



BUILDING DIGITAL RESILIENCE

How marketers can succeed without
third-party cookies



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Transitioning away from 3PIDs

Success will depend on new strategies, technologies, data and processes

There's been a lot for marketers to lament in the past year—and the imminent reduction in access to [third-party identifiers](#) (3PIDs) is part of it. In January 2020, [Google announced](#) it would phase out third-party cookies (3PCs) in Chrome. And in April 2021, Apple announced they would start rolling out an update requiring opt-in consent to access their IDFA.

These changes limit brands' options for identifying consumers online.

And adtech companies, agencies and publishers need to quickly solve for this disruption—with many technical dependencies. Because at the end of the day, the customer experience can't slip.

"People expect big companies to understand every single customer touchpoint. But it's so much more complex on the backend than most consumers know," [explains Dana Moroze](#), senior vice president of Epsilon's Platform Solutions Management group.

What will you learn in this whitepaper?

Dive into this whitepaper to learn more about the challenges marketers are facing in the cookieless world, plus how to continue to scale digital marketing—without worrying about 3PIDs.

We'll cover:

- How the loss of 3PIDs impacts the way brands collect, onboard, organize and activate data about customers for marketing activities (and why your holistic customer view is at stake).
- How your martech stack needs to evolve across strategy, technology, data and process to succeed in a world without 3PIDs.
- How Epsilon, Adobe and Publicis Sapient can help brands build these capabilities through a phased approach—including near-term and long-term wins.

3PID deprecation may seem insurmountable today. "Brands could ultimately emerge from this transition with a stronger view of their customers than they've ever had before," Moroze says. "Brands that are able to build out and better utilize their first-party data asset are realizing there's more potential than they understood."

Epsilon's [CORE ID](#), the industry's most accurate, stable and scalable identity solution, is now integrated with [Adobe Experience Platform](#) through Epsilon's CDP Essentials. As one of Adobe's premier partners for identity, enterprise brands using Adobe's Real-time Customer Profiles, available in Adobe Experience Platform, can now enhance their first-party data with Epsilon's CORE ID to create more robust customer profiles and partner with [Publicis Sapient](#) to deliver personalized experiences across every channel.



SECTION 1:

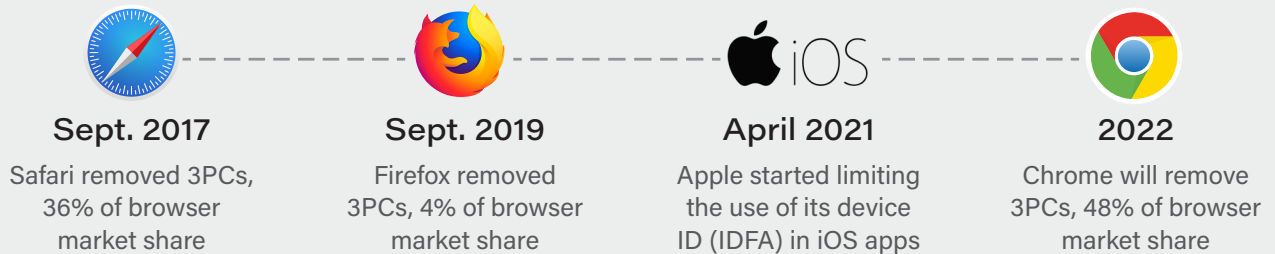
THE CHALLENGE OF MOVING AWAY FROM 3PIDS

Why the sudden shift toward a cookieless world?

It's actually not so sudden. Cookie policies have been gradually getting stricter since around 2013 when Safari blocked third-party cookies by default and Firefox introduced cookie "blacklisting."

But with the loss of more 3PIDs looming across Google and Apple, the challenges seem to be quickly piling on.

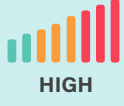


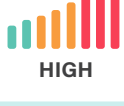


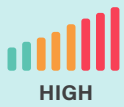

GOOGLE ISN'T THE FIRST BROWSER TO GET RID OF THIRD-PARTY COOKIES



IMPACT: The loss of 3PIDs will have an immediate impact on five key marketing capabilities:

- Data onboarding
- Audience creation
- Customer marketing
- Prospecting
- Measurement & attribution

THESE FUNDAMENTAL CAPABILITIES, AS WELL AS OTHERS, ARE NEEDED TO DELIVER ON KEY USE CASES ACROSS MARKETING ACTIVATION

Category	Impacted use cases across the industry	Description	Capabilities required	Disruption?
MEDIA BUYING	New user acquisition	Reach unknown users across the open web	<ul style="list-style-type: none"> Data onboarding Audience creation Media activation Identity solution Prospecting 	 <p>HIGH</p>
MEDIA BUYING	DSP – remarketing	Reach known users with 1st party data to drive conversions or upsell across the open web	<ul style="list-style-type: none"> Data onboarding Audience creation Media activation Identity solution 	 <p>MEDIUM</p>
MEDIA BUYING	Optimizing advertising spend	Algorithmically direct advertising spend towards high-performing inventory	<ul style="list-style-type: none"> Media activation Delivery data w/ identity 	 <p>MEDIUM</p>
MEDIA BUYING	Dynamic creative optimization	Enable hyper-personalized creative at scale and orchestrated across channels	<ul style="list-style-type: none"> Audience creation Media activation Dynamic creative Identity solution 	 <p>HIGH</p>
DATA	Identity resolution	Gain single view of a customer across the web for targeting, frequency capping and attribution	<ul style="list-style-type: none"> Identity solution Audience creation 	 <p>HIGH</p>
MEASUREMENT	Click-through attribution	Understand what ad a user clicked on prior to coming to the site	<ul style="list-style-type: none"> Identity solution Audience creation Journey analytics Attribution 	 <p>MEDIUM</p>
MEASUREMENT	View-through or multi-touch attribution	Understand the impact of ads served to a user that did not result in a direct action but may have influenced an action	<ul style="list-style-type: none"> Identity solution Audience creation Clean room Journey analytics Attribution 	 <p>HIGH</p>
MEDIA PLANNING	Media planning and forecasting	Make decisions on where to spend advertising dollars based on assessment of available inventory and goals	<ul style="list-style-type: none"> Journey analytics Identification Audience creation Measurement 	 <p>MEDIUM</p>

More difficulty identifying and reaching real people

With 3PIDs already disappearing, it’s suddenly much more challenging for brands to know and understand individuals’ interactions. But it’s not impossible — it’s simply a shift from device- and cookie-based marketing to people-based marketing.

