

COOKIE-LESS WORLD

How to overcome the issue and light up the future of digital advertising.



In the wake of the privacy restrictions from Safari and Firefox, Google has announced that it will ***“phase out support for third-party cookies in Chrome within two years”***. While Safari and Firefox have already had an impact, given Chrome's market share, this change will affect all of the digital advertising world which currently relies extensively on third-party cookie data for personalization. As a result, **first-party data will become extremely important in the future of advertising.**

Definitions

A cookie is a small amount of data generated by a website and saved by a user's web browser. Its purpose is to remember information about the user.

Cookie Types

First-party cookie

Also known as persistent cookies, permanent cookies and stored cookies, first-party cookies are akin to a website's long-term memory. They help sites to remember user information and settings when the user revisits them in the future. Without these cookies, sites would not be able to remember user preferences such as menu settings, themes, language selection and internal bookmarks between sessions. With first-party cookies, users can make those selections on their first visit and they will be consistent until the cookie expires.

Third-party cookie

A third-party cookie is placed on a website by someone other than the owner (a third party) and collects user data for the third party. As with first-party cookies, third-party cookies are placed so that a site can remember something about the user at a later time.

Cookie Attributes

Secure cookie

The purpose of the secure attribute is to prevent cookies from being observed by unauthorized parties due to the transmission of the cookie in cleartext.

HTTP-Only Cookies

An HTTP-Only Cookie is a tag added to a cookie that prevents web pages' third-party scripts from accessing its data, therefore safeguarding user privacy.

Fanplayr's Solution

Fanplayr helps convert visitors to a site to meet the site's business goals. Fanplayr's platform stays ahead of browser changes in place thanks to its focus on **first-party** data and a unique feature called **Enhanced User Identification**.

Fanplayr has a singular focus on first-party data. **To be effective, Fanplayr tracks and analyzes visitors' behavior, when they are on site.** While Fanplayr does not track users across domains, the **behavior exhibited by the visitor generates many signals** that are used to identify, segment, target and communicate with them. In addition, the ability to drive traffic via Email, SMS and Web Push Notification helps tie visits back to identified users and recognize users across devices.

Fanplayr's Enhanced User Identification leverages multiple cookie technologies to **identify users across visits, including first-party, secure and HTTP-Only cookies.** With a very easy-to-integrate templated technology, Fanplayr's Technical Services team is able to get websites to leverage Enhanced User Identification in as little as a day.

Fanplayr constantly monitors and updates its support for all current and proposed restrictions put in place by browser vendors. In doing so, Fanplayr provides **uninterrupted services with the highest standards of quality and a high level of security**, leading to an unparalleled experience for both websites and their visitors.

Fanplayr's software analyzes web users' behavior, identifying parts of the conversion funnel where new value can be realized, and uses our patented Segmentation as a Service technology to capture and apply first-party website visitor data-in-motion using artificial intelligence, machine learning and custom business rule sets to deliver highly segmented and targeted content and interactions to optimize conversions as well as to achieve other desired business outcomes and defined performance metrics.

Book a demo at fanplayr.com

