

PRIMED AND READY FOR THE  
**cookieless future**



LUMEN

# HOW THE COOKIE IS CRUMBLING

**2019**

**Firefox** blocked third-party tracking cookies by default



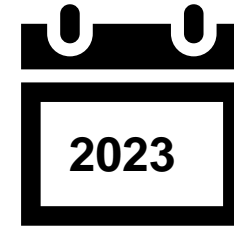
**Safari**

**2020**

**Apple's Safari** blocked all third-party cookies by default and launched Intelligent Tracking Prevention (ITP) privacy feature

**2021**

**Lou Montulli** cited the web's reliance on advertising as a revenue source as "very detrimental" to society and "perverts the user experience"



**JUNE 2021**

**Google Chrome** set a final date for ending support for third-party cookies in late 2023

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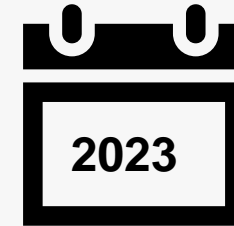
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**60%** UK browser share



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# TWO VARIETIES

## First-party cookies



Created and stored by the website you are **visiting directly**. Allows sites to:

Collect **customer analytics data**

Remember **language settings**

Provide a **good user experience**

## Third-party cookies



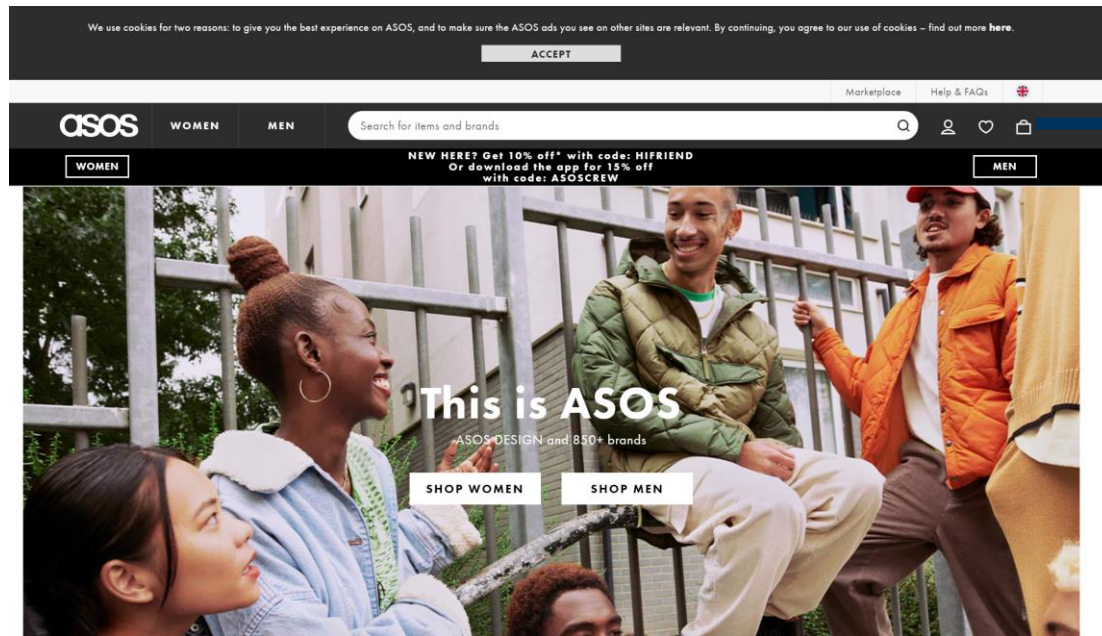
**Cross-site tracking:** collecting browsing data from numerous sources