- **Device- and cookie-based marketing** serves ads to “people” based primarily on cookies and device IDs. This approach generates a lot of waste and limits performance reporting.
- **People-based marketing** identifies real people based on a more robust set of identifiers (including transactional data). This approach allows brands to be much more tailored in their communications. Plus, marketers can report more accurately on all of their efforts.

To understand how to operate in a post-3PID world, marketers first need to understand how identifying people online typically works. And it's all about matching.

	PROBABILISTIC MATCHING	DETERMINISTIC MATCHING
DEFINITION	An attribute or multiple attributes are analyzed to make an educated guess about a person's identity.	Using names, addresses, transactions, hashed emails and customer IDs—after being scrubbed clean of personally identifiable information (PII)—to recognize a person in a digital context.
USE	Probabilistic matching may be the easiest option to generate scale, but it's not the most accurate, which leads to targeting, personalization and performance issues. For example, this could lead to seeing two devices on one IP address and associating with the same individual, when it's just roommates sharing Wi-Fi.	Deterministic matching starts with name-based information as the foundation for identity, whether in an authenticated or pseudonymized context. This is the most accurate way to match real people to their online activities because it is rooted in the person's real information in a privacy-safe way.

When it comes to matching, most marketers only think about one number—the match rate—but recognition goes far beyond that single metric. Just because the brand can recognize someone online does not mean they can accurately reach this person, consistently over time (the holy grail).

Remember, according to Forrester, there are [five pillars of a good identity resolution program](#):

- Recognition
- Scale
- Accuracy
- Persistence
- Privacy

Depending on how a provider matches the brand's customers and prospects to online IDs, they could be sacrificing reach, accuracy or persistence just to achieve higher match rates.

Deterministic matching can help solve many of these issues, but very few companies have the capabilities to execute this way. And of the ones that can, fewer still can pseudonymize the person's identity for a privacy-first approach.

3PID deprecation and the walled gardens

The bigger issue here is that this shift favors the walled gardens platforms.






“Walled gardens want to do a lot of that work for you in a black box. The major problems with that are the inability to audit those decisions and those algorithms. At the end of the day, we have a fiduciary responsibility to understand how our customers are being treated.”

– [Lou Paskalis, senior vice president of customer engagement and media investment, Bank of America](#)

What identifiers are available?

One of the reasons so many brands are struggling with 3PID deprecation is that they've relied on too few identifiers—and it's important never to hinge an entire identity program on just one identifier. But the truth of the matter is that any one brand cannot cover off on all identifiers by themselves. They need to work with partners that have the technology, expertise and comprehensive digital identity to be able to activate marketing effectively after third-party cookies go away.

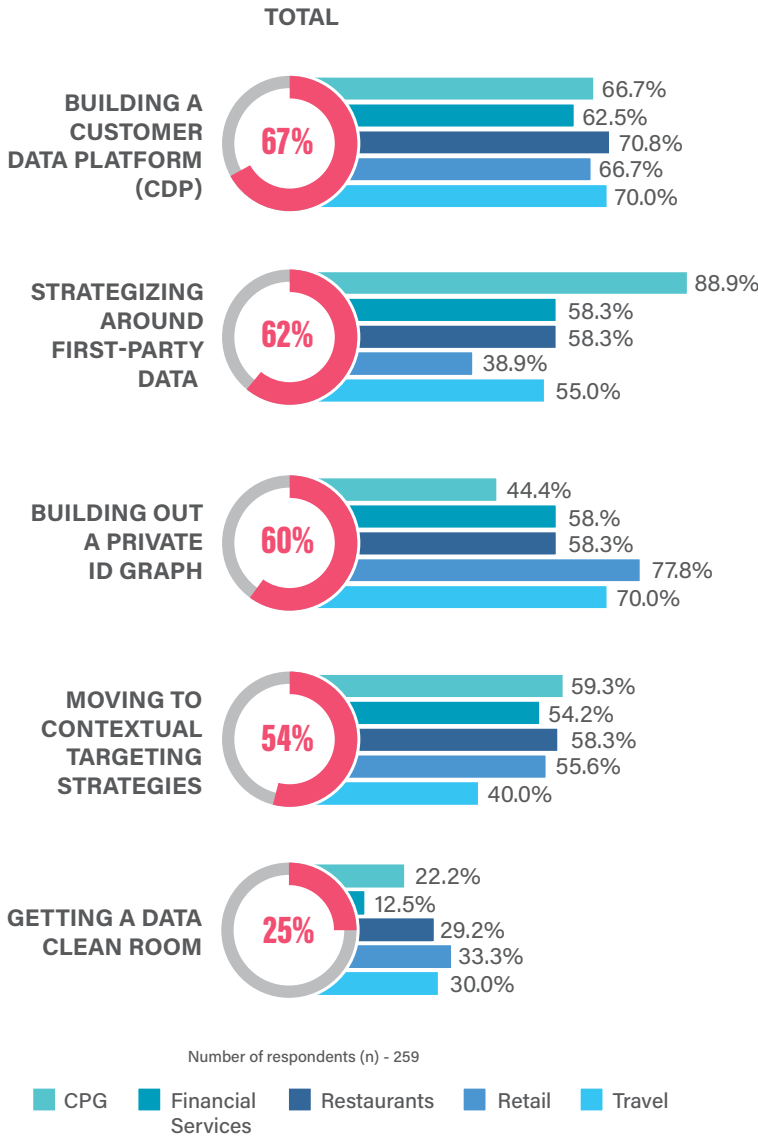
When this is done in a privacy-safe way that merges authenticated and pseudonymous consumer data, linked to the mix of supporting identifiers, and resolved at an individual level, Epsilon has seen unrivaled reach and accuracy. Epsilon was the only company to be categorized in all four functionality segments in [Forrester Research's "Now Tech: Identity Resolution, Q3 2020"](#): first-person PII identity, onboarding, embedded digital identity and digital identity.

