Lightning Talk | [First-Party Data]
Cookies and Cream without the Cookies is Just...Vanilla: The Missing Ingredient for Individualisation in a Cookieless World

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Cookies and Cream without the Cookies...

The Missing Ingredient for Individualisation in a Cookieless World

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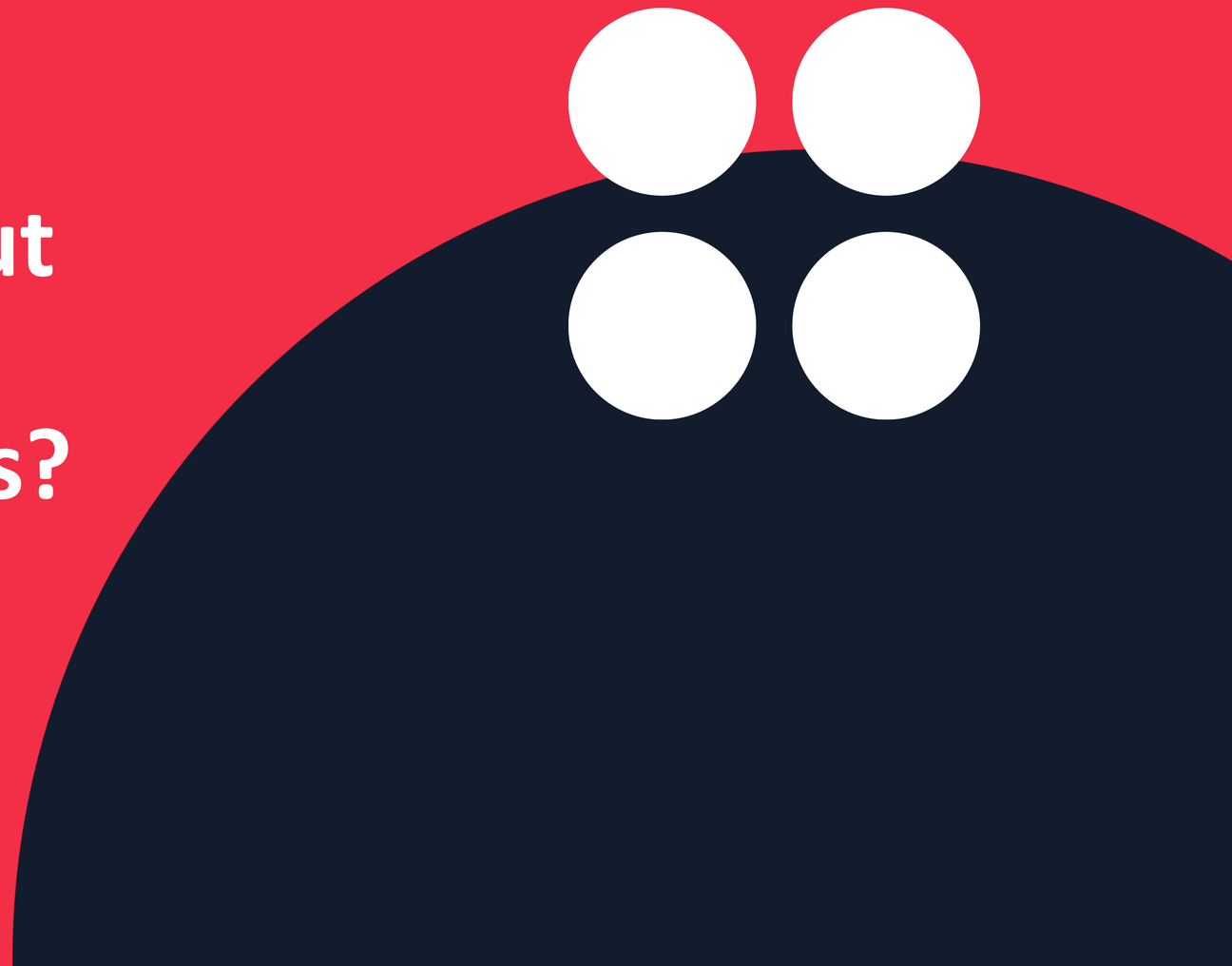
The cookie is crumbling.