**Retargeting:** using search activity to retarget visitors

**Ad-serving:** decisions regarding the ads that appear on a website

# USER EXPERIENCE

## First-party cookies



User experience



## Third-party cookies



Retargeting elsewhere



# COOKIE-PPEAL



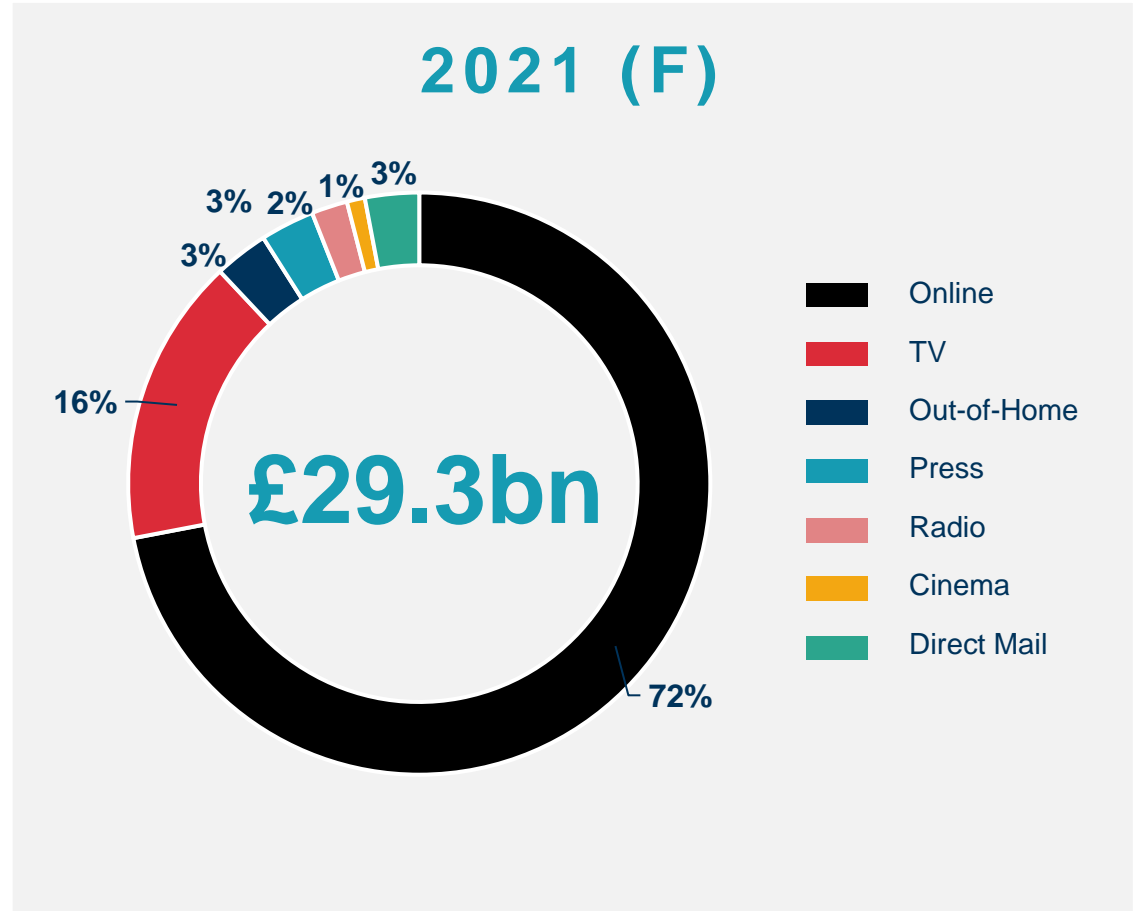
## Ad-targeting

Interest-based targeting and retargeting



## Measurement

Attribution, frequency capping and reporting



# THE COOKIELESS FUTURE



## Cookies

Online task based on category

Visited Independent website where adverts were related to that category

