

launch  labs

# *Tracking and Privacy* Changes For Local Business

Capitalizing on the loss of third party cookies



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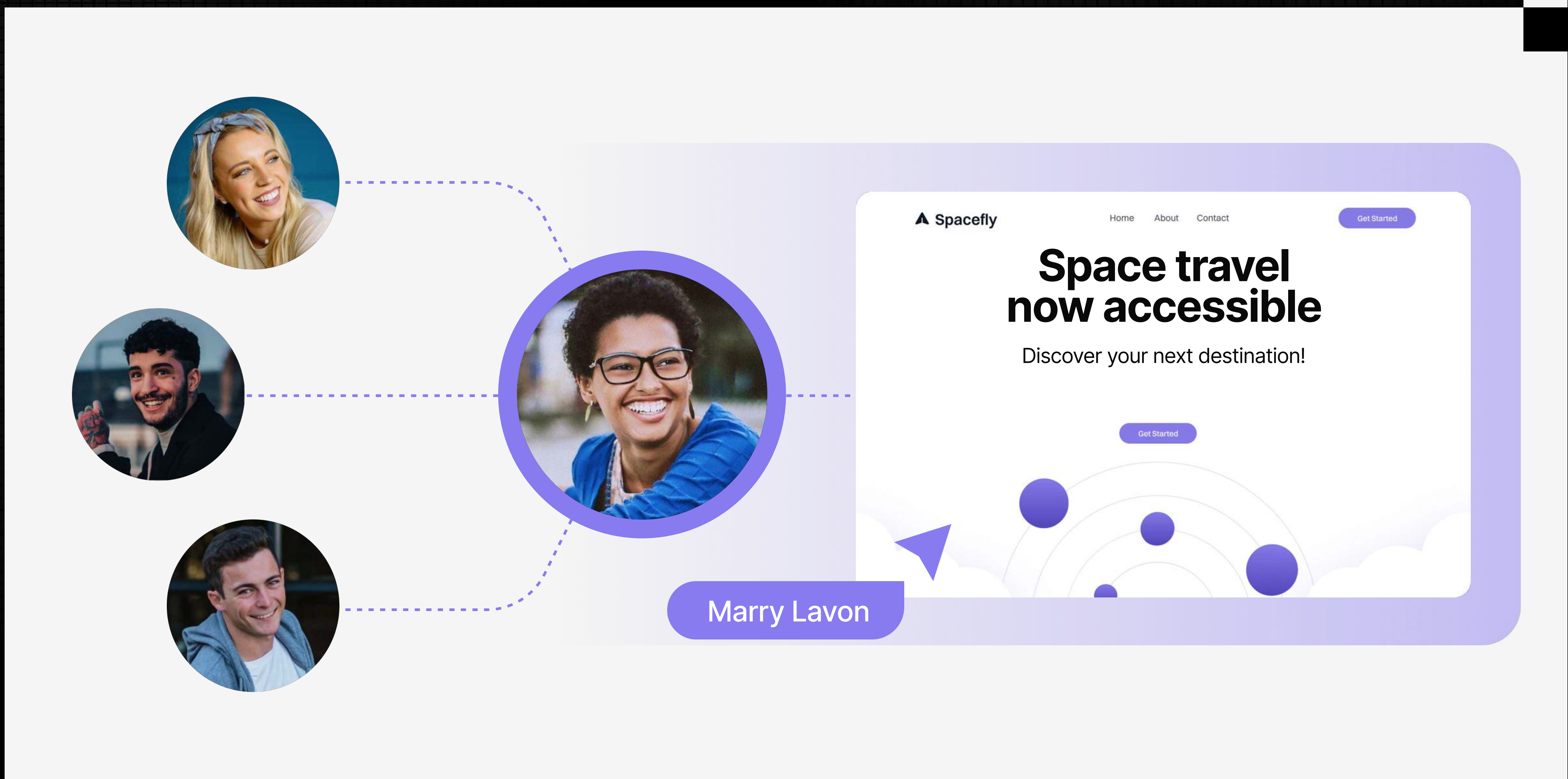
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Marry Lavon

# Introduction

Local businesses relying on third-party cookies are on the brink of significant changes. Apple Safari and Mozilla Firefox have already banned third-party cookies. Google Chrome initiated restrictions on third-party cookies for 1% of users starting January 4, 2024. The original plan to fully depreciate cookies by Q3 of 2024 has been delayed while Google tests its new Privacy Sandbox. But make no mistake. Change is coming. It's crucial for businesses to stay abreast of these changes since third-party cookies for the backbone of online display and programmatic advertising. Swift adaptation to privacy changes can keep businesses compliant and competitive.