IDENTIFIER	PROS	CONS
 <p>Cookies</p>	<p>3PCs: Ubiquitous until browsers started to block them</p> <p>1PCs: Valuable part of digital identity, especially after 3PC deprecation</p>	<p>3PCs aren't people-based, interoperable, persistent or transparent, and they're going away</p>
 <p>Email address</p>	<p>Widely used form of communication; deterministic and can be used across devices</p>	<p>On average, an individual has 4+ email addresses. Creating profiles for every email address will fragment the view you have of each person.</p>
 <p>IP address</p>	<p>Serves as an identifier of a specific household or business location</p>	<p>Nearly 50% of household IP addresses are registered monthly, making persistent connections nearly impossible. Devices in the same household have the same IP address, so it's hard to advertise at the individual level.</p>
 <p>Device ID or mobile ad ID (MAID)</p>	<p>Reaches specific mobile devices more accurately than cookies inclusive of web content, app engagement and location</p>	<p>People switch between devices often, so you're likely to misidentify them between devices or IDs. Apple started to limit the use of its device ID, IDFA, in April 2021</p>
 <p>Name and address data tied to transactions</p>	<p>Deterministic instead of probabilistic; highly accurate, as it's tied to consumer transactions</p>	<p>Transaction data isn't widely shared and is difficult to link to online conversion data, making it challenging to scale for any single customer.</p>

What are brands doing now to prepare?

What marketers choose now could make or break campaigns in the years to come. Most marketers are dealing with cookie deprecation with one or more strategies.

HOW MARKETERS ARE PREPARING FOR DATA DEPRECATION



OUTLOOK

Right direction, but the CDP needs to be enterprise ready. CDPs can help marketers get a single view of their customers in order to power omnichannel personalization. That being said, CDPs need to have the identity underpinning to be enterprise-ready.

The clearest near-term path for long-term growth. First-party data has always been the foundation of marketing, but it's also going to be the future. But we know that a brand's own data can only go so far; brands also need identity resolution partners to append data that the brand doesn't have or can't see.

Good intentions, but very few brands have the scale to do this right. There are virtually no brands that have the online scale and reach to build a private ID graph by themselves, so this needs to be a partner strategy. It's not about a lack of technical expertise—most brands lack the audience, reach and penetration to build a private ID graph on their own.

Easy near-term solve, but needs to be combined with strong first-party data to be effective. Contextual advertising ensures content is at least somewhat relevant to the site's audience, but it's highly inefficient on its own and highly susceptible to ad waste.

Not enough marketers taking advantage of second-party data capabilities and resolution through clean rooms. Second-party data, like data from partners, can be accessed through clean room environments that help facilitate better journeys and measurement. But it's the [cross-vendor clean room solutions](#) that offer a vendor-agnostic alternative, where all advertising data can come together in a privacy-safe way.

What's a data clean room?

"A data clean room is a secure, isolated platform that links anonymized marketing and advertising data from multiple parties. Data clean rooms are distinguished from other data-sharing methods by the inclusion of detailed advertising impression data, with privacy-safe restrictions on outputting user-level results."

—"How to plan for data clean rooms," Eric Schmitt and Andrew Frank, Gartner, May 2020



SECTION 2

WHAT MARKETERS NEED TO SUCCEED IN A POST-3PID WORLD

The needs of marketing are not changing. What is changing is the way marketers will need to go about acquiring and executing on those core capabilities in a post-3PID world.

As marketers waded through the variety of challenges and solutions, there are four keys to building the right capabilities without 3PIDs:

- Strategy
- Technology
- Data
- Process

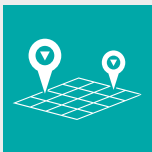
TYPES OF DATA—DEFINED



ZERO-PARTY DATA: A newer category of data that refers to information a consumer intentionally or proactively shares with you. This lets consumers indicate how they want to engage with your brand and puts them in control to improve relevancy and trust. It's basically a special category of first-party data that is at the intersection of consumer privacy and personalization.



FIRST-PARTY DATA: The most valuable data. It's the history of consumer interactions and the hints they've left along the way, telling a marketer what someone has bought, what causes them to engage (or ignore) and overall satisfaction.



SECOND-PARTY DATA: Someone else's first-party data and the next best thing to having first-party data. It's shared via strategic partnerships or in environments where permissions and identifiable information can be carefully controlled (like clean rooms).



THIRD-PARTY DATA: Data that is not directly tied to an individual but represents an individual in a digital context, across many sources, through ties to first-party data. The accuracy of the data can vary, and it's critical to focus on the quality of the data for your industry (as industry accuracy can be very different).

STRATEGY

Build first-party relationships on mutual value exchange for the brand and the consumer.

Brands must make a full commitment to transform their ability to connect with consumers, putting first-party data at the center. Like any good strategy, it needs a defined goal, business case, ROI model and executive support.

