



# Tomorrow's World

Rethinking  
Data & Digital



# Privacy

how to  
replace  
cookies

you can only  
use first party  
cookies to  
track now

first party  
data is  
good

third party  
data is bad

GDPR  
banned  
cookies

privacy is  
important to  
consumers

1P cookies  
= 1P data

consumers  
want  
personalisation

"we're 100%  
GDPR  
compliant"

as long as  
you have  
consent  
it's all fine

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● Privacy isn't about cookies.

● 1P data won't solve your problems.

● Privacy isn't a product or a feature.

# Tomorrow's World is not

*defined by being*



cookieless



built on first  
party data



privacy  
centric



customer  
relationships



market



tech

Tomorrow's  
World is  
**sustainable**

customer  
relationships

market

tech

Tomorrow's  
World is  
sueffective

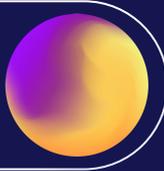
tech



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Why are we replacing cookies?

What identifiers are the most secure?

When do we actually need to identify individuals?

What data flows and controls support an open marketplace?

How do we promote quality content?

How can we empower internet users to leverage their power?

What value are customers gaining from our interactions?

How do we build and maintain trust in relationships?

What data do customers want to share?

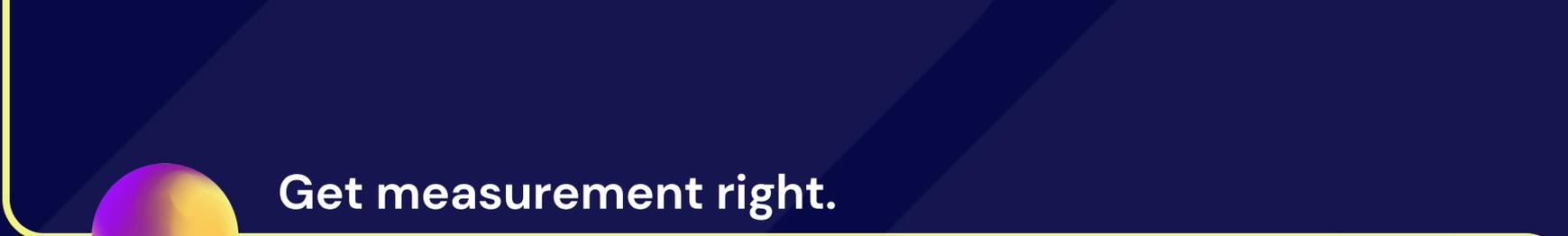
We need to rethink our use of data.

# I work in **pmeasurable** marketing.

I don't just know a lot  
about my customer, I  
**understand** them.

I don't just want an  
action, I'm generating a  
**reaction**.

I don't just maximise  
attributed sales, I  
**influence** them.



## Get measurement right.

Measure impact, don't attribute.  
*Econometrics, media mix modelling etc.*



## Understand the customer journey.

Combine first party data with broader brand and behavioural insight.



## Target moments, not people.

Consider the context of the customer journey and environmental factors.

# Thank You!

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Who needs cookies now?

