Are you ready for a cookieless future? If not, your market position could be at risk_

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Prepare for the loss of third-party cookies with a robust first-party data strategy_

Third-party cookie tracking will end in 2023, disrupting the entire marketing and advertising world. You need a first-party data strategy.

The final days for third-party data are here. Google has announced its intention to stop the use of cross-site tracking (via third-party cookies) in Chrome by the end of 2023, joining a growing list of browsers discarding the tracking technology.

As we step into the cookieless era, the rules of marketing will rapidly evolve; creating a new beginning for your business that requires full data compliance and a robust first-party data collection and activation strategy.

First-party data is the most valuable asset you have, because you already own it_

An opportunity to potentially double returns_

Effective first-party data use in marketing delivers more relevant experiences and can generate 2X incremental revenue from a single ad, comms or outreach & 1.5X improvement in efficiency.

84% of enterprises have started advanced analytics and big data initiatives. Four out of five enterprise executives agree that companies that do not embrace Big Data and have a strong first-party data strategy will lose their competitive position.

— Source: BCG Digital Marketing 1P Data study

With GDPR and ePrivacy Directive, any company not collecting first-party data should be making it a key priority if they wish to deepen customer engagement and improve ROI across marketing efforts. By not acting now, your market position could be at risk.

Customer data comes in various shapes, sizes, and systems, but it doesn't mean much without a way to transform it into insights and action. It requires a robust strategy, implemented effectively to achieve your business goals.

First-party data is information a company collects directly from its customers and owns_

Have you ever submitted your email address to an eCommerce website to get that discount code? If so, you provided them with first-party data.

Have you ever visited a website to navigate, interact and purchase? That behaviour is also the company's first-party data.

Have you ever clicked a deep link within an email to download a company's mobile app? You've certainly provided even more first-party data.

First-party data is the information you collect directly from your audience or customers; from interests and engagement to behaviours and actions.

First-party data implementation is happening. Implemented correctly and it could be game-changing for your business_

Gather audience insights

Gain valuable audience insights to identify traits and characteristics through data that will further enhance your targeting and channels of engagement.

Predict future patterns

Predict customer and audience behaviour with a high degree of confidence. The data you collect puts you in a prime position to target the consumer accurately.

Personalize the experience

Personalise the digital experience for any given consumer - at any time – providing a connected, omnichannel user-journey that creates loyalty.

Increased return

Your first-party data activation will mitigate the loss of 3rd party cookies by enabling highly effective targeting and efficient marketing spend.

Comply with GDPR

With first-party data, marketers are the owners of the data collected. Ensuring the data is collected in a compliant manner will build trust with your most valued users.
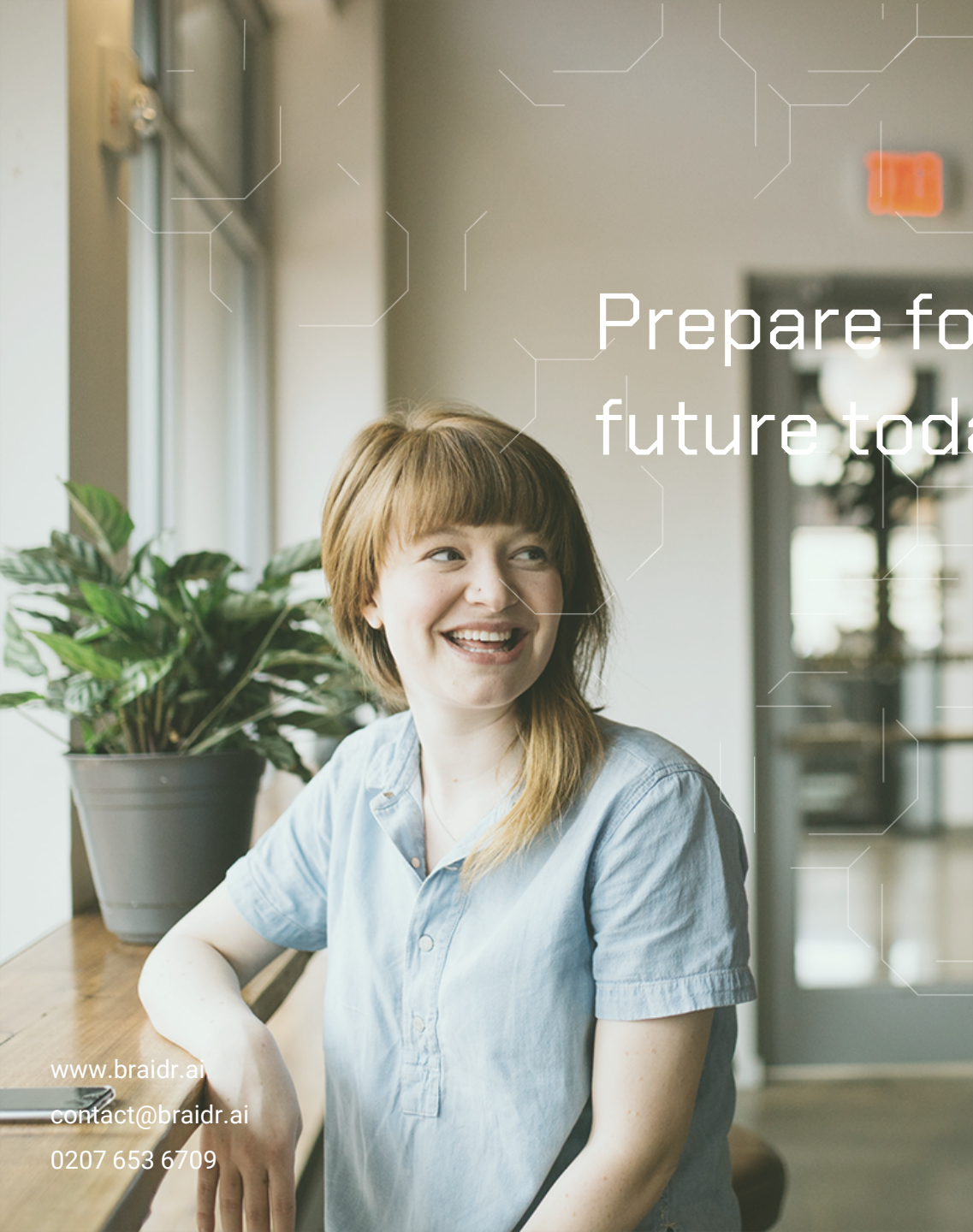
Your new Chief Data Officer_

Hi, we 're Braidr – your new Chief Data Officer.

We model, protect, and unlock the potential of all of your marketing data. The upshot? No regulatory risks, no question mark around your marketing numbers, and data at your fingertips to make smart business decisions at every turn.

Businesses of all sizes in every sector are capturing unprecedented and exponential quantities of customer data across all systems. It's a big responsibility, and an even bigger opportunity.

We work with start-ups who think big, and big companies who think like start-ups. Let's get started.

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Prepare for a cookieless future today_

Let's talk.

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