention (ITP) as an example. This demonstrates the agency's ability to adapt and deliver results.

GO DEEPER ON THEIR APPROACH: AGENCY



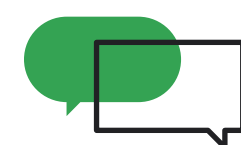
What is your privacy-first approach in a world where third party cookies are not fully present?

Pro Tip: Are they reliant on solutions like ID graph-based solutions, which may not be durable or stand up to regulatory scrutiny in the long term?



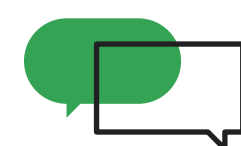
What is your process for ensuring our tagging implementation is set up everywhere it needs to be?

Pro Tip: Tagging is the most essential component of your measurement strategy. Ensure your agency has the right tools to assess if your tag implementation is set up correctly.



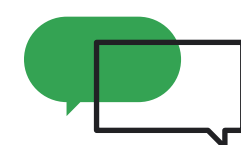
Can you help us develop and activate a strong first-party data strategy, including recommendations for customer incentives and value propositions?

Pro Tip: Ensure they can demonstrate their commitment to customer-centric marketing and building high-quality first party data with use cases for different business objectives.



What changes do you foresee needing to be made to our current audience, measurement, and attribution strategies?

Pro Tip: Ensure they are using solutions that will still perform if third party cookies are not fully present. Confirm they are testing durable solutions and sharing their results.



How will you help us prioritize investment in alternative first party data solutions, technologies, and partnerships?

Pro Tip: They should be able to provide guidance on where to focus your budget and resources.

QUESTIONS TO ASK YOUR AD TECH PROVIDER



What is your holistic strategy and approach to driving performance in the new era of AI?

Pro Tip: There is no one size fits all approach. Your providers should be proposing multiple strategies and solutions anchored in first party data to mitigate performance impact.



How will these solutions maintain effectiveness in reaching the right audiences and measuring results if third party signals are not present?

Pro Tip: Ask for details on the solutions they propose to understand how they will support maintaining effectiveness. Are they thinking about the longer term impact of continued regulation and the growth benefits of AI?



What is your timeline for implementing these solutions, and how will you ensure a seamless transition?

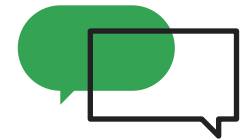
Pro Tip: Technology and regulatory changes are not new. Understand if your partners have been planning for and testing new solutions and for how long - this will indicate their ability to continue maximizing your growth in a data-constrained world.

GO DEEPER ON THEIR APPROACH: AD TECH PROVIDER



How will you help us build and leverage first-party data within your platform?

Pro Tip: Providers should offer robust tools for integrating, building, managing, and activating first-party data sources. Tagging is paramount. Go deep on the solutions they offer to help you ensure your tagging implementation is fully optimized.



Can you facilitate secure collaboration with publishers or other partners for broader data access without compromising user privacy?

Pro Tip: Seek providers who understand data-sharing possibilities within privacy constraints.



Do you offer contextual audience solutions and on what kind of inventory?

Pro Tip: Assess the granular audience capabilities their contextual solutions offer across inventory types.