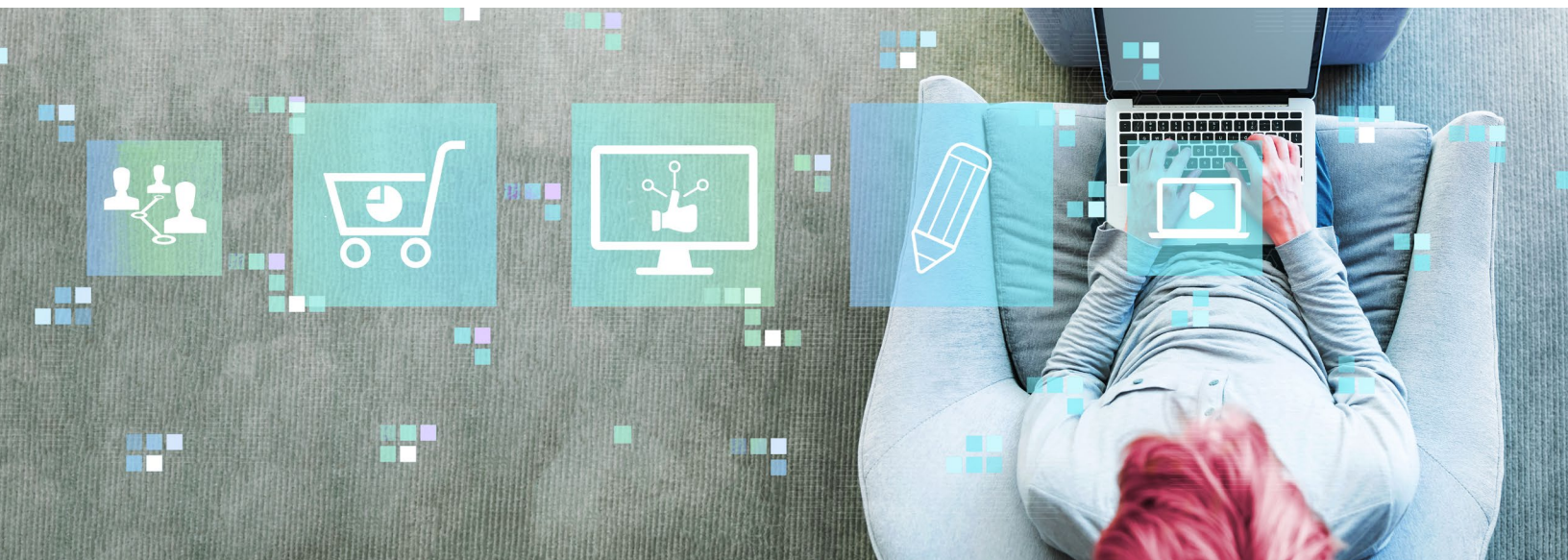
Everyone's marketing infrastructure is about to evolve. As people spend more time online, consumers, legislators and technology companies are codifying how the consumer-to-brand relationship should be built, emphasizing the need for an equal value exchange that's focused on consent, governance, authenticity and trust.

There is a value exchange and control in the market now, but the new market will offer new capabilities for consumers and brands. 3PID deprecation gives the consumer more control over the experiences they want and the relationship they have with the brands they choose to engage. This means **marketers must show the value they're bringing to the interaction in every instance, ensuring a mutual exchange of value between brand and consumer.**

THIS STRATEGY REQUIRES THE FUSION OF THREE DATA STREAMS:

- First-party data collected in real-time from behaviors exhibited by customers across a brand's site, app or media (like searches, products browsed, purchases, cart content, etc.).
- Identifiers provided by authenticated consumers, such as email or phone numbers that are given with consent to use for the delivery of personalized marketing.
- Working with an identity provider to shore up anonymous interactions—both online and offline—and understand if they truly are anonymous or if they're a known individual.

This creates more value for the consumer, where they feel respected and protected and see the benefit in receiving a more relevant experience from the brands they choose to engage with.



TECHNOLOGY

Activate an enterprise-ready CDP to organize, align and build on customer data streams.

The brand's martech stack needs to be designed for data storage, analysis and activation. A CDP purpose-built for the intense, real-time scale of the cookieless future should be at the heart of it. **And this CDP must be more than a database for storing information.**

While mid-size brands have seen some early successes with CDPs, [the experience has been different for large enterprise brands](#), who quickly realized that many existing CDPs alone cannot solve their unique needs, such as:

- **Identity management and resolution:** The reality is that if brands want to recognize consumers and coordinate personalization across multiple channels, they have to have a sophisticated identity solution aligned across those channels. This is difficult when data and solutions are siloed by channel, but can be corrected with a CDP with a quality identity underpinning.
- **Quality data to enable advanced personalization:** Distinctive third-party data—that is not rooted in third-party cookies or device IDs—is required to create an enriched profile.

The tool must be able to identify people and stitch together accurate profiles, perform householding and more—in real-time. Enterprise-grade CDPs even take on data analysis, capturing intelligence from customers and determine the next best action to orchestrate highly relevant consumer journeys.

THE CORE CAPABILITIES OF AN ENTERPRISE-READY CDP:



REAL-TIME CUSTOMER PROFILE: The best experiences start with real-time customer intelligence. Brands have mountains of customer data, and it's likely stored across different systems, making it hard to really understand their customers.



IDENTITY: Across a consumer's journey, one or many personal identifiers may be associated with an individual. This should comprise the **brand's ID graph** and their **identity resolution partner** (more on page 15) to fill in the gaps of a brand's own data.



SCALABLE AUDIENCES: Brands need to ensure their first-party data can be leveraged across platforms, not just work on one system but fall flat on another.



MEASUREMENT: Brands need to ensure their measurement and attribution efforts are accurate at the individual, household and business level across channels, both offline and online.



MACHINE LEARNING DECISIONING: The customer journey is constantly changing with every new interaction an individual has (with your brand or with others). The next best interaction should always be driven by machine learning, with the most up-to-date information on the consumer journey.



PRIVACY & DATA GOVERNANCE: Real transparency and control for the consumer is a must. Governance and consent tools manage how information is collected, when they can be used and for what purpose.

DATA

Diversify data sources to create a holistic view of your customer, allowing for optimal next interactions at every turn.

From demographics and lifestyle data to behavioral and transactional information—consumer data comes from a variety of places in a variety of formats. A robust identity solution must perform data cleansing and data hygiene to make sure consumer profiles are complete and accurate.

TYPES OF DATA:

- Demographic & lifestyle
- Behavioral
- Transactional
- Contextual

WHERE IT'S COMING FROM:

- Authenticated login information
- First-party cookies
- Messaging (email, SMS)
- Loyalty program
- App-based data (login and behavioral)
- Publisher integrations
- First-party transactional data
- Second-party data
- Brand site data
- Preference & consent centers

AND THIS DATA CAN COME IN TWO DIFFERENT FORMATS:

- **Name-based** data is data about who the person is (and can include PII). Name-based data provides precision, but it is often limited in the scale of data point collected.
- **ID-based** (pseudonymous) data is data that cannot be tied back to a specific individual without the use of additional information, ensuring privacy to the specific user.

