

HOW TO PREPARE FOR A COOKIE-LESS FUTURE



AHP MAY 2024

EQUINE NETWORK

AGENDA

- A Bit About Equine Network
- The Importance of Data
- All About The Cookie
- Adapting Your Strategies
- Conclusion





OUR BRANDS

CONSUMER BRANDS

CONTENT



PRODUCTS & SERVICES



EVENTS



GIVING BACK



B2B SERVICES



A photograph of a brown horse with a white blaze on its face, standing in a field of tall grass. The horse is facing forward and slightly to the left. The background shows a line of trees under a blue sky with some clouds.

IMPORTANCE OF DATA

TYPES OF DATA

Data Type	What Is It?	Examples
ZERO PARTY DATA Identity Data Customers Want You to Have	This is the data customers give to your company in exchange for a better experience or enhanced benefits.	<ul style="list-style-type: none"> • Personal information • Intentional behaviors • Preferences
FIRST PARTY DATA Behavioral Data Used to Enrich Identity Data	This is the data your company gathers from consumers interacting directly with your brand that helps enrich the identity data you've collected.	<ul style="list-style-type: none"> • Behaviors or actions from your website, app, product • Email or SMS interactions • Purchase history
SECOND PARTY DATA Behavioral Data Shared Between Companies	Not commonly used, this is the data other companies collect from consumers interacting directly with their brand. Depending on the regulation, second-party data may be considered "sold" data and subject to regulations like third-party data	<ul style="list-style-type: none"> • Behaviors or actions from another company's website, app, product • Email or SMS interactions • Purchase history
THIRD PARTY DATA Identity and Behavior Data You Have to Buy or Obtain from another Source	Data collected by an organization that doesn't have any direct link to the customer. Usually, the data is collected by data aggregators for the express purpose of selling it to other companies.	<ul style="list-style-type: none"> • Demographics • Behavioral • Contextual

IMPORTANCE OF DATA

1. Tracking Audience Behaviors
2. Offering Compelling Experiences
3. Finding Your Audiences



SO,
WHAT IS A
COOKIE?

AN
INTERNET
COOKIE
THAT IS.



TYPES OF COOKIES

SESSION COOKIES

Session cookies are used only while navigating a website. They are stored in random access memory and are never written on to the hard drive. When the session ends, session cookies are automatically deleted. They also help the "back" button work on your browser.

PERSISTENT COOKIES

Persistent cookies, remain on a user's device indefinitely, although many include an expiration date and are automatically removed when that date is reached. They store information that can be tracked and accessed across multiple sessions over time.

FIRST-PARTY COOKIES VS THIRD-PARTY COOKIES

Cookie files you have captured containing Zero or 1st Party data, owned by YOU.

Cookie files you have received or purchased from an outside aggregator.

Tracked only in your ecosystem	↔	External Cross-site Identification
Accurate	↔	Less Accurate
Consent	↔	Explicit Consent Unknown
Yours	↔	Shared with others
Individual	↔	Aggregated
Timely	↔	May be less Timely

OK, THEN WHY ARE THEY GOING AWAY?

- DATA PRIVACY LAWS
- SECURITY
- WEB BROWSER CHANGES



THE CHALLENGES

FINDING AND TARGETING CHALLENGES

Without 3P Cookies, it becomes more challenging to find niche target audiences, such as horse owners.

LEAD GENERATION CHALLENGES

Leveraging content or user journey based on 3p versus 1p will have to evolve.

PERSONALIZATION CHALLENGES

Those who rely on 3P versus 1P cookies will need to rethink how they offer personalized experiences, content, and messaging.

MEASUREMENT AND ANALYTICS CHALLENGES

3P Cookies help us offer a more robust attribution model for sales funnels and site metrics. We will need to focus more on IP Addresses or, again, 1P data

CROSS-DEVICE TRACKING CHALLENGES

3P cookies allow us to track across sites that are not ours. We will need to find new approaches to understand these journeys.



WHAT CAN WE DO?

WHAT CAN YOU DO TO GET READY?

Businesses will need to adapt their strategies:

- A. Contextual Targeting
- B. New Media Partner Tools
- C. 1st Party Data Collection
- D. Equine Industry Partner Sharing and Collaboration



A. CONTEXTUAL TARGETING

- Keyword & Topic Targeting
- Native Advertising
- Influencer Marketing
- Social Marketing
- Event Marketing
- Timely Geo-location targeting

How to Assess Your Horse's Forage

May 9, 2024 • Posted by Debra Powell, PhD, PAS

Learn about 5 key physical indicators of forage quality and how to gather a hay sample and interpret a chemical analysis.