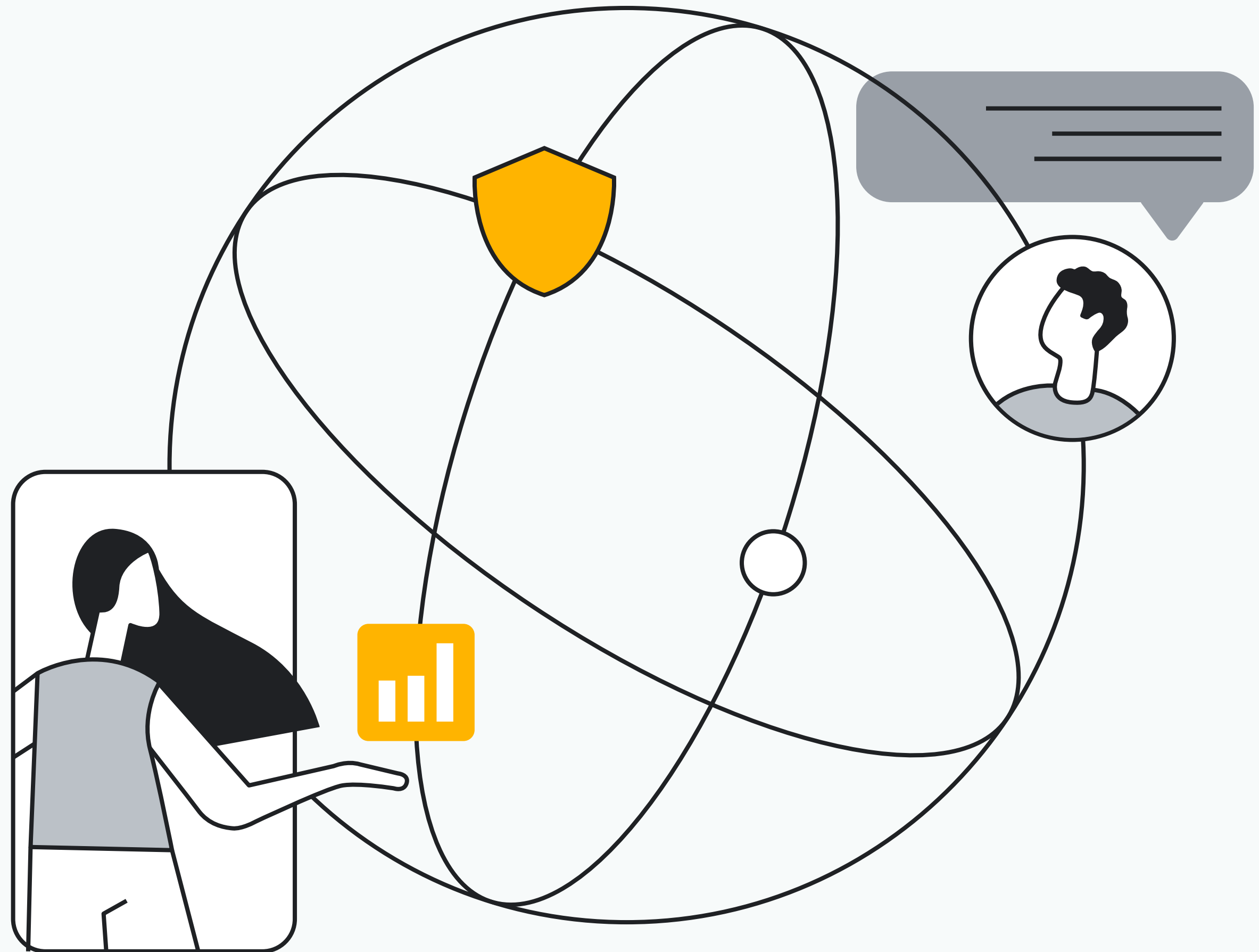
What modeling capabilities do you offer and how can they help protect our audience and measurement strategies in a data-constrained environment?

Pro Tip: AI is a marketing enabler in data-constrained environments and your providers should be implementing these solutions to continue helping maximize profitable growth.

3

Adapt

Adapt your processes
and operations



QUESTIONS TO ASK YOUR TEAM



How will we ensure our campaigns remain compliant and durable with evolving privacy regulations across different regions?

Pro Tip: Your teams need to have a global perspective of strategies that uphold a high standard for privacy.



In a dynamic data landscape, how should we establish new benchmarks for success and communicate broadly?

Pro Tip: Performance might look different in data-constrained environments. With new durable audience and measurement solutions and AI at your disposal, adopt a testing culture to continually assess performance impact and communicate that to your wider business early and often.



How will our internal workflows and reporting need to be adjusted to ensure the team is correctly set up to operate at the new standard?

Pro Tip: Train your teams on new methods and bring in centralized practices that break down team silos to set collective expectations around performance and standardize measurement.



What skill gaps do we have within our team to adequately prepare and navigate a dynamic privacy landscape?

Pro Tip: Identify where upskilling, new hires, re-organising and/or external consultants might be needed.

QUESTIONS TO ASK YOUR AGENCY



How are you staying up-to-date on the latest developments in Chrome's Privacy Sandbox and other privacy-first solutions?

Pro Tip: With a constantly evolving landscape, how are you staying up-to-date on industry trends, regulatory trends, and updates from ad tech providers?



What principles do you apply to analyze whether marketing tactics, such as ID-based solutions, are privacy-safe?

Pro Tip: Take the time to understand how these solutions work. Look at what inputs and data are being collected to assess if they are truly durable in the long term.



Are you willing to experiment with new technologies and approaches to find what works best for our brand?

Pro Tip: No one size fits all and testing and learning is critical to success for your brand.



How will you ensure our campaigns remain compliant with evolving privacy regulations across different regions?

Pro Tip: Agencies need to have a global perspective on privacy compliance.

QUESTIONS TO ASK YOUR AD TECH



How will your solutions and practices adhere to evolving privacy regulations (GDPR, CCPA, etc.)?

Pro Tip: Providers need to demonstrate a strong commitment to long term privacy compliance and data security.



Can you provide clear and transparent reporting on how our data is used within your platform?

Pro Tip: Trust is essential; your partners should be able to offer detailed reporting of the use of your data which shows a commitment to transparency.



What measures do you have in place to prevent fraud and ensure brand safety in cookieless environments?

Pro Tip: These risks don't diminish with restriction on third party cookies, so providers need to show safeguards.