



The Rise of the Cookieless World

Email Marketing to the Rescue

Beata Linz | Brand | Digital | Email Marketing Consultant

Your Storyteller Today



Beata Linz

Brand | Digital | Email Marketing Consultant

[Beata Linz Consultancy](#) & [Adbirds](#)

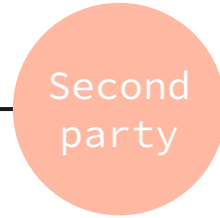
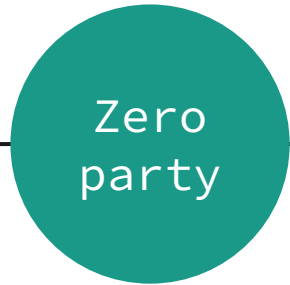
BEATA LINZ
BRAND | DIGITAL | EMAIL
MARKETING

X

ADBIRDS

A long time ago in a galaxy far,
far away....

Worlds as we know them



Data given proactively and explicitly by customers



preference center data

purchase intentions

personal context

how the individual wants
the brand to recognise her/him

Data based on implied preferences given implicitly by customers



behavior signals

purchase activity

subscription data

social data

Data allows to learn about web visitors' online behaviour beyond your website



websites they frequently visit

purchases

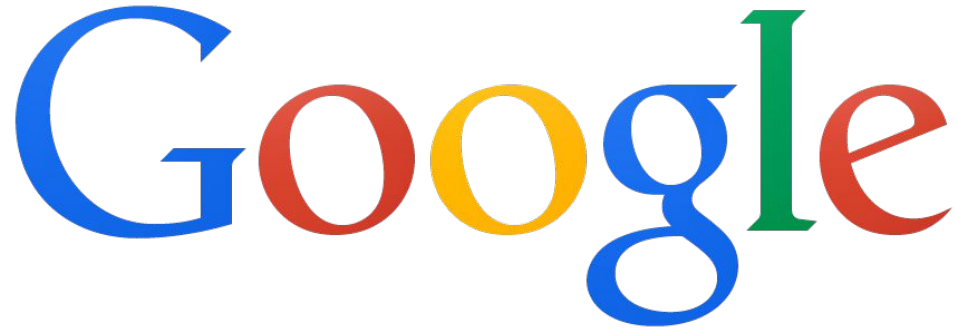
interests

...and more



Build visitor list profiles
for ad retargeting

***“Users are demanding greater privacy
- including transparency, choice, and control over how their
data is used - and it’s clear the web ecosystem needs to evolve
to meet these increasing demands.”***

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' (blue), 'o' (red), 'o' (yellow), 'g' (blue), 'l' (green), and 'e' (red).



Third-party cookies

From the “old good”

To the “new bad”