The key technical change is swapping 3PIDs for first-party, stable identifiers that will create persistent identity over time—with authentication—and becomes a better version of person-level and pseudonymous data. It's important for marketers to consider how site, app and email tagging solutions interface with each other to properly inform and enrich a user profile. Ensuring that all interactions are tied to identity at the time they occur is paramount. When a brand's tech stack is designed and implemented correctly, a first-party data identifier can be combined with a partner's ID-based data for a holistic view of each individual.



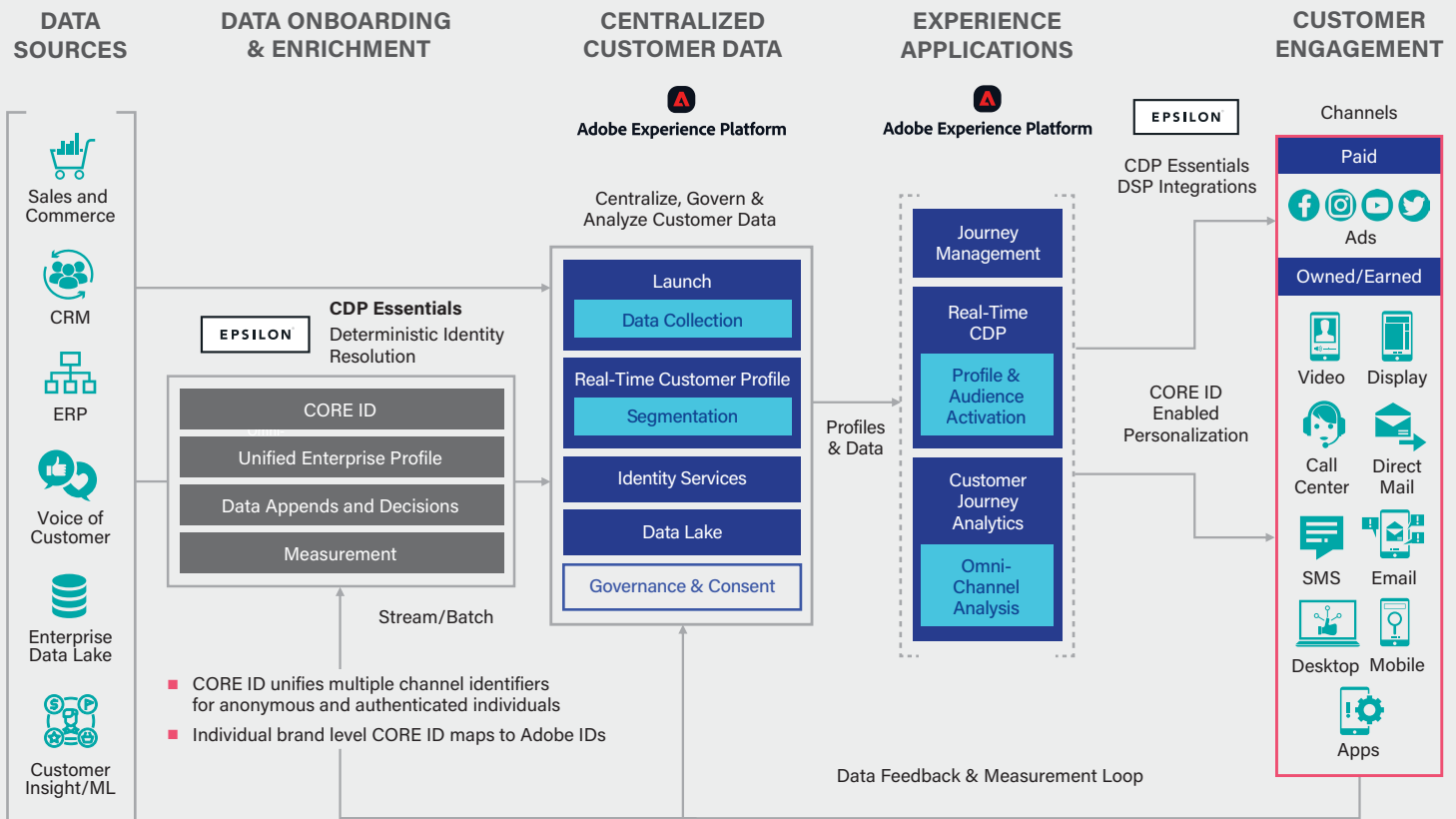
PROCESS

Operationalize tools and data to achieve strategic goals.

All of the tools and data in the world are useless without a clear process for using them to achieve strategic goals. Brands need a step-by-step process to adapt to operating in a cookieless world:

- **DATA SOURCES:** Cleansing and hygiene in the CDP layer
- **DATA ONBOARDING & ENRICHMENT:** Deterministic identity resolution across online and offline touchpoints
- **CENTRALIZED CUSTOMER DATA:** Vertical data schemas, models, AI, reports and governance
- **EXPERIENCE APPLICATIONS:** Campaign strategy, design, execution, analysis and optimization
- **CUSTOMER ENGAGEMENT:** Reach, scale, persistence and accuracy across channels:
 - **Paid:** Broadcast, social, digital media, digital video, advanced TV
 - **Owned:** Website, email, loyalty, SMS, mobile and web apps, call center