## How does a local business manage *this change*?

- How can businesses, formerly reliant on third-party cookies for advertising, reach shoppers and convert website visitors into valuable customers? This eBook will provide precise insights into tackling this challenge. Let's get started!

# What are *Cookies?*

Cookies are tiny bits of information that a website can attach to a visitor's browser. Cookies have broad use cases depending on the website and situation.



Cookies that are created by the website a visitor is browsing are called First Party Cookies. These types of cookies are integral to the way almost all websites function. These types of cookies are not going anywhere!



In advertising technology, we usually use cookies to attach user IDs to browsers. That way, we can tell when the same person returns to a website or moves between pages on that website.



Your website and many of the tools on it, like Google Analytics, use first party cookies to track the events and activities visitors perform on your website.



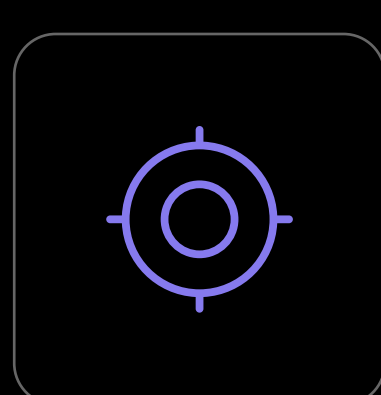
# What are *Third Party Cookies*?

Third party cookies are cookie data created on a visitors browser, by a website they are not currently on. Companies like Meta and Google have companies install their ad tags on websites, these tags generate third party cookies so that Facebook can see when the same user visits different websites.

## Example:

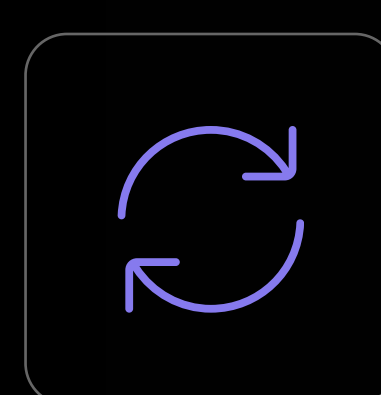
Third party cookies would allow Facebook to know if a user was on CNN.com, visited your website, and then visited weather.com - Assuming that Facebook had their tag present on all those websites.

## How are they used?



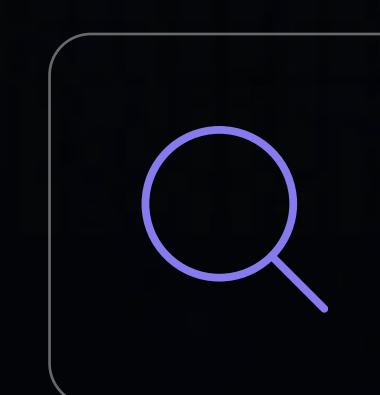
### Behavioral Targeting

Most targeting in programmatic and display ads is driven by behavioral data built from tracking visitors across thousands of websites. Example: Target 18-24 year olds that are interested in golf and have a household income over \$75,000 per year.



### Retargeting

Third party cookies drive 1:1 retargeting strategies. Example: A visitor looks at a product on your website and then gets served an ad for that product on another website.



### Attribution

The ability to know if a visitor was served an ad and then later visited your website, commonly called a View through conversion is driven by third party cookie tracking.

TODAY: THIRD PARTY COOKIES

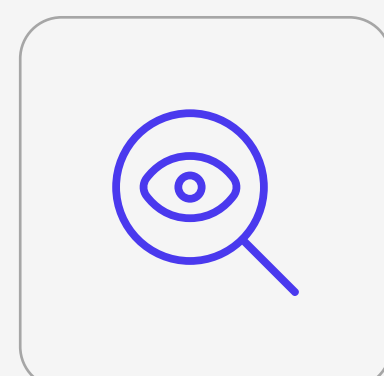
# Power 83% of Display Advertising

This includes programmatic, video, pre-roll & retargeting



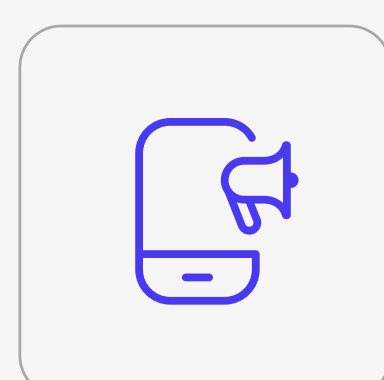
# What Will *Replace* Third Party Cookies?

