

HOW WEB OPTIMIZATION TOOLS WILL BE AFFECTED BY A COOKIELESS FUTURE

Introduction

Web optimization is the process of improving website performance, driving more traffic, increasing conversions, and increasing revenue via the use of tools, advanced strategies, and experiments e.g., Google Search Console. You can think of a cookie as a small piece of text that is sent to your browser by a website you visit or small pieces of data that has consumer's personal identifier. Cookies are important because as a result, the site can remember information about your visit, making it easier to visit again and making the site more useful. The cookie less future came about after Google announced its plan to phase out third-party cookies in its Chrome browser in January 2020 (now delayed until 2023).

A third-party cookie is created by a domain other than the one you are visiting. Embedding JavaScript from one website into another is how third-party cookies work. In online advertising, these are generally placed on a website by adding scripts or tags.

Impact on A/B testing

Another web optimization tool that is to be affected by cookieless Internet is A/B testing. A test user could visit the site multiple times during a test. Since there are no cookies and the test user is always seen as new, he might be shown the B version one time and the A version the next time. Due to the same reason, conversions may not be attributed correctly to A/B versions.

Conclusion

In order to reach audiences across the web, marketers and ad publishers will have to identify new alternatives.

Universal IDs

Universal IDs Another alternative to third-party cookies are universal IDs. Using a universal identifier, users can share a shared encrypted identity across an ecosystem without using third-party cookies. This strategy could refine user identification, targeting, and privacy compliance. However, this is not foolproof. Marketers can have data-syncing problems with different user IDs.

Contextual Targeting

Using contextual targeting, you can serve ads on websites based on the content of the site. With keywords related to the campaign, marketers can target URLs. By doing so, marketers can target their target audiences on websites they are most likely to visit. This approach relies on high-quality keyword-optimized content.

First-Party Data

Fortunately, first-party cookies will not be phased out. As marketers prepare for this change, acquiring first-party data will be essential when targeting your consumers. Enriching your database with data that consumers have consented to providing will play a critical role for brands in absence of third-party cookies. It is a necessary step to capture some of the data that will be lost.

Source link: <https://boldorange.com/news/how-to-prepare-your-digital-marketing-for-the-end-of-third-party-cookies>