The Rise of the Cookieless World

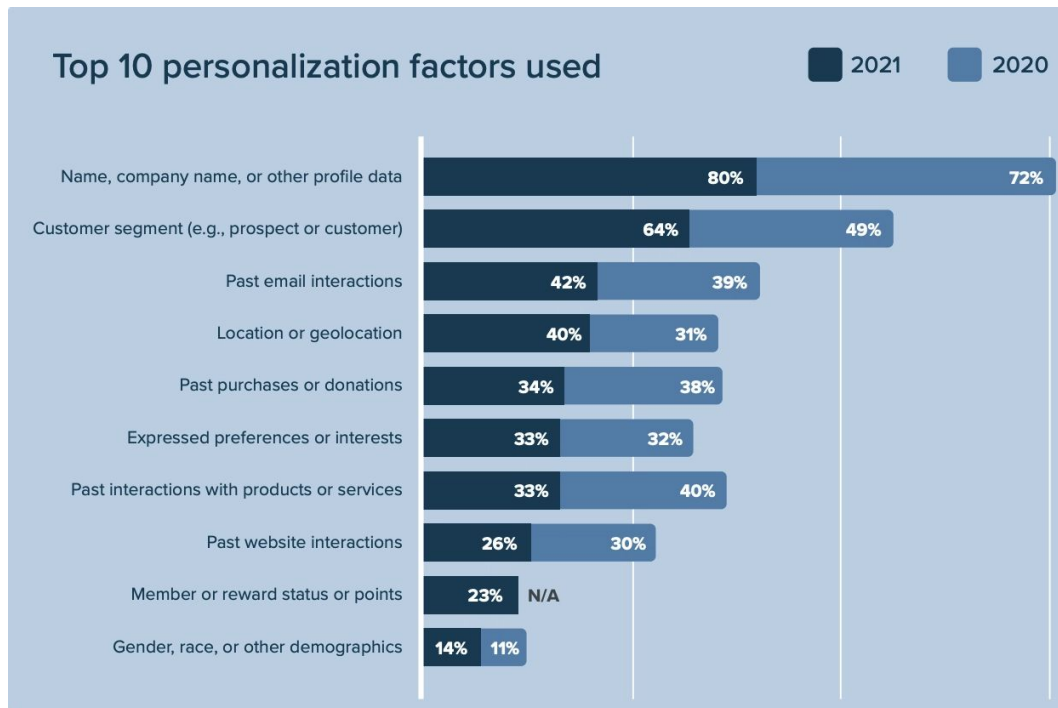




**Expecting
personalised
experiences
and value**

83% of consumers are willing to share their data in exchange for a more personalised experience.

**9 out of 10
marketers
believe
personalization
is imperative
to overall
business strategy**



Litmus State of Email

Who is There to Save Us?



How to Win with Email in the Cookieless World?





What if You
Just Ask
Your Audience
What
They Want?

First-Party Data

Use First-Party Data to Your Advantage



Engagement across
multiple channels



Ask for what you need
(and will use)



Prepare for
continuous change

Zero-Party Data

Preference Center

What would you like to collect?

What data will you use?

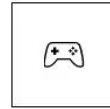
Audience types vs content

Interests vs topic

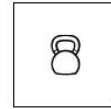
Timing

YOUR INTERESTS

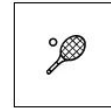
Click each icon that applies to you to customize your adidas experience.



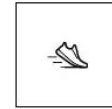
GAMING



TRAINING



TENNIS



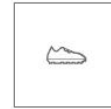
RUNNING



IVY PARK



CLIMBING



TRAIL RUNNING



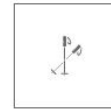
MOUNTAIN
BIKING



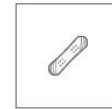
YEEZY



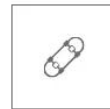
Y-3



HIKING



SNOWBOARDING



SKATEBOARDING



GOLF



BASKETBALL

Website / App

goodreads

Getting Started

Find Friends

Set a Goal

Rate Books

View Recommendations

Next, select your favorite genres.

We use your favorite genres to make better book recommendations and tailor what you see in your Updates feed.

<input type="checkbox"/> Art	<input type="checkbox"/> Biography	<input type="checkbox"/> Business	<input type="checkbox"/> Chick Lit	<input type="checkbox"/> Children's
<input type="checkbox"/> Christian	<input type="checkbox"/> Classics	<input type="checkbox"/> Comics	<input type="checkbox"/> Contemporary	<input type="checkbox"/> Cookbooks
<input type="checkbox"/> Crime	<input type="checkbox"/> Ebooks	<input type="checkbox"/> Fantasy	<input type="checkbox"/> Fiction	<input type="checkbox"/> Gay and Lesbian
<input type="checkbox"/> Graphic Novels	<input type="checkbox"/> Historical Fiction	<input type="checkbox"/> History	<input type="checkbox"/> Horror	<input type="checkbox"/> Humor and Comedy
<input type="checkbox"/> Manga	<input type="checkbox"/> Memoir	<input type="checkbox"/> Music	<input type="checkbox"/> Mystery	<input type="checkbox"/> Nonfiction
<input type="checkbox"/> Paranormal	<input type="checkbox"/> Philosophy	<input type="checkbox"/> Poetry	<input type="checkbox"/> Psychology	<input type="checkbox"/> Religion
<input type="checkbox"/> Romance	<input type="checkbox"/> Science	<input type="checkbox"/> Science Fiction	<input type="checkbox"/> Self Help	<input type="checkbox"/> Suspense
<input type="checkbox"/> Spirituality	<input type="checkbox"/> Sports	<input type="checkbox"/> Thriller	<input type="checkbox"/> Travel	<input type="checkbox"/> Young Adult

Don't see your favorite genres here?