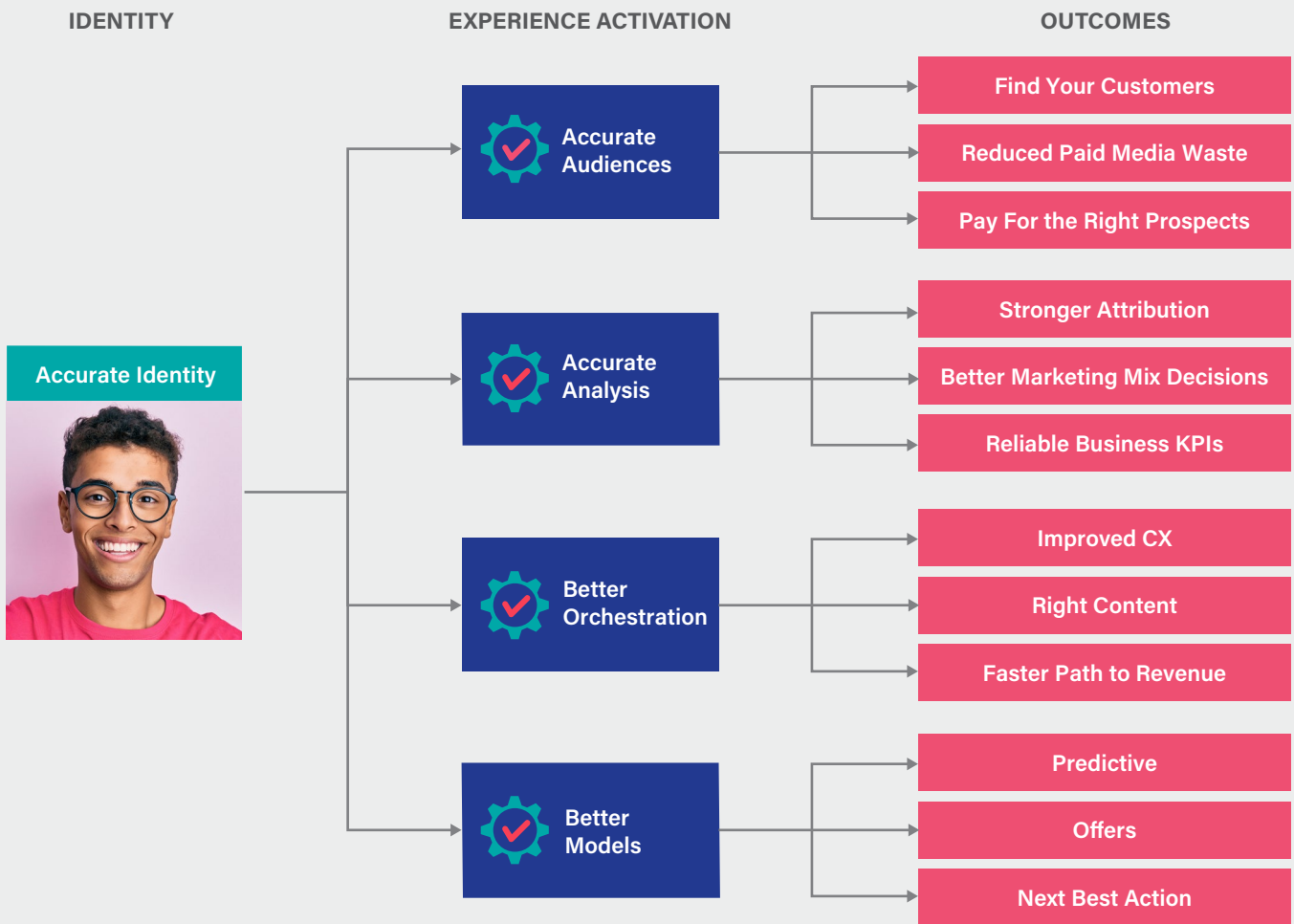
EPSILON + ADOBE EXPERIENCE PLATFORM INTEGRATION ARCHITECTURE



How the ingredients work together for marketing outcomes

Assembling strategy, technology, data and process correctly will allow brands to continue to grow and scale digital marketing—even without third-party cookies and other identifiers. In many instances, this framework will offer better performance and transparency than existing cookie-based approaches.

IDENTITY + EXPERIENCE ACTIVATION = BETTER OUTCOMES





SECTION 3

BUILDING A RESILIENT FIRST-PARTY DATA STRATEGY

From data onboarding to measurement and analytics—and everything in between—day-to-day marketing activities will need to look different when 3PIDs are gone. But strategy, technology, data and process can come together in new (and better) ways to make it happen.

Marketers will need to rethink how they approach these foundational capabilities to succeed in a post-3PID world:

1. Data onboarding
2. Audience creation
3. Customer marketing
4. Prospecting
5. Measurement





CAPABILITY #1

Data onboarding

The data onboarding process uses identifiers to associate new attributes (such as purchase, website or browsing history) with a specific individual—and subsequently push messaging to this person.

A lot of this information has been enabled by 3PIDs in the past. So what does this process look like with a shift to focusing on first-party data?

The future of data onboarding

The future of data onboarding is far less about readily available signals on the internet (like 3PIDs) and much more focused on building their first-party data capability internally—while also rethinking what second- and third-party data complements the brand’s identity graph.

Brand ID graph

START WITH FOCUSING ON YOUR FIRST-PARTY DATA:

- Create more opportunities to gather information through authentication opportunities on owned properties
- Capture brand interaction data via a robust site, app and email tagging infrastructure, which can attribute these interactions to an individual
- Align and organize data that already exists across the organization: call centers, point-of-sale, loyalty programs, etc.

But know this cannot live on its own. There are virtually no brands with the scale and reach to only focus on their own ID graph—brands need an identity resolution partner to connect customer profiles belonging to the same person.

Identity resolution partner

COMPLETES THE CUSTOMER VIEW OUTSIDE OF THE BRAND’S DATA:

- Enhances identity to have a holistic view of the consumer to recognize and reach across more channels and interactions.
- This allows for ongoing consumer addressability through third-party cookie alternatives.

This is the “identity resolution” underpinning needed in a CDP, but **why is this so important?** A consumer only has so many interactions with a single brand. The scale simply isn’t there, so it would be impossible to have a fully accurate identity built solely on a brand’s owned interactions with a consumer.

A note on privacy

When onboarding new data, there are different ways of gathering consent to ensure downstream efforts are all compliant. This is key for activation and measurement. Use labeling during the data onboarding process to tell the CDP that a given piece of data has appropriate consent for downstream uses.



CAPABILITY #2:

Audience creation

An audience segment is basically a group of people (site visitors, app users, etc.) who have been identified as sharing a range of attributes (demographic, technological, behavioral, etc.). These segments are used to determine who receives which marketing messages and advertisements.

