

Life after third-party cookies: 3 tips to succeed

Third-party cookies currently play a major role in digital marketing, and phasing them out will significantly impact how campaigns are created, maintained, and measured. However, Google plans to phase these out by 2023 in response to growing demands and regulations around user privacy.

Whilst Google develops new technologies in the Privacy Sandbox as replacements, there are three key tactics you can deploy to be prepared for these changes, whatever they might be.



1. Improve your first-party data collection

Traditionally, data has been borrowed from Google in the form of third-party cookies. However, the focus needs to shift to owning this data and this can be implemented by collecting first-party data directly from your consenting customers — ensuring you have actionable but compliant data.



2. Shift your focus towards account-based marketing (ABM)

86% of marketers report improved win rates with ABM.

With the phase-out of third-party cookies, there will be less opportunity for broad-based marketing efforts. As a result, a refined approach such as ABM that identifies an **ideal customer profile (ICP)** is a great tactic that can be used before and after the phase-out.

Read our eBook: “ABM: The Ultimate Guide”.



3. Incorporate reverse IP tracking technology

Reverse IP tracking identifies the domain name system associated with an IP, and tools that enable reverse IP lookups are able to gain top-level domain data that an IP produces.

Web Insights website visitor identification software utilizes reverse IP tracking and is the industry leader with over 1.4 billion IP addresses. Our technology adheres to regulations and maintain users’ privacy at all times.

It will also help to fuel first-party data collection and ABM strategies. Another big advantage for enterprise organizations is that the intel is routed directly into their existing tech stack.

With Web Insights you can:

- Gain insight into anonymous website visitors
- Segment website visitors by their online behavior
- Automatically route these leads to your team
- Engage in real-time
- Analyze and optimize here the best leads are coming from

Want even more ways to prepare for the changes? Take a deeper dive with our ultimate guide: “Marketers: Are you prepared for life after third-party cookies?”.

Close more business than ever before, and drive business success with Web Insights. Real-time engagement; real-time success

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