Spotify Updates

EMAIL

PUSH

Product News

Getting started, new features and the latest product updates on Spotify



Spotify News and Offers

News, promos and events for you



Your Music

Recommended Music

Music we find that we think you'll like



New Music

Fresh tracks from artists you follow or might like



Playlist Updates

A playlist you follow is updated



Concert Notifications

Updates about virtual and live shows by artists you like, online or in places near you



Artist Updates

Hear about artists you listen to and artists we think you'll like




Quizzes / Games


TRENDAHUNT | Style Quiz

What style would you wear on a night out?

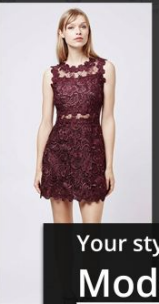
Pick your favourite 1 - 2

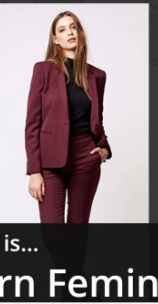


Pretty & Feminine



Statement & Fashion forward





Your style is...
Modern Feminine

The Modern Feminine knows how to make florals cool and embraces a palette of pinks, metallics and prints to create a soft yet contemporary look that's just risqué enough to make t-

Back

cult BEAUTY | Anna | My account | Wishlist | Logout

Search Cult Beauty

0 ITEMS IN YOUR BAG

Home | Brands | Skin Care | Make Up | Fragrance | Hair | Body | Wellbeing | Tools | Gifts | Trends | Top 10 | Offers | Blog

FREE WORLDWIDE SHIPPING on all orders over £35

FREE LUXURY SAMPLES on all orders over £40

MY ACCOUNT

- Account Dashboard
- Account Information
- Address Book
- My Orders
- My Product Reviews
- My Wishlist
- Newsletter Subscriptions
- Saved Credit Cards
- My Beauty Preferences
- Store Credit
- Gift Card

MY BEAUTY PREFERENCES

Anna Taylor's Beauty Profile

Please answer the questions below about your skin type, age and concerns etc. to get personalised product recommendations. *secret

BIRTH DATE
(so we can send you something special)

5 FEBRUARY 1986

SKIN TYPE

COMBINATION

SKIN TONE

Very fair Fair Light Medium

Olive Tan Deep Dark

YOUR SKINCARE CONCERNS

- Acne / Blemishes
- Blackheads
- Dark Circles
- Dryness
- Fine Lines / Wrinkles
- Loss of Elasticity
- Natural / Organic
- Puffiness
- Redness
- Sensitivity
- Sun Damage / SPF
- Uneven Skin Tone
- Visible Pores

YOUR MAKE UP FOCUS

- Brightening / Dullness
- Complexion
- Contouring
- Eyebrows
- Eyelashes
- Eyes
- Lips
- Oilsness / Shine

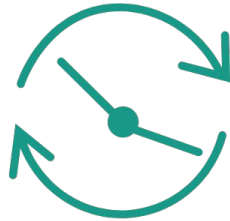
A woman with her hair styled in an updo, wearing a dark, textured, high-collared jacket over a dark top, stands in a futuristic control room. She has a skeptical expression. Her hands are clasped in front of her. She is wearing a gold earring and a gold bracelet. The background features a control panel with various buttons and lights, and a large screen displaying a complex, glowing blue and green network diagram. The room is lit with blue and white lights, creating a high-tech atmosphere.

Is that all really?

Use Zero-Party Data to Your Advantage



Bring value and encourage



Gather information ongoing and real-time



“Small” data to build their profile


Bring Value and Encourage to Share their Data




Private Sale

OneASICS™ members get our Summer offers early. Unlock exclusive offers and benefits.

[Join for free](#) [Log In](#)











Join OneASICS™ members today for exclusive deals.

There's never been a better time to become a OneASICS™ member.