## Cookieless

Watched street scene with advertising

Completed a task on the Independent website

Online and street scene ads were different

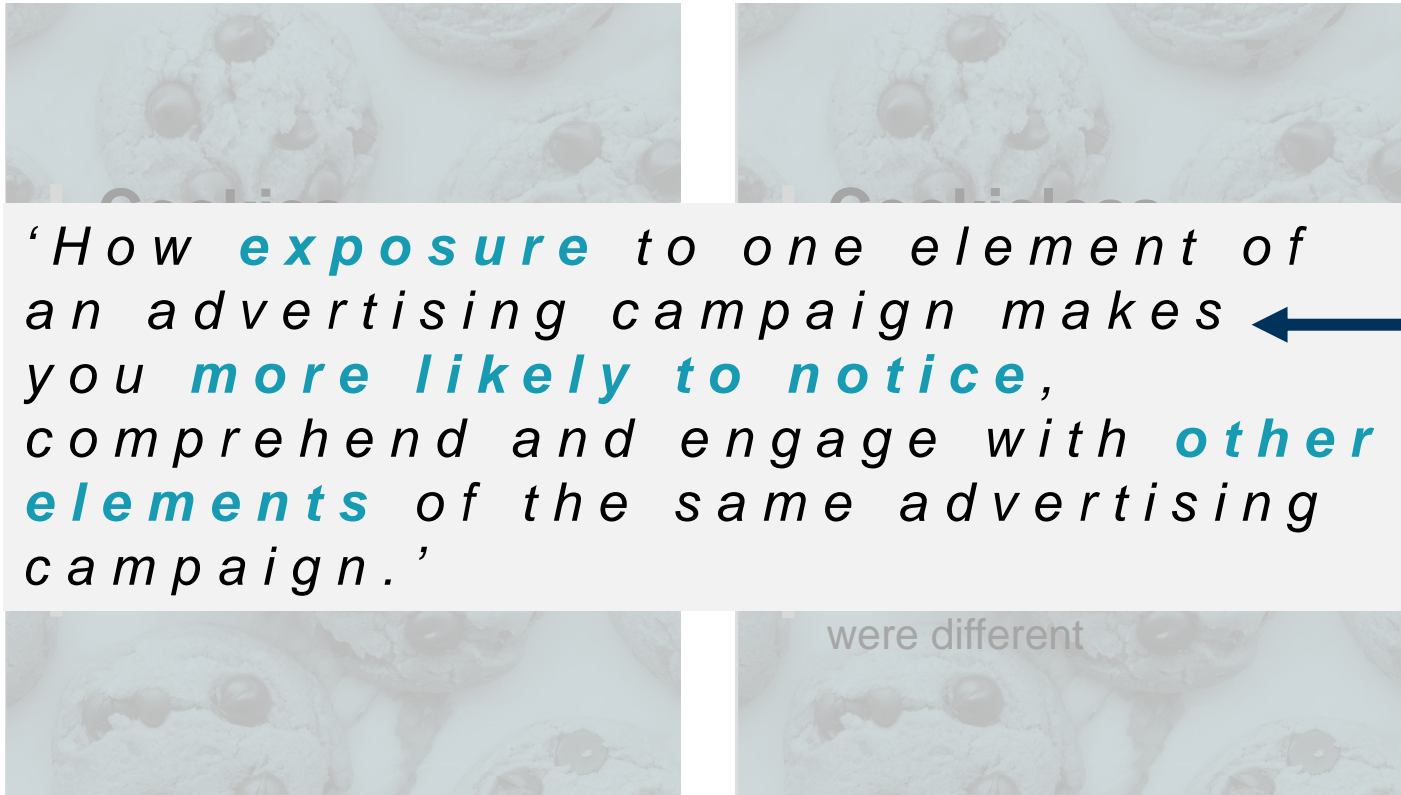
## Primed

Watched street scene video

One advert in video delivered to respondents whilst they viewed the Independent website

# THE COOKIELESS FUTURE

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*'How **exposure** to one element of an advertising campaign makes you **more likely to notice**, comprehend and engage with **other elements** of the same advertising campaign.'*