We already know that Google made a big move to phase out third-party cookies, finally catching up with other browsers.

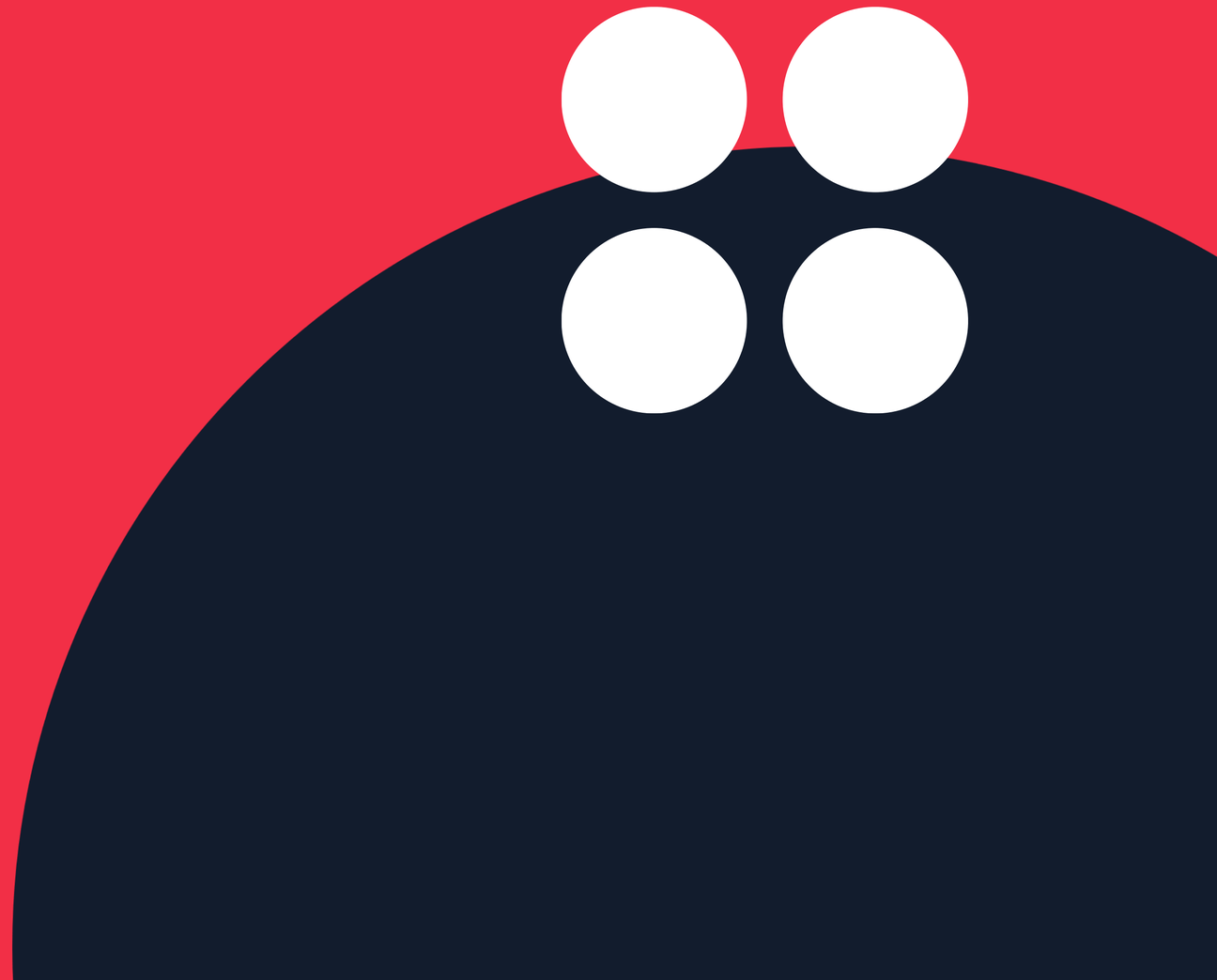
Meanwhile, global privacy regulations like the GDPR & CCPA have changed how we collect and use personal data.

But here lies the Great Cookie Conundrum - how will we provide valuable, useful experiences without this convenient way to understand our customers?



After all, cookies and cream without the cookies is, just plain vanilla.