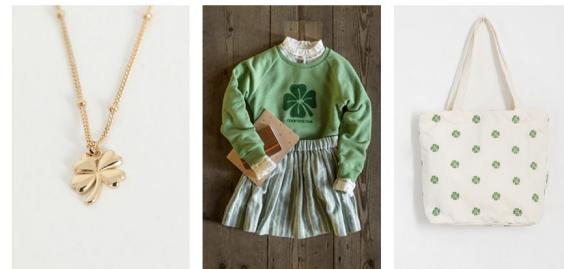
Sign up free to join our exclusive club and get priority access to our Private Sale.*

Enjoy free shipping on all orders and much more.

[Access Now](#)

SISSY-BOY

[DAMES](#) [HEREN](#) [KIDS](#) [HOMELAND](#)



.....
WIL JIJ JOUW GELUK MET ONS DELEN?
.....

Vul de vragenlijst in en maak kans op €150,- shoptegoed!



[NAAR DE VRAGENLIJST >](#)

Acquisition

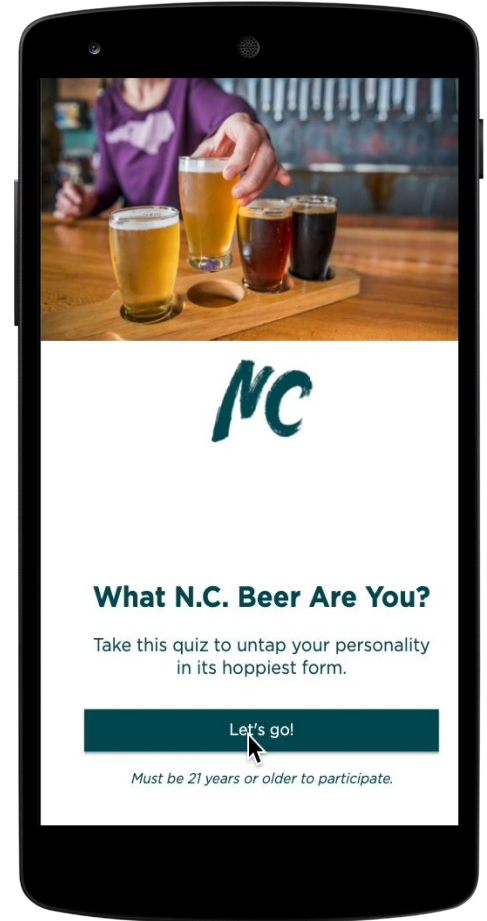
Personality Quiz - Visit North Carolina

- Do they enjoy this affinity?
- Who are they traveling with?
- What activities are important?
- What's their email address?



Powered by **jebbit**

Social
Affinity Marketing
Retargeting



Acquisition & Retention

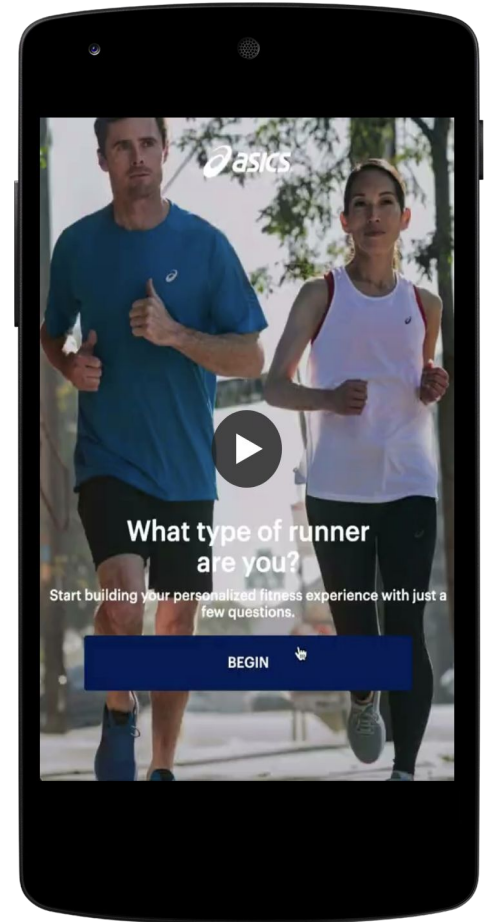
Runner Personality Quiz - Asics

- How often and long do you run?
- Why do you run?
- What are your running goals?
- When do you buy new shoes?
- What communications do you prefer?



