



# Navigating the Cookie-less Landscape: 7 Ways to Prepare Your Business



Online businesses are on the cusp of a significant shift - a cookie-less world. As privacy becomes a priority, third-party cookies, traditionally used for tracking user behaviour and personalised advertising, are being phased out. At Seen Digital, we understand the implications for your business and are here to sift through the ordinariness, paving your way towards a cookie-less future.

## The Cookie less World: An Overview

A 'cookie-less world' signifies the end of using third-party cookies to track user behaviour, customer preferences, and carry out targeted advertising. This has been driven by growing consumer concerns about their personal data, resulting in more stringent privacy regulations.

### 1. Embrace First-Party Data

In the absence of third-party tracking, first-party data becomes crucial. This data is collected directly from your customers through forms, transactions, and other interactions on your site. It's essential to start building strong relationships with customers to gather high-quality, opt-in first-party data.

### 2. Contextual Targeting

Contextual targeting uses the content of the webpage to display relevant ads, reverting to the 'old-school' method that technology like cookies sought to replace. By refining your keyword strategies and understanding context, you can stay ahead.

### 3. Data Clean Rooms

Data clean rooms allow some access to user data in a controlled, privacy-safe environment. These intermediary spaces allow businesses to glean insights about user behaviour and craft marketing strategies, without directly accessing or infringing on customer privacy.

### 4. Server-Side Tagging

Implementing server-side tagging can be a potential solution. This method runs tag code on servers rather than browsers, helping to improve page loading times and offering better control of data security.

### 5. Privacy-Safe Technologies

Stay informed about emerging technologies that respect privacy, such as Federated Learning of Cohorts (FLoC) proposed by Google. Such technologies aim to balance privacy with personalisation.

### 6. Prioritise User Experience

As personalised ads become tougher to deliver, brands should shift their focus to enhancing user experience. Leverage high-quality, valuable content and intuitive design to attract and retain users.

## 7. Transparency and Authenticity

Communicate about privacy changes and how you handle data with your audience clearly and concisely. Building trust is a primary factor in the era of heightened data privacy.

Navigating a cookie-less world may seem complex, but with Seen Digital by your side, reclaiming control over your digital future is possible. Our experienced team stays alert to the shifts in the digital realm, empowering you to remain proactive, responsive, and ensuring that your brand is always Seen.

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