## Primed

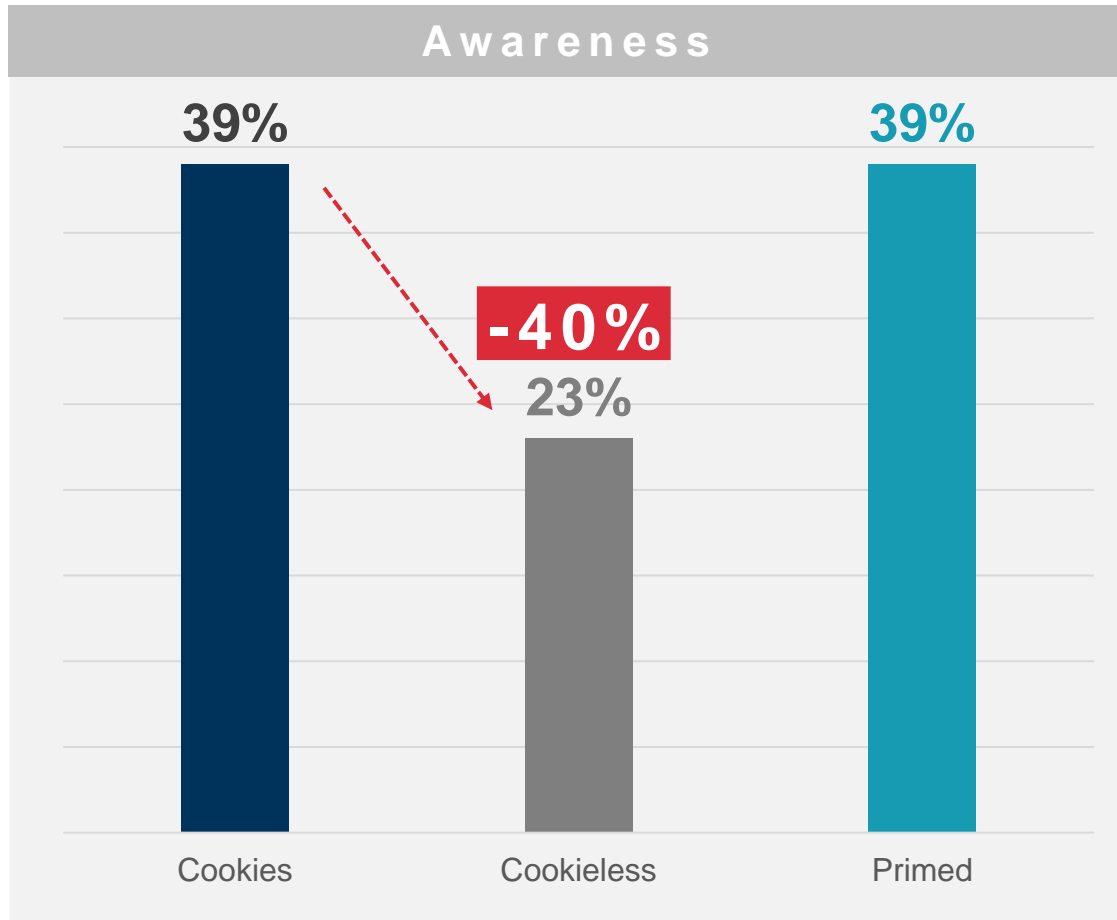
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