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90% Completion rate
71% Redirect rate
103s of engagement
22 of data attributes



Conversion

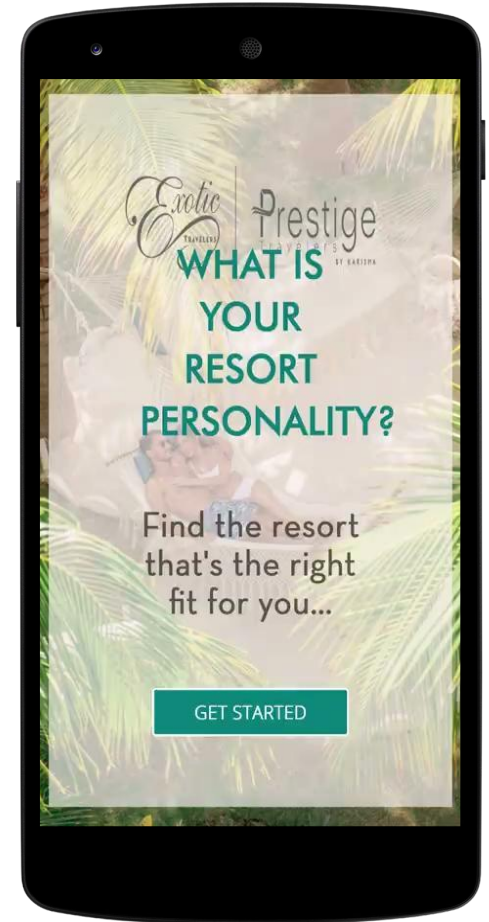
Personality - Product Match Quiz - Karisma Hotels

- Who are they traveling with?
- What activities are important?
- When do they want to go?
- What's most important?