Topics: Article, Farm and Barn, Hay, Nutrition, Nutrition Basics, Pasture and Forages

Share     Favorite

5 key physical indicators of forage quality and how to gather and interpret a chemical analysis



Is green always good? What if it's brown? How do I know if it meets my horse's nutritional needs? These are just a few of the questions owners might ask when trying to assess their horses' forage.

Forage can be divided into two types: harvested (hay) and unharvested (pasture). It supplies horses with

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 Streamlining Fecal Egg Count Testing With Vetscan Imagyst®

 A Novel Treatment for Equine Osteoarthritis: 2.5% Polyacrylamide Hydrogel

 Harnessing Fluorescent Light Energy for Horse Wounds and Skin Disease

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FEED GREATNESS



Chewy has all the best stuff!

anna_buffini
Paid partnership
Original audio

anna_buffini Christmas came early for Flynn this year and he was so excited about all the goodies @chewy sent him! You can get anything you could possibly need for your horses delivered right to your door, including Flynn's favorite toy 🐾! Shop now at Chewy.com or click in my bio! #ad #ChewyPartner #ChewyFarmandRanch
20w

myequestrianstyle 🥰❤️
20w 1 like Reply

dche 🥰🥰 so cute

1,897 likes
December 20, 2023

B. NEW MEDIA PARTNER TOOLS

Media partners can anonymize personal data through methods like one-way hashing but can still match data points advertisers can use. For example:

- Google PAIR, Publisher Advertiser Identity Reconciliation, matches Publisher 1st Party Data with Advertisers' desired targeting in DV360
- Google PAIR & LiveRamp integrated to bring one solution to cookie deprecation, and as more publishers join the more viable that solution will become

B. NEW MEDIA PARTNER TOOLS

How Google's PAIR works:
currently in BETA testing
with EN and several
other publishers.

Publisher Advertiser Identity Reconciliation (PAIR) Workflow



C. 1ST PARTY DATA COLLECTION

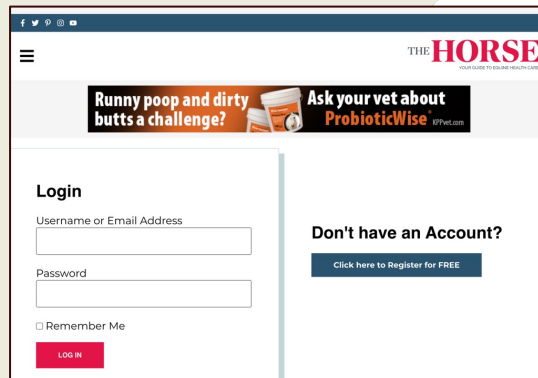
As third-party cookies disappear, the importance of first-party data will increase significantly.

- Best Practices for Storing First-Party Data
 - Ensure you are following consent and privacy regulations
 - Secure data storage solutions
 - Data encryption and anonymization
 - Regular data audits
- Preparing Data for Cleanroom Integration
 - Standardizing data formats
 - Ensuring data accuracy and completeness
 - Using privacy-safe identifiers

C. 1ST PARTY DATA COLLECTION

HOW?

- Newsletter sign ups
- Registration walls
- Contests & Polls
- Surveys
- Offers



THE HORSE
MAGAZINE FOR EQUUS LOVERS

Runny poop and dirty butts a challenge? Ask your vet about ProbioticWise[®] by Pet.com

Login

Username or Email Address

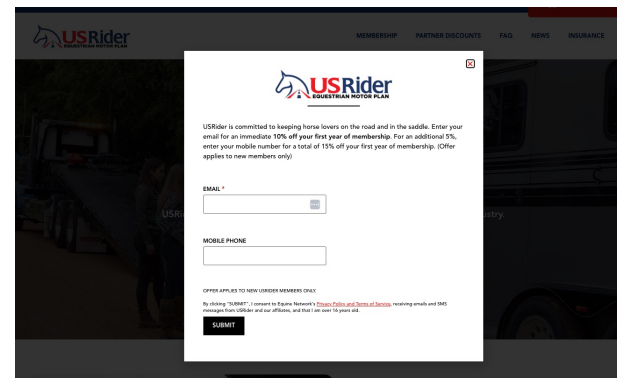
Password

Remember Me

LOG IN

Don't have an Account?

Click here to Register for FREE



USRider

USRider is committed to keeping horse lovers on the road and in the saddle. Enter your email for an immediate 10% off your first year of membership. For an additional 5%, enter your mobile number for a total of 15% off your first year of membership. Offer applies to new members only.

