

# Digesting the Cookiepocalypse and Weathering it with First-Party Data



## The End of Third-Party Cookies



Third-party cookies are set to be retired by 2023



Advertisers will need to find new ways to reach their customers and prospects online



Personalization will be difficult since behavioral and browsing data will be limited



Analytics and attribution will lose efficacy



Using A/B testing and frequency capping will be tougher

**41% of marketers think they won't be able to track the right data.**

- Hubspot

## Preparing for a Post-Cookiepocalyptic World

Unlike third-party cookies, first-party data is gathered directly from the customers, making it ideal for modern privacy-friendly marketing. Here are some of the ways of obtaining first-party data for your enterprise:

### Omnichannel Marketing

Using contextual cohort and omnichannel campaigns to find new users

### Online and Offline Surveys, Contests

Leveraging online and offline surveys and contests to extract data about the target audience



### Webinars, Online Events, and Lead Magnets

Hosting online events to gather data through registrations

### Website-Visitor Tracking Tools

Refining user experience by understanding website visitors, demographics, page-specific interactions, etc.

## The Way Ahead

Mastech InfoTrellis' First-Party Data Solution, powered by Aqfer, enables marketers to manage the phasing out of third-party cookies while improving the collection, management, and activation of enterprise data.

[Learn more](#)



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