Well, we don't exactly know. Based on what [Google has released](#), we believe it will work something like this:



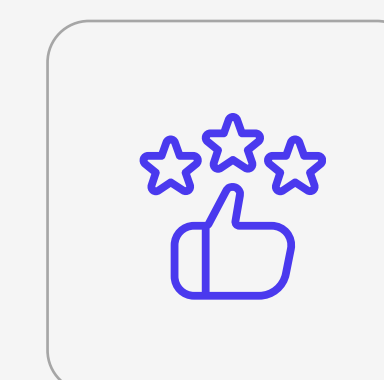
## Identify areas of interest

When users visit websites their browser will calculate their most frequently visited topics from the user's recent browsing history.



## Serve ads based on topics of interest

The adtech platform will get topics of interest from the user's browser and use these to identify which ad to display.



## Measure results from campaigns

Summary reports of aggregate data measure events and correlate conversions. These reports provide detailed conversion data but don't share information about individual shoppers.

# Impacts for *Local Business*



## Big audience targeting may not be possible

Forget painting with broad strokes. Targeting large, generic audiences based on third-party data will fade. Local businesses need to identify and target micro-communities with laser precision, focusing on local demographics, interests, and behaviors.



## Product level retargeting will be difficult

Following customers down the online rabbit hole with hyper-specific product ads gets tricky. Local businesses should prioritize building strong brand awareness and customer relationships to encourage organic product discovery.



## Leveraging and growing your site traffic is more important

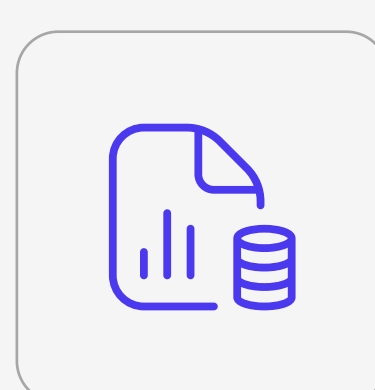
Owning your online space becomes paramount. Attract visitors with valuable content, local SEO optimization, and engaging social media presence. Build a loyal audience directly on your website or app.



## You may not know what's working

Traditional metrics lose their luster. Embrace first-party data: track website behavior, analyze customer surveys, and prioritize direct feedback loops. Adapt and experiment with different marketing strategies to see what resonates locally.

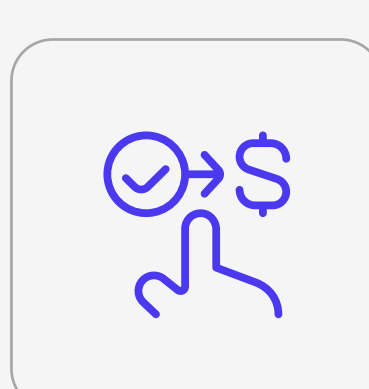
# Strategies for *Success*



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## Leverage your first party data

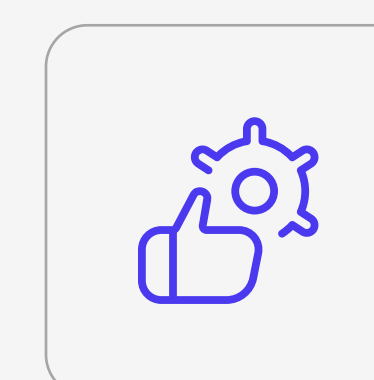
Embrace the data you already have. Collect emails, track on-site behavior, run loyalty programs, and use CRM tools to build richer customer profiles. First-party data is both privacy-compliant and more accurate than third-party alternatives.



// 02

## Focus your ad spend where it still counts

Shift budget toward channels with strong first-party data ecosystems: search ads, social media platforms, email marketing, and contextual display. These channels maintain targeting precision even without third-party cookies.



// 03

## Measure, rinse, repeat

With less granular attribution data, experimentation becomes your superpower. A/B test messaging, creatives, and channels systematically. Invest in multi-touch attribution modeling and use aggregate reporting from platforms to make ongoing optimization decisions.

# We Hope This Was *Informative*

GET IN TOUCH:

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Our team of experts excels at helping local businesses succeed in the complex digital landscape. We build tools that simplify complicated tasks and enable you to make a powerful impact effortlessly. Please reach out if we can assist you!