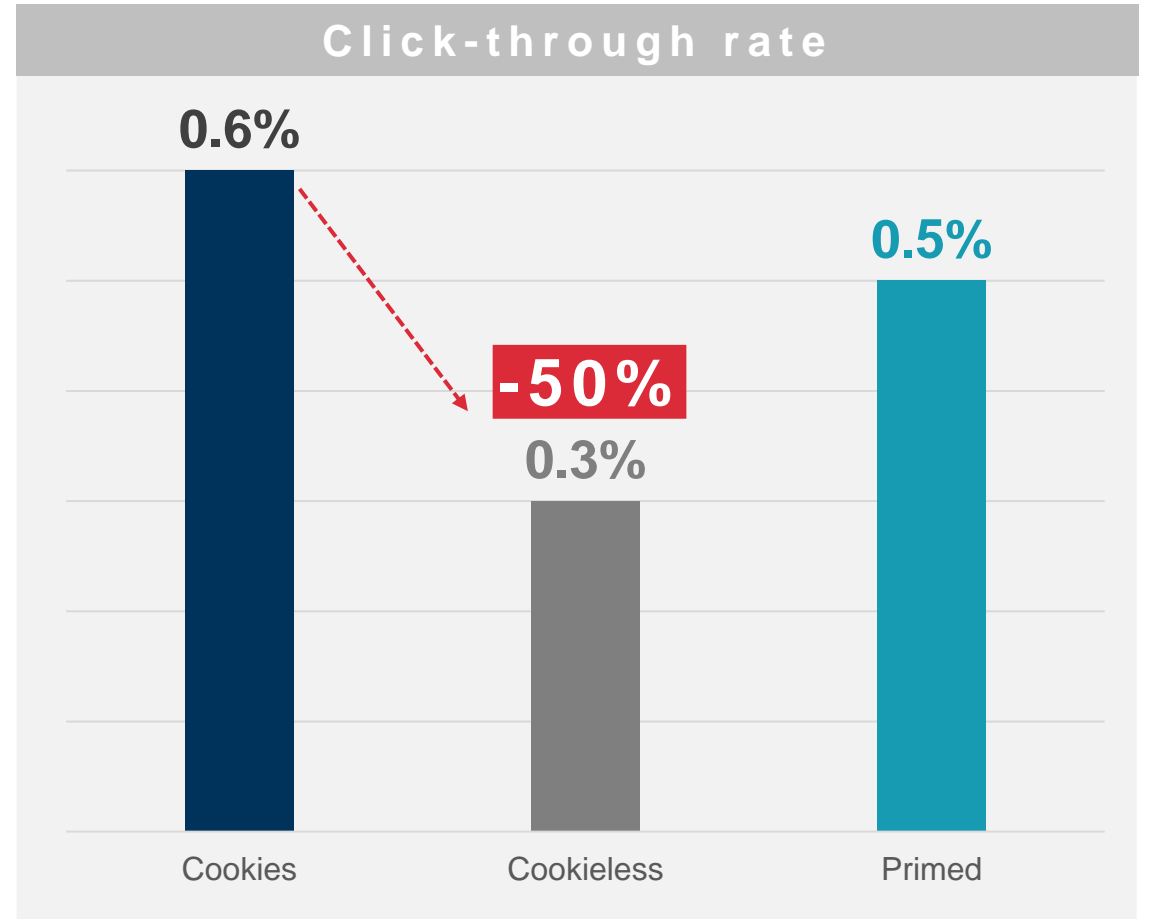
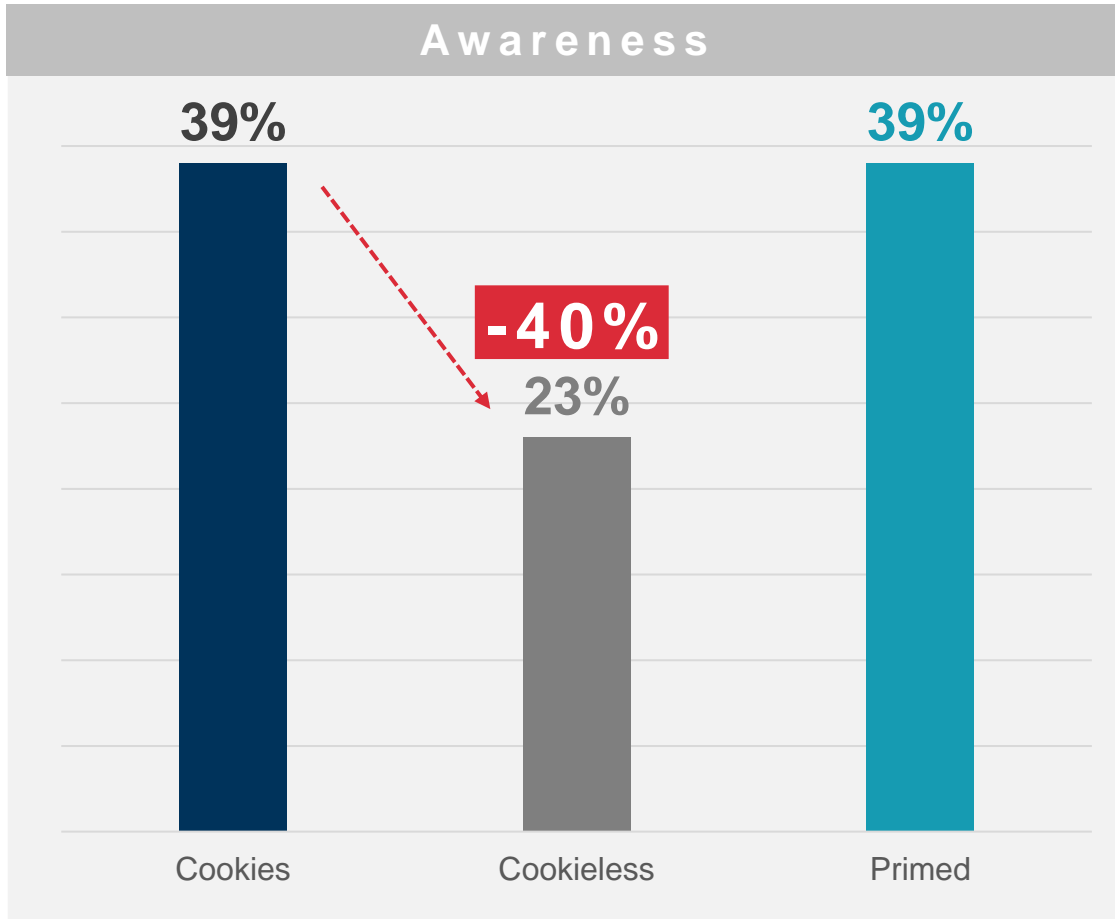
# COOKIES WORK