71% of buyers feel **frustrated** when a purchasing experience is impersonal.



Source: Segment; “Becoming the Signal to Noise” by Nicholas Kontopoulos

Nobody wants to slide back into the 90s, before ads spoke to personal wants, needs, and interests.

It doesn’t have to...

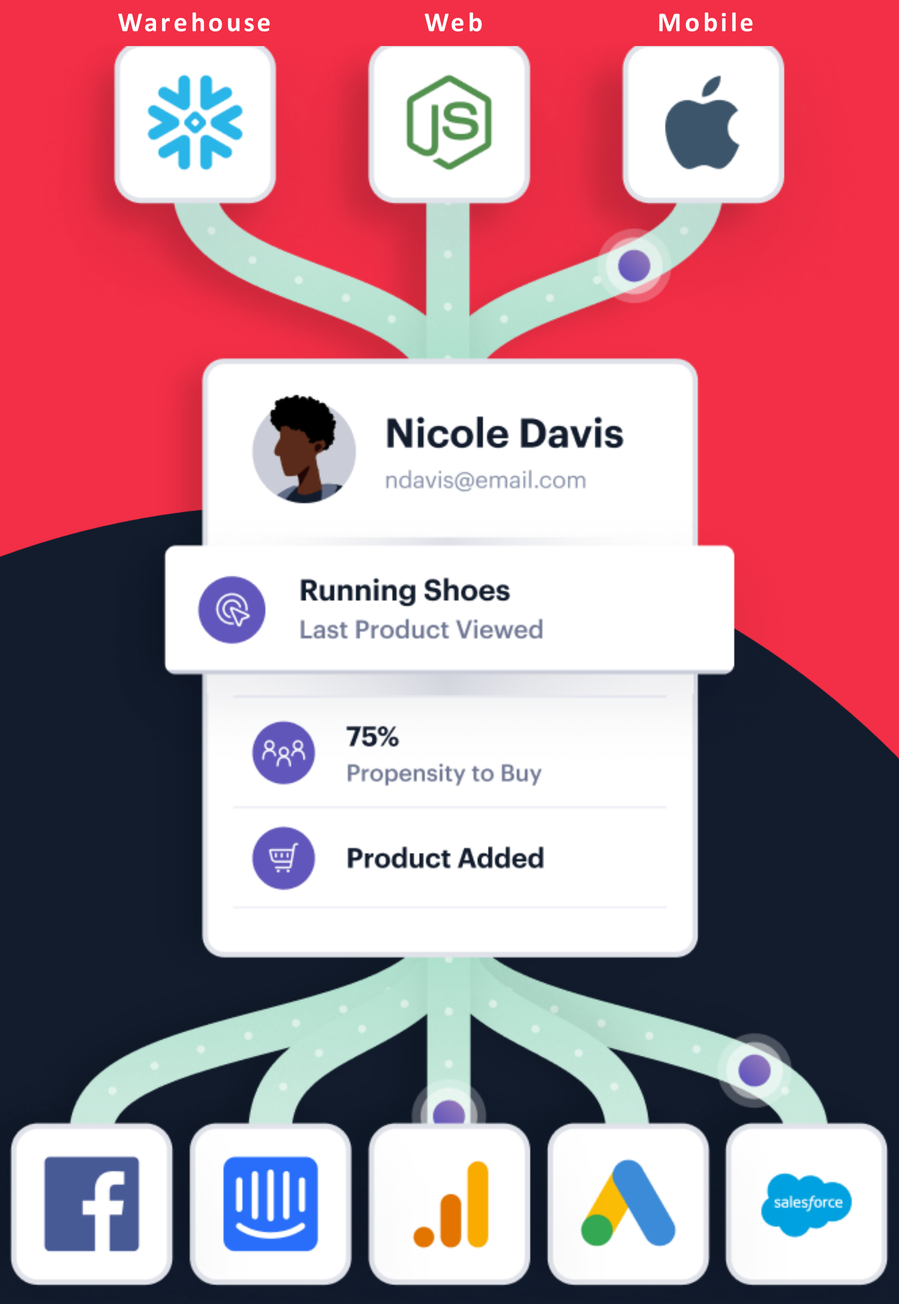
...because what I see is an opportunity to collect data ethically, to use it better, and do so in a way that customers are going to love.