To create an audience segment, a data platform or CDP uses conditions set by the marketer to break down vast amounts of data and form the specific groups the marketer wants to target.

But marketers are presented with a variety of challenges when it comes to creating audiences:

- **Fragmented data:** Siloes caused by data sources, systems and teams make it difficult to access time-sensitive data for personalization.
- **Inconsistent experiences:** Disjointed messages are a byproduct of fragmented data, and this problem is exacerbated by increased walled garden investment.
- **Unified governance:** Marketers need to manage authenticated and pseudonymous data, while adhering to privacy and consent standards.

A unified customer profile is at the heart of audience creation, and brands are already struggling to achieve it. As 3PIDs continue to disappear, creating this ongoing single view of the customer will only become more elusive.

The future of audience creation

The unified customer profile needs to combine customer data—authenticated and pseudonymous data—in a single place.

Marketers need a single system to manage both, which will typically mean an enterprise-grade CDP—especially after 3PID deprecation. A CDP not only facilitates the creation of customer segments, but it goes a step further to enable hyper-segmentation of customers.

Using an enterprise-grade CDP, brands can:

- Exclude or suppress specific groups of customers who, for instance, are not likely to be interested in what the brand is offering
- Consider time when segmenting audiences, in order to send messages at optimal times
- Use comprehensive and flexible stitching, segmentation, and identity resolution capabilities to find high value customers
- Rely on real-time connectivity to data sources and activation destinations

Industry applicability

Audience creation is a key part of any marketing effort across industries, and each one will want to rely on different attributes within their identity graph to build audiences across channels. For example:

- Retail > Average order value
- Travel > Night stayed, flights booked, etc.
- Financial services > Lifetime value



CAPABILITY #3

Customer marketing

Remarketing and retargeting are the customer marketing use cases most heavily impacted by 3PC deprecation. Serving messages to customers who have already engaged, remarketing and retargeting remind them of the brand's products and services. **This messaging can be executed via email or paid media, the latter relying heavily on 3PIDs today.**

The future of retargeting

Without 3PIDs, retargeting will largely split from prospecting and increasingly rely on a brand's authenticated first-party data set.

Starting with data onboarding and audience creation, brands should have their first-party data in good shape and already based on durable identifiers. Once that is in place, marketers can continue to perform critical mid- and lower- funnel activities to drive consumers from intent to purchase.

Moving forward, marketers will need to reach these customers in authenticated (i.e. logged-in) environments and/or leverage identity partners (like Epsilon) and their CORE ID to message customers across the open web.

Remarketing to users that have not authenticated is still being defined in a post-3PID context; it will rely on developments surrounding initiatives such as the Chrome Privacy Sandbox and Apple's ITP, plus policies and legislation about what identifiers will be used and how interest groups can be created.

Industry applicability

- Retail:
 - Banner ad for a product they recently saw online
 - Email with an abandoned cart message
 - Direct mail catalogue for a new customer
- Travel:
 - Banner ad featuring a previously visited destination
 - Email with an offer to add on to their upcoming trip
 - SMS notification about upgrading their flight
- Auto:
 - Direct mail follow-up with a trade-in offer
 - App notification to get an oil change
 - Banner ad to schedule a test drive for a car they recently viewed



CAPABILITY #4

Prospecting

Prospecting refers to acquiring new customers to drive growth—and it's a critical function for all marketers—especially those entering new product or service categories.

Until now, third-party cookies and other third-party data have been key tools in prospecting. Needless to say, prospecting has also been turned upside down with 3PID deprecation, and many brands are falling back on less effective contextual marketing and publisher-built audiences.

The future of prospecting

Marketers will be looking for third-party data sources with information obtained directly from consumers, with consent, and backed by a durable identifier.

The best way to make this happen post-3PIDs includes using the following:

- **Person-level clean room:** Interact with data in a secure, privacy-based analytical environment. Brands and their partners have granular access to individual consumer IDs, allowing them to model them with the highest degree of accuracy.
- **A real-time CDP to function as the brand's first-party data hub:** With a trusted, real-time source of truth, the entire organization has the most relevant consumer intelligence across all platforms.
- **Predictive intent signals:** Highly predictive digital intent signals allow marketers to anticipate customers' and prospects' needs at a scale.

Industry applicability

- CPG:
 - Cohorts and lookalike audiences based on retailers first- and second-party data
- Financial services:
 - Look for triggers like buying a home, first-time mortgage shoppers, NCOA information, all as one data source.





CAPABILITY #5

Measurement and analysis

Attribution and optimization help brands understand how well marketing efforts worked—and take action to drive efficiencies.

Traditionally, brands used a combination of tools to ingest and analyze cross-channel data—usually an enterprise data warehouse (EDW) or data lake plus a visualization tool like Tableau or Looker. But this technology setup is incapable of enabling true customer intelligence:

- No attribution or segmentation built into the workflow
- Can't tie interaction events to segments or individuals
- Data interactivity and options for breaking it down are limited
- Can't understand "why" consumers are taking certain actions because there is no connection point across interactions

Business users and analysts hit dead ends almost immediately with this approach, and analysis is expensive, slow, inflexible and disconnected from systems of action.

Marketers will try to address this with a fragmented ecosystem of cohort-level insights, advertising engagement metadata, numerous IDs and clean rooms, as well as insights a brand has from audience behaviors across their own properties.

The future of measurement and analysis

The ability to ingest and bring together massive quantities of out-of-order, structured, cross-channel data (call center, digital, mobile app, live chat) is unique. Marketers will need to use a real-time CDP, which aggregates, organizes and aligns a brand's identity graph alongside a third-party persistent identity graph, stitching together cross-channel data and creating new dimensions to measure success across the customer journey.

Data must be structured and visualized in a way that allows marketers, business analysts and other users to break it down for new queries, build and compare segments, analyze journeys with fallout and flow, and apply attribution models. With this approach, brands can unlock actionable performance insights in a matter of minutes—versus hours or days.