SIGNIFICANT DECLINE IN AWARENESS



# COOKIES WORK

SIGNIFICANT DECLINE IN AWARENESS AND CTR



# COOKIELESS SOLUTIONS



**First-party  
data**

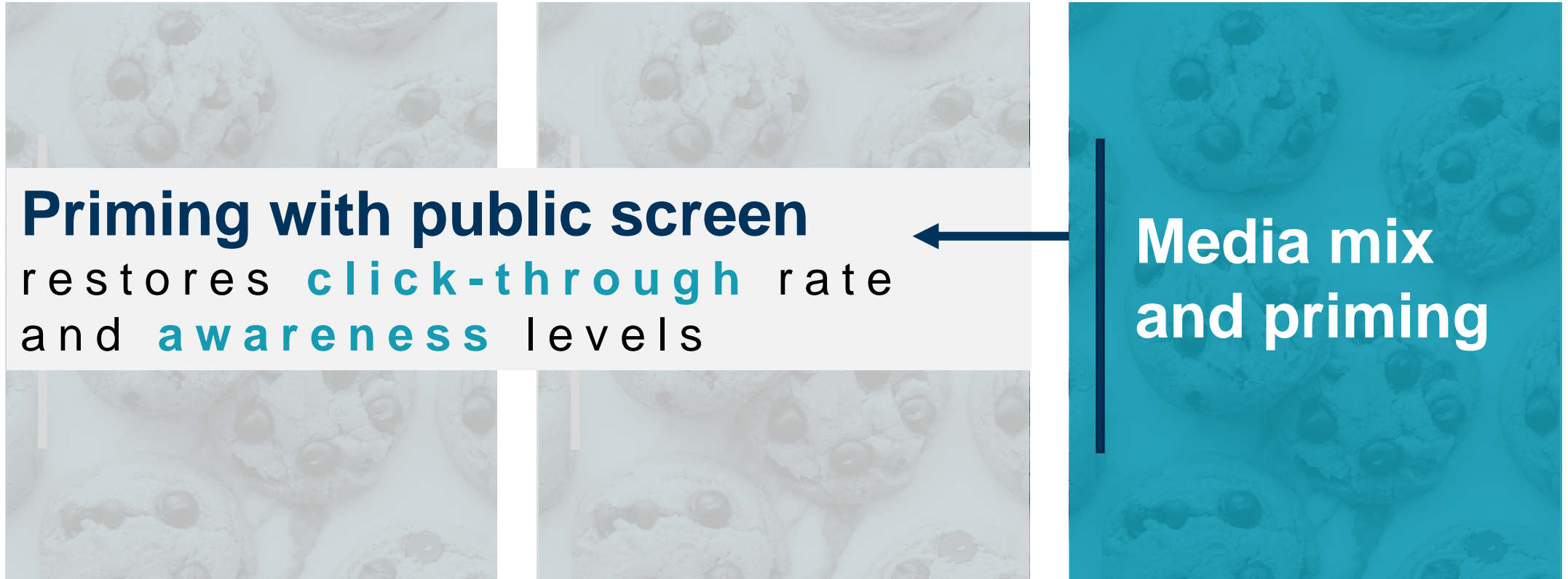


**Creative**



**Media mix  
and priming**

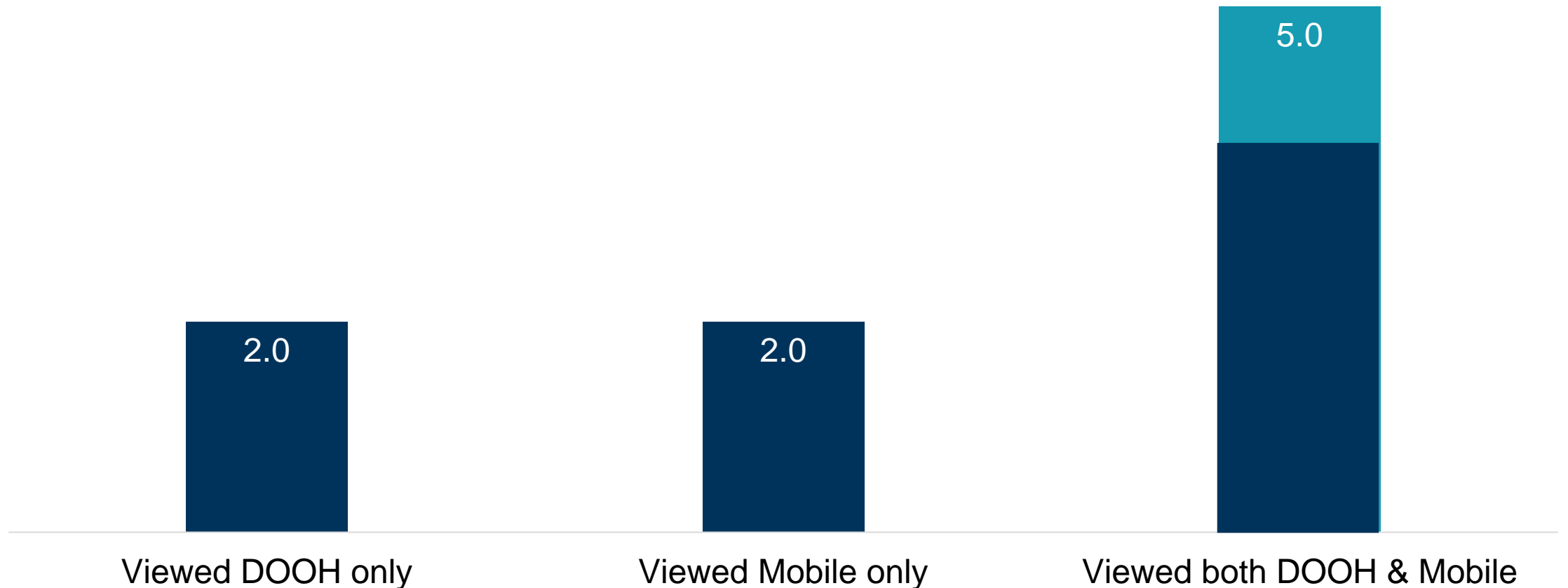
# COOKIELESS SOLUTIONS



# THE DOOH AMPLIFICATION EFFECT

## 2+2=5

Average dwell time (seconds)



# REAL WORLD EFFECT

## BRITISH GAS

AWARENESS

EVENT  
+10%

PERCEPTIONS

POSITIVE  
+100%

CONSIDERATION

ALL  
+10%

CONVERSION

SWITCH  
+20%



# REAL WORLD EFFECT

## CANDY CRUSH

**AWARENESS**

EVENT  
**+90%**

**PERCEPTIONS**

POSITIVE  
**+30%**

**CONSIDERATION**

EXCLUSIVE  
**+20%**

**CONVERSION**

DOWNLOAD  
**+40%**



# THE NEW DIFFERENT

THE YEAR OF TEST AND LEARN

Prime with  
OOH





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