EMAIL *

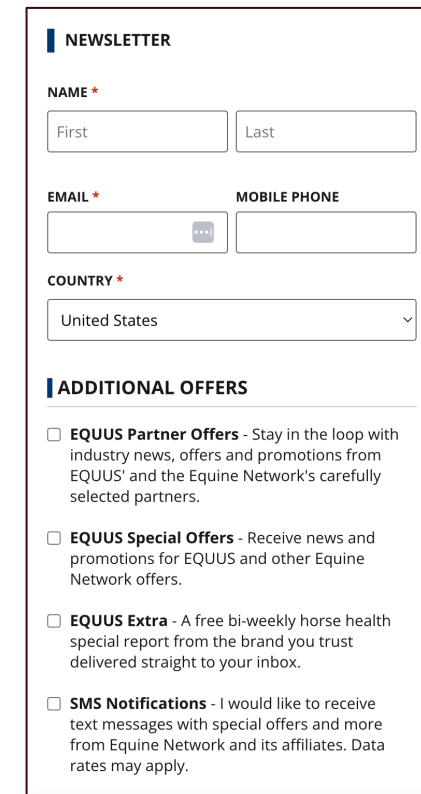
MOBILE PHONE

ENTER YOUR EMAIL ADDRESS

ENTER YOUR MOBILE PHONE NUMBER

SUBMIT

OFFER APPLIES TO NEW USRIDER MEMBERS ONLY.
By clicking "I Agree", I consent to Equine Network's [Terms of Sale](#) and [Terms of Service](#), including privacy and data management from USRider and our affiliates, and that can last up to 10 years old.



NEWSLETTER

NAME *

First Last

EMAIL * MOBILE PHONE

Country *
United States

ADDITIONAL OFFERS

EQUUS Partner Offers - Stay in the loop with industry news, offers and promotions from EQUUS[®] and the Equine Network's carefully selected partners.

EQUUS Special Offers - Receive news and promotions for EQUUS and other Equine Network offers.

EQUUS Extra - A free bi-weekly horse health special report from the brand you trust delivered straight to your inbox.

SMS Notifications - I would like to receive text messages with special offers and more from Equine Network and its affiliates. Data rates may apply.

C. 1ST PARTY DATA BEST PRACTICES

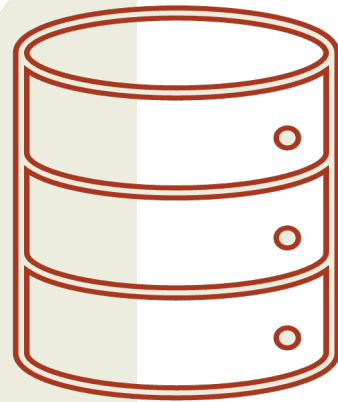
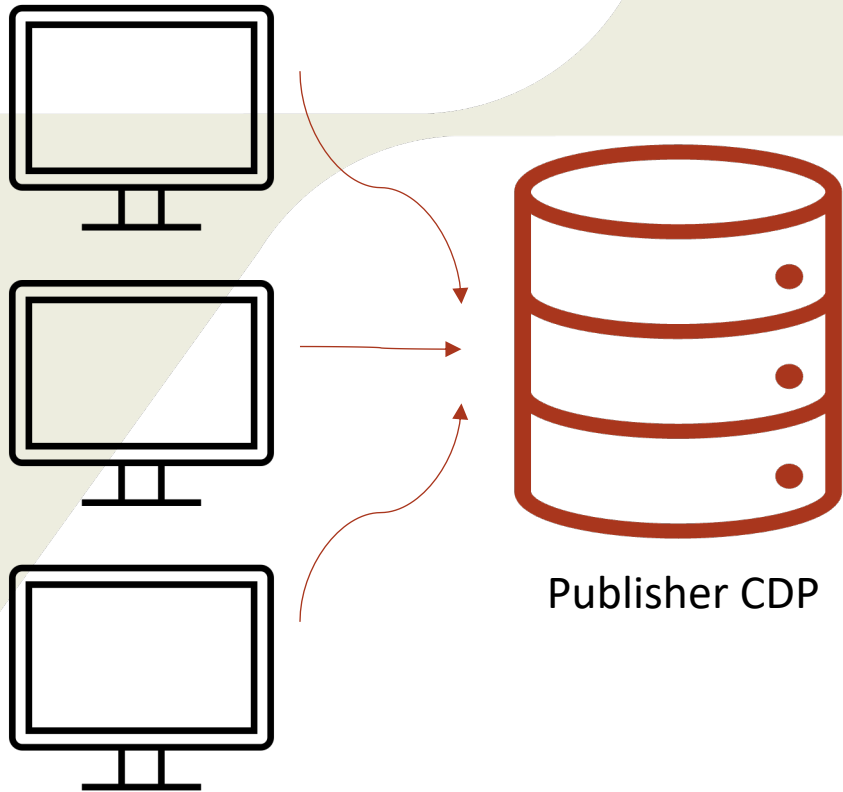
- **Map the customer journey:** This will help you and internal stakeholders visualize the steps and touchpoints that the customer experiences while on their journey, and where to best offer data collection opportunities
- **Offer compelling value exchanges:** Users are not likely to simply give you their data. You need to offer something of value back to them – discounts, downloadables, chances to win, etc.
- **Obtain user consent:** There are legal and ethical considerations when collecting customer data.
- **Progressively Profile users:** no one likes a long form to complete. Rather collect the basics and progressively add to that profile with more data as you have it.
- **Implement proper security controls:** This helps avoid legal hot water and maintain trust in your organization.
- **Be transparent about collecting first-party data and how you'll use it:** This helps build customer trust.