Social Onsite
In-app Email

Powered by **jebbit**



Loyalty - Retention

Benefits Trivia - Asics

- Return policy
- Running app
- Shipping
- Benefits feedback

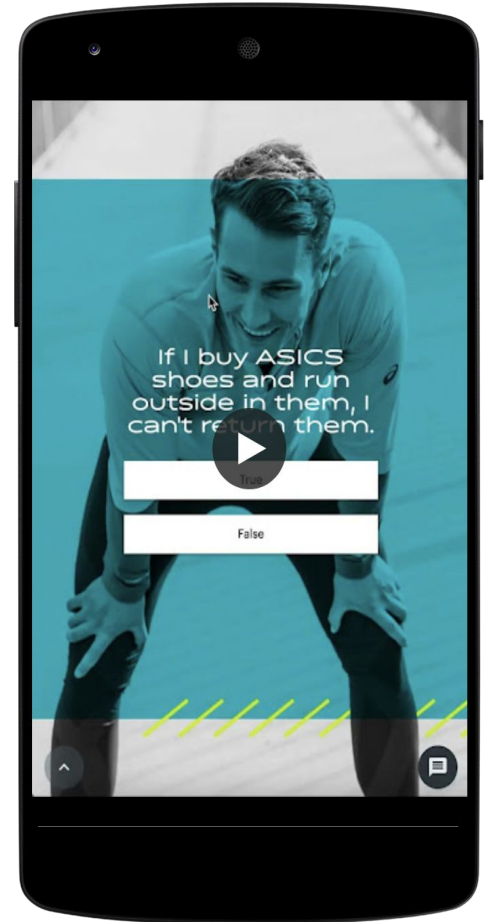


Powered by **jebbit**

80% completion rate

78% redirect rate

70s of engagement



Account Creation

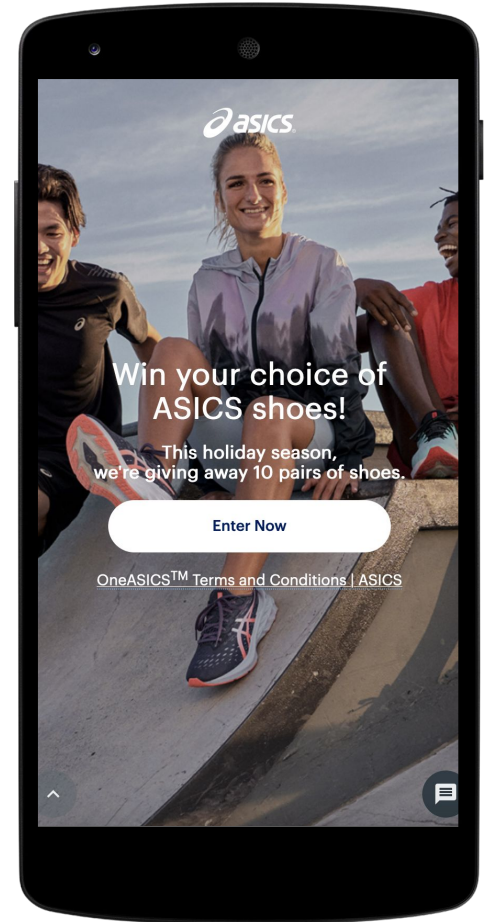
Sweepstakes - Asics

- What shoe type are you interested in?
- Sign in or Create an account



Powered by **jebbit**

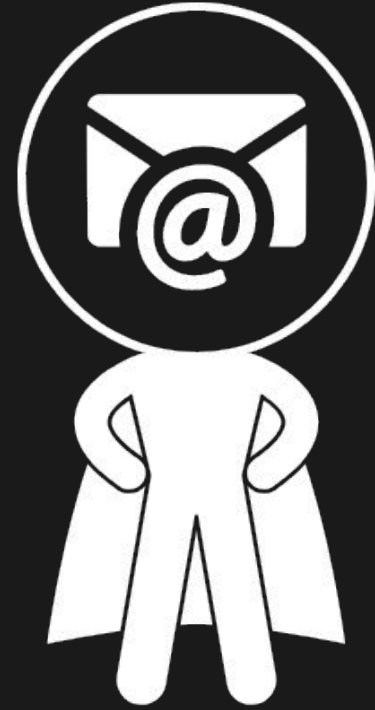
Most successful
Acquisition program
ever!





**THE FORCE IS
STRONG
WITH THIS ONE**

-MASTER JEDI YODA





**THE FORCE IS
STRONG
WITH THIS ONE**
-MASTER JEDI YODA

Email Marketing is to the Rescue

Cookie-free marketing channel

Collect customer data through optins

Segmentation options are endless

Email lists to enrich advertising platforms

Allow better retargeting and relevance outside of
website

Leverage Email Fully

From Welcome Series

To Post Purchase

Re-engagement

And Every Day Campaigns



RUNNERS OF ALL TYPES

We've got something for everyone, whether you run to set personal records or just to relieve stress. Take our short quiz to discover your runner type, and we'll suggest the best gear for your goals.

[TAKE THE QUIZ](#)

Cross-Channel Teamwork to Succeed



SMS

App

Live-Chat

Retargeting

Story Teachings

Bring value, encouragement and also FUN!

SMALL data and ONGOING data capturing

Email is to the rescue, while it is a CROSS-CHANNEL effort



**CALM YOU
SHALL KEEP
AND
CARRY ON
YOU MUST
YES, HMMMM**



Thank you!
Questions?

What's your conference persona?

Take the quiz!



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[Beatalinz.com](https://beatalinz.com)

[Adbirds.global](https://adbirds.global)

BEATA LINZ
BRAND | DIGITAL | EMAIL
MARKETING

x

ADBIRDS

Resources



Jebbit <https://www.jebbit.com/>

Accenture https://www.accenture.com/_acnmedia/PDF-77/Accenture-Pulse-Survey.pdf

Iterable <https://iterable.com/blog/first-party-and-zero-party-data-the-path-forward/>

Webbula <https://blog.webbula.com/blog/how-zero-party-data-drives-personalisation>

Litmus

<https://www.litmus.com/blog/email-preferences-center-best-practices/>

<https://www.litmus.com/blog/email-for-first-party-data/>

Only Influencers

<https://www.onlyinfluencers.com/email-marketing-blog-posts/best-practice-email-strategy/entry/how-apple-and-zero-party-data-will-promote-the-rise-of-the-more-responsible-marketer>

<https://onlyinfluencers.com/email-marketing-blog-posts/best-practice-email-strategy/entry/email-for-the-win>