The key is going to be moving from personalisation to individualisation.

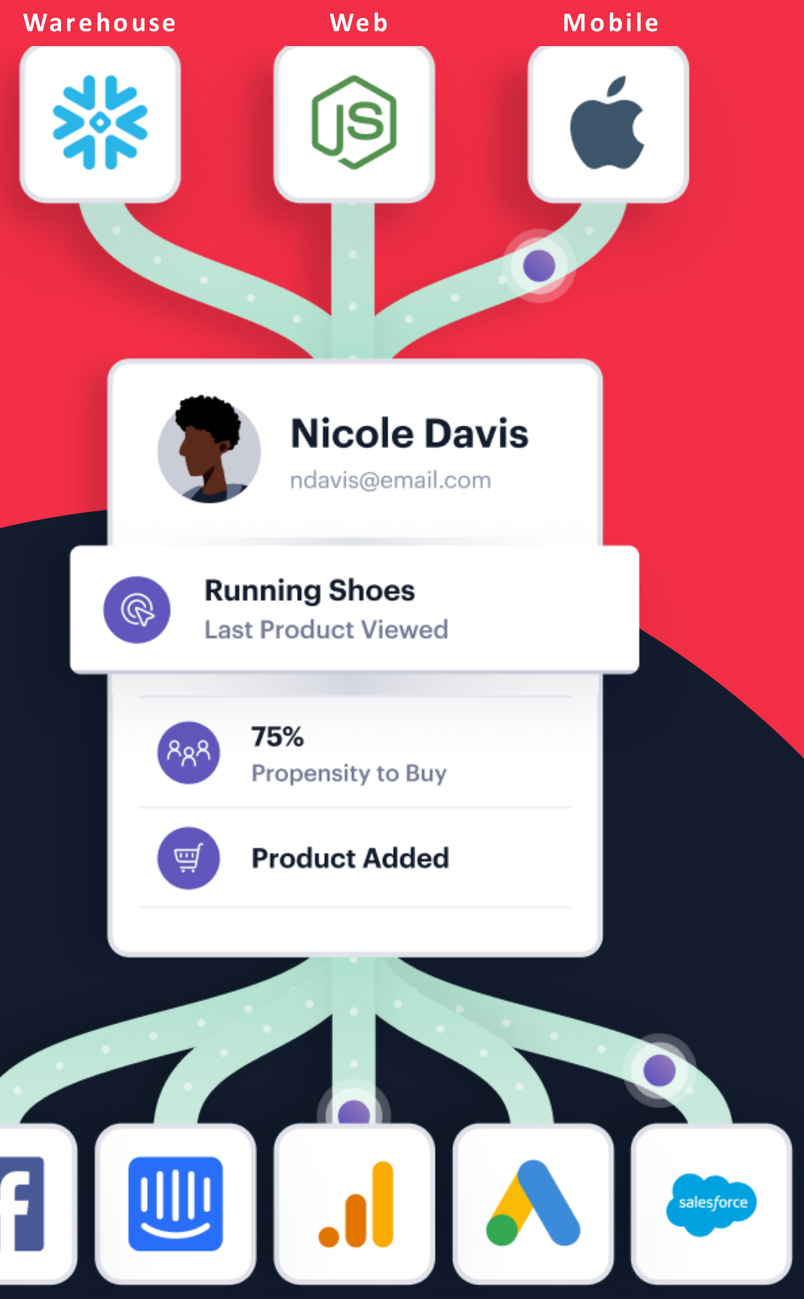
Individualisation looks at the customers as truly unique… individuals.

It’s our responsibility as the world’s **#1 Customer Data Platform provider** to play an active role in helping brands pull this off.

Customer Data Platforms enable you to collect and organise first-party data.



Omnichannel customer identity resolution helps identify customers across different devices and platforms.



By collecting data from multiple sources and linking it to individual customer profiles

Gartner defines dark data as information organizations collect, process and store but fail to use for other purposes (e.g., analytics & business relationships etc.)

Source: Gartner;

CDP Solutions help you manage all the dark data you have captured in your operational silos and technology solutions such as ERP, CRM, e-commerce solutions.