D. INDUSTRY PARTNER COLLABORATION

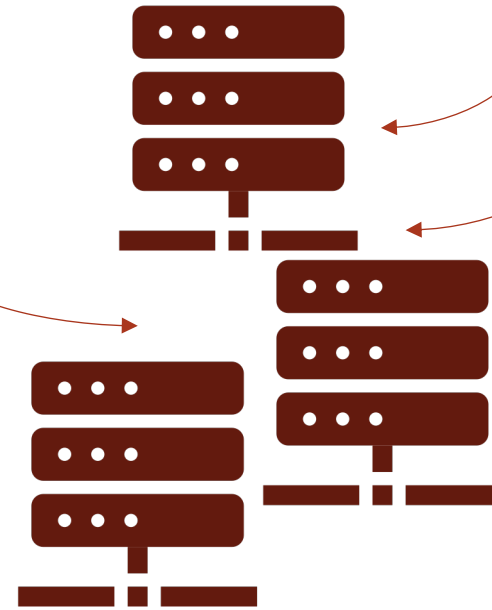
- Work with one or more partner to create a safe environment to share information and intelligence. These spaces are called “clean rooms”
- Ensure you have a clear value exchange and similar communication requirements with your partner including:
 - Delivering meaningful messages to your audiences across partner content and experiences
 - Deliver meaningful messages to partner audiences across your content and experiences
 - Learn more about audiences with additional segmentation opportunities, so you can deliver meaningful messages to audiences

D. INDUSTRY PARTNER COLLABORATION

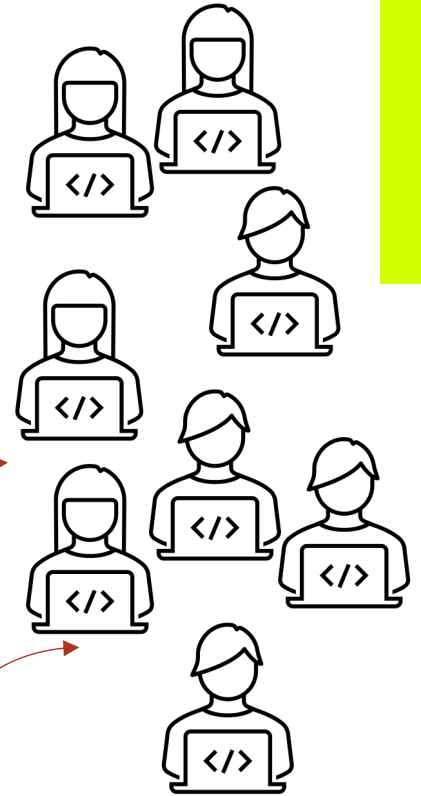
Publisher Content Services (1P cookies)



Partner CDP



Clean Rooms



Advertising Opportunities

WHAT ELSE?

Looking ahead, it's essential to remain agile and adaptable in the face of continued changes in the digital marketing landscape. By staying proactive and embracing new technologies and strategies, we can:

- **Anticipate Change:** Continuously monitor industry trends, regulatory developments, and technological advancements to anticipate future changes and adapt our strategies accordingly.
- **Experiment and Innovate:** Be willing to experiment with new approaches and technologies, such as alternative tracking methods, AI-driven personalization, and innovative content formats, to stay ahead of the curve.
- **Stay Customer-Centric:** Ultimately, our success in the cookie-less landscape will depend on our ability to prioritize the needs and preferences of our customers, delivering value and relevance at every touchpoint.

CONCLUSION

