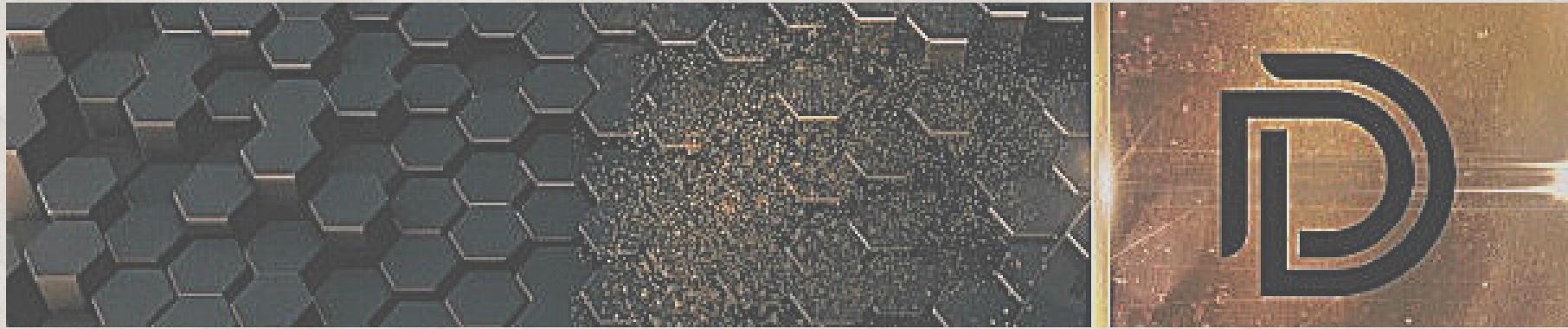


THE DATA GAME



ELIMINATION OF 3RD-PARTY COOKIES

As many in the industry are aware, the use of third-party cookies is on the decline, with many major browsers and platforms announcing plans to phase them out completely.

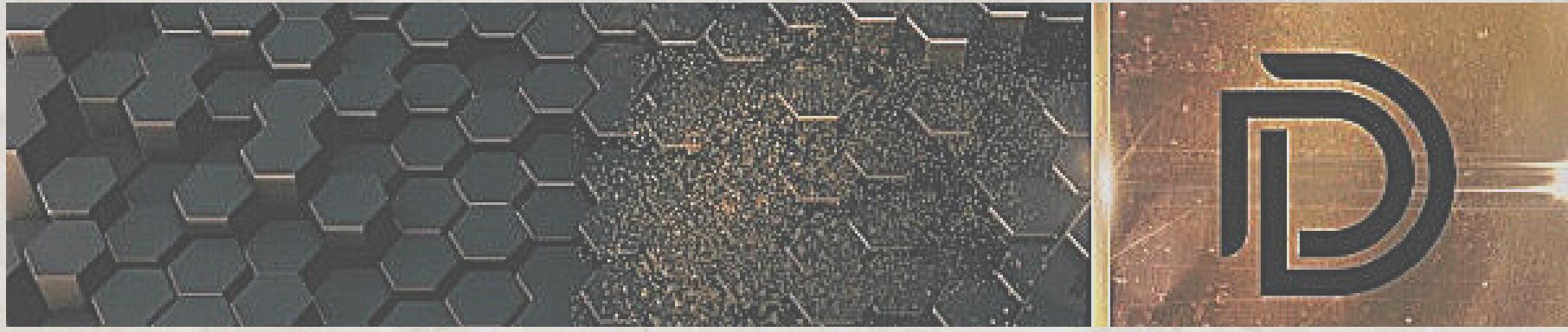
This has created challenges and opportunities for businesses that rely on third-party cookies to collect data and track user behavior online.

The best solution to this problem is to collect first-party data, which is data that is collected directly from users rather than through third-party sources. Dawkins technology is considered the optimal option for collecting first-party data, and its importance has become increasingly clear in light of the decline of third-party cookies.

There are several reasons why first-party data collection is crucial now that third-party cookies are going away. For starters, first-party data is more accurate and reliable than third-party data since it is collected directly from users, it reflects their actual behavior and preferences, rather than being inferred from their interactions with third-party websites and services. First-party data allows businesses to make more informed decisions and better understand their customers.

Second, first-party data is more privacy-friendly than third-party data. Since it is collected directly from users, it does not require businesses to track users across multiple websites and services, which can be invasive and raise concerns about data privacy. This makes it more likely that users will be willing to share their data with businesses, which is essential for building trust and maintaining long-term relationships with customers.

THE DATA GAME



1ST PARTY DATA | DAWKINS | B2B/B2C

Dawkins technology is the preferred choice for first-party data collection on B2C (business-to-consumer) and B2B (business-to-business) websites. There are several reasons why Dawkins technology is preferred for this purpose.

First, Dawkins technology is highly accurate and reliable. It uses advanced algorithms and machine learning techniques to accurately capture and analyze data from website visitors. This ensures that website owners can trust the data they collect and use it to make informed decisions about their website and marketing strategy.

Second, Dawkins technology is easy to use and integrate into a website. It can be easily implemented with a simple piece of code, and it does not require any additional hardware or software. This makes it a convenient and cost-effective solution for website owners who want to collect first-party data.

Third, Dawkins technology is highly customizable and flexible. It can be tailored to meet the specific needs and goals of a website owner. This means that website owners can use Dawkins technology to collect the specific data that is most relevant to their business, and they can also set up custom tracking and analytics to suit their needs.

Finally, Dawkins technology is committed to privacy and security. The company takes steps to protect the data it collects and ensure that it is used in a responsible and ethical manner. This can be important for website owners who are concerned about data privacy and want to ensure that their users' data is protected.

In summary, Dawkins technology is preferred by many website owners for first-party data collection due to its range of tailored solutions, easy-to-use platform, high-quality data, and commitment to privacy and security.