So, making sense of the data is possible with the right CDP.

TWILIO Segment

The CDP Report 2023

CDPs are the key to individualisation.

“Over the past 12 months, we’ve seen our customers get smarter about which data is collected, a reflection of the economic circumstances businesses now find themselves in.”

Source: Twilio; Customer Data Platform Report 2023

This is the sign of the times…
…cookies, going-going…gone.
SESAME STREET

And so the game has changed from “Grab ALL the data”….

…to a focus on identifying **quality data** that can be employed in our marketing strategies.

So, how can you use the customer data you have to the fullest?

3 secret ingredients

3 secret ingredients

3 secret ingredients

Zero- and first-party data

THE GYM SHOES YOU LIKED IN OUR SURVEY ARE ON SALE.

ZERO PARTY DATA

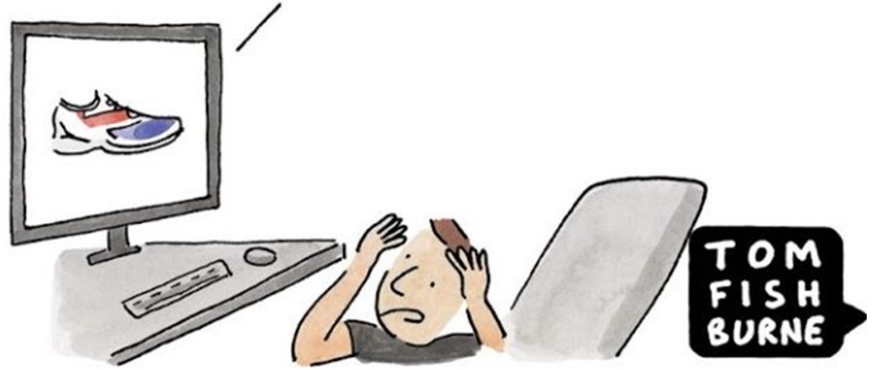
THE GYM SHOES YOU BROWSED LAST YEAR ARE ON SALE.

FIRST PARTY DATA

I HEAR YOU HAVE A NEW GYM MEMBERSHIP. NEED ANY SHOES?

SECOND PARTY DATA

MAYBE YOU WOULDN'T HAVE SKIPPED YOUR WORKOUT TODAY IF YOU HAD NEW SHOES.



THIRD PARTY DATA

“By leveraging Twilio Segment and our first-party data, we’ve seen a **20% decrease in our customer acquisition cost and an 11% increase in our return on ad spend** on Facebook ads.”

– Max Lagresle
Associate Director of Digital
at Veronica Beard

VERONICA BEARD

Rethink your attribution model

In the cookie-less future, how brands measure the impact of their marketing spend is going to change.

42% of companies predicted that changes to cookies would lead to lower ROI on ad spend.

Source: Twilio; Customer Data Platform Report 2023

Well, we just proved that wrong.

But SINCE third-party cookies are required for multi-touch attribution models…

…there is a reasonable concern about how to measure the full customer journey once cookies are history.

I have some advice on this one:

make the switch from client-side tracking to server-side tracking. You'll be less reliant on third parties like Google.

Breaking your enterprise's addiction to cookies means…

…you'll have more control over your data, be able to track customer behaviours reliably.

And you won’t have to worry about missing third-party data whenever that day arrives.

Amaysim,
a low-cost mobile service provider here in Australia, is a textbook example of improved data governance in action…

They've used Twilio's single, unified view of the customer and automation to create a better experience.

The results:

4x ROI

90% of marketing campaigns are automated

5% reduction in marketing spend

Expand Data Warehouses

Cloud warehouses are on the rise, helping businesses flexibly store their data.

But without a CDP, non-technical teams are forced to rely on data engineering teams to access and use the data.

Sounds to me like that defeats the purpose.

So, my third ingredient is to expand data warehouses into customer engagement.

53% of Twilio Segment customers now connect to a warehouse destination.

Source: Twilio; Customer Data Platform Report 2023

So, it’s the right time to make data access a priority, so you can get ahead of your competitors.

So there you have it:
the recipe for success in a
cookieless world.

Zero- and first-party data

Rethink your attribution models

Expand your data warehouses into customer engagement

Thank you.

Download the report