Industry applicability

- Every industry will have their go-to KPIs and analysis and can range from:
 - Total value of the shopping cart
 - Household vs. individual spend
 - Online vs. offline spend
 - Appointments booked
 - Lifetime value
 - Customer churn



SECTION 4

TRANSITIONING AWAY FROM 3PIDS

There's no getting around it—change needs to happen, or brands will suffer declining performance in digital as a result of 3PID deprecation.

To overcome these challenges and operate successfully in the post-3PID world, marketers must have a strong foundation in:

- Identity
- First-party customer data (to leverage lookalike modeling)
- Real-time CDP
- Customer journey orchestration

Starting immediately, brands should take a phased approach to their transition away from 3PIDs, targeting key milestones along the way.

Advance your capabilities with a phased rollout:

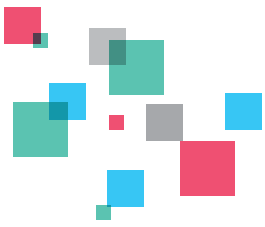
PHASE 1: Capabilities 1, 2 & 3 (Onboarding, Audience creation, Customer marketing)

PHASE 2: Capability 4 (Prospecting)

PHASE 3: Capability 5 (Measurement)



PLANNING YOUR IDENTITY EVOLUTION



PHASE 1

First-party data hub

It all starts with a strong identity based foundation of first-party data. While many brands have invested in first-party data in the past, these efforts have often been reliant on 3PIDs— not a durable identity solution. It is also more critical than ever that marketers bring together disparate online and offline data sets that sit across the organization. The benefits of getting it right will bring greater accuracy and reach to your effort.

PHASE 2

Prospecting

With a strong, first-party, identity-based foundation, the brand will be in a stronger position to efficiently find new customers through real-time capabilities of Adobe Experience Platform. It will also be possible to expand known attributes through Epsilon and use AI & ML models to further optimize customer journeys.

PHASE 3

Measurement

Finally, marketers will need a solution that can take in data from disparate channels and sources, with different levels of aggregation, latency, consent and governance, and tie it back together to the brand’s sales and engagement data. All of this will need to be backed by a durable identity solution, consent and governance controls, as well as real-time journey analytics and attribution capabilities.

How to Build Digital Resiliency

A partnership engineered to provide a robust First-Party Data Hub with durable identity/resiliency powered by Epsilon and activation and measurement powered by Adobe.




The end consumer will be ensured compliance, consent and privacy.

Solution Framework Components

1. Epsilon CDP Essentials, powered by CORE ID and their robust site, app and email tagging infrastructure.
2. Adobe Experience Platform with Real-time CDP and Journey Orchestration
3. PS Integration Expertise in making your martech and adtech deliver seamless customer experiences

BUILD FIRST-PARTY DATA HUB			FOCUS ON NEW USER ACQUISITION	TRACK YOUR RESULTS
Onboarding	Audience Management	Customer Marketing	Prospecting	Measurement
Collect & tie your offline first-party data to a durable online identifier (CORE ID).	Advanced segmentation, real time data collection, identity resolution & data governance.	First-party data tied to CORE ID, and activated in authenticated environments.	Using second- and third-party data sources for new customer acquisition to find lookalike and growth audiences.	Ingest massive quantities of out-of-order, structured, cross-channel data, stitched together to measure customer journeys.

SOLUTIONS & SERVICES PACKAGE — PHASE 1

	 Adobe Experience Platform	 EPSILON	 publicis sapient
SOLUTIONS	<ul style="list-style-type: none"> Real-time CDP Real-time CDP Standard Services Package Advisory Services Package 	<ul style="list-style-type: none"> Epsilon CDP Essentials (CORE ID) Epsilon Data Appends 	<ul style="list-style-type: none"> Future Cohort Assessment & Strategy Audience Activation Strategy Roadmap & Enterprise AEP Implementation
CAPABILITIES	<ul style="list-style-type: none"> Audience management Real-time Profile Privacy & data governance Scalable activation Identity Resolutor 	<ul style="list-style-type: none"> First-party & pseudonymous identity Onboarding Data enhancement services Audience optimization CORE ID based activation & Measurement 	<ul style="list-style-type: none"> Enterprise marketing technology transformation Data value analysis and optimization Machine learning strategy, governance and implementation

What's next?

The digital marketing ecosystem has given brands more information—on customers *and* prospects—than they could have imagined. Now, brands are working toward understanding *their* customers better than ever before, which has a clear value prop for the marketing team. But what's the benefit to the business' bottom line? And—most importantly—what's the benefit to consumers?

The answer to both questions is actually the same: The net-out is that customers win because brands are now laser-focused on them. **When brands can better resolve customer identity across a range of touchpoints, devices and data sets, marketers are able to see and understand their customers more clearly.**

Achieving a single view of the customer often demands organizational agility: the ability to reach across teams and martech stacks to identify and pull together the right data. That's challenging for companies of all sizes but connecting those dots—both across the organization and the customer journey—is critical to building resilience in a post-3PID world.





Let's talk

Discover how to future proof your initiatives and build digital resilience with Epsilon, Adobe and Publicis Sapient.

Contact us to learn more.

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EPSILON

About Epsilon

Epsilon is the leader in outcome-based marketing. We enable marketing that's built on proof, not promises™. Through Epsilon PeopleCloud, the marketing platform for personalizing consumer journeys with performance transparency, Epsilon helps marketers anticipate, activate and prove measurable business outcomes. Powered by CORE ID®, the most accurate and stable identity management platform representing 200+ million people, Epsilon's award-winning data and technology is rooted in privacy by design and underpinned by powerful AI. With more than 50 years of experience in personalization and performance working with the world's top brands, agencies and publishers, Epsilon is a trusted partner leading CRM, digital media, loyalty and email programs. Positioned at the core of Publicis Groupe, Epsilon is a global company with over 8,000 employees in over 40 offices around the world. For more information, visit epsilon.com. Follow us on Twitter at [@EpsilonMktg](https://twitter.com/EpsilonMktg).



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About Publicis Sapient

Publicis Sapient is a digital transformation partner helping established organizations get digitally enabled, both in the way they work and the way they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession – combined with our culture of curiosity and relentlessness – enables us to accelerate our clients' businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe.