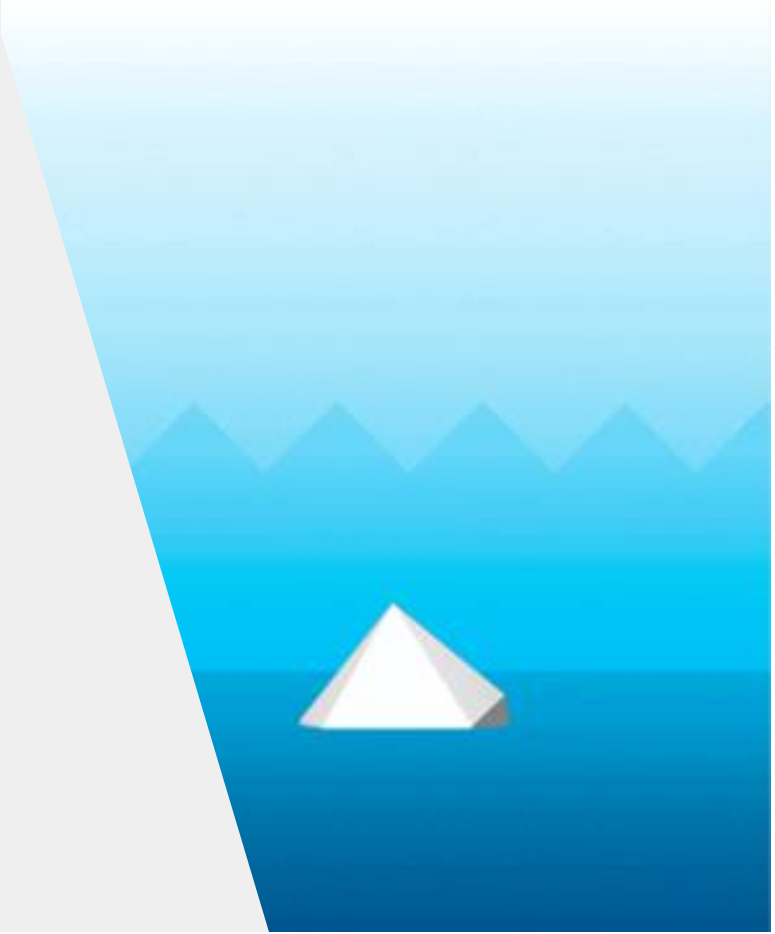
Welcome!

We’ll be starting soon



whoami

Jan van Unnik

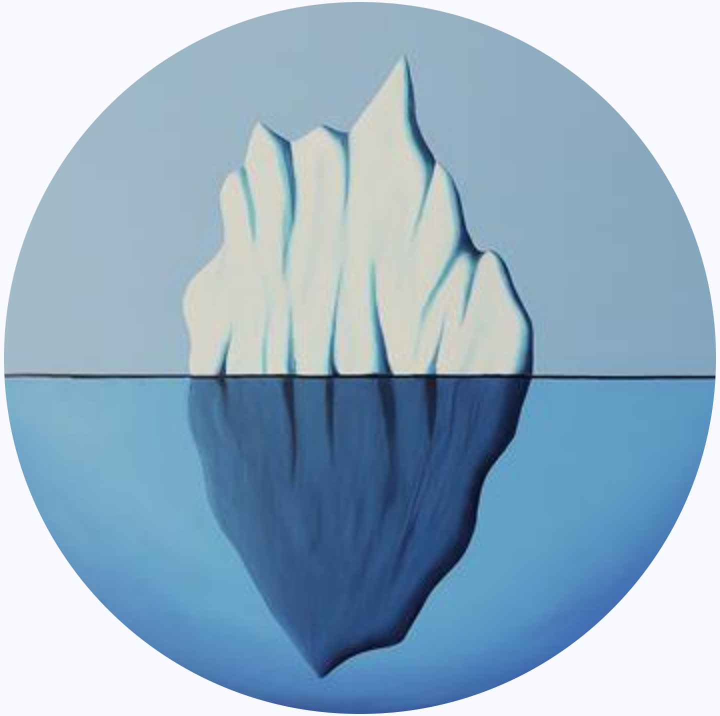
2017 MERKLE

2021 Jan.marketing

2023 MARKETING ENGINEERS Erasmus School of Economics

What we do…

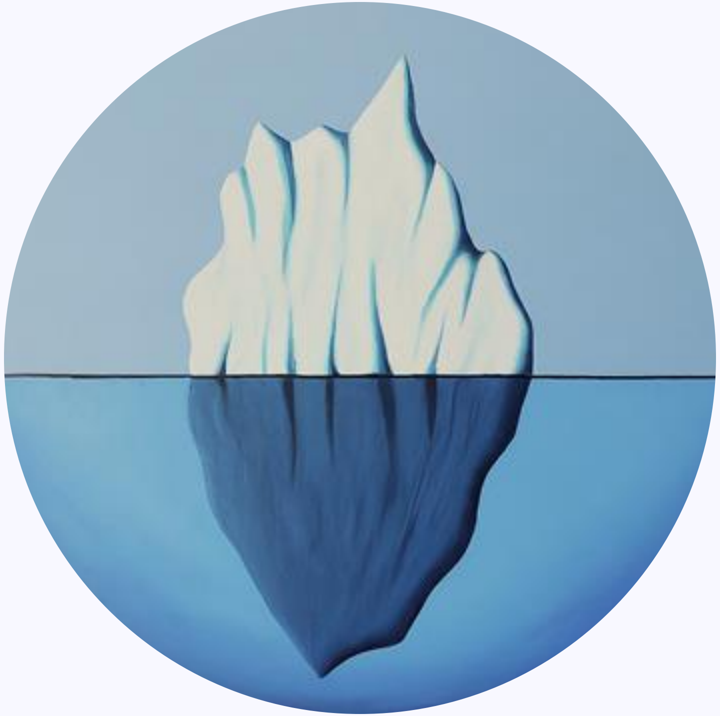
Marketing



Engineering

Image generated by Google Gemini 1.0 Ultra

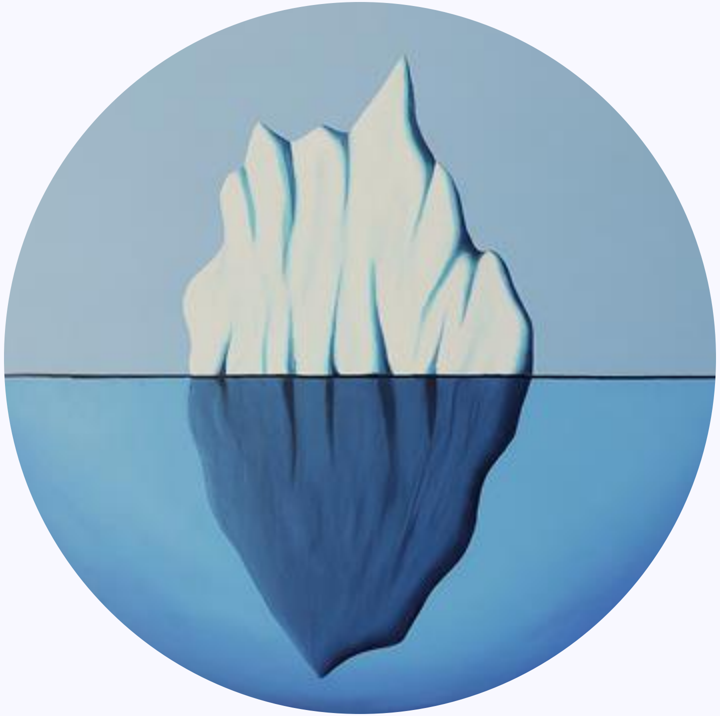
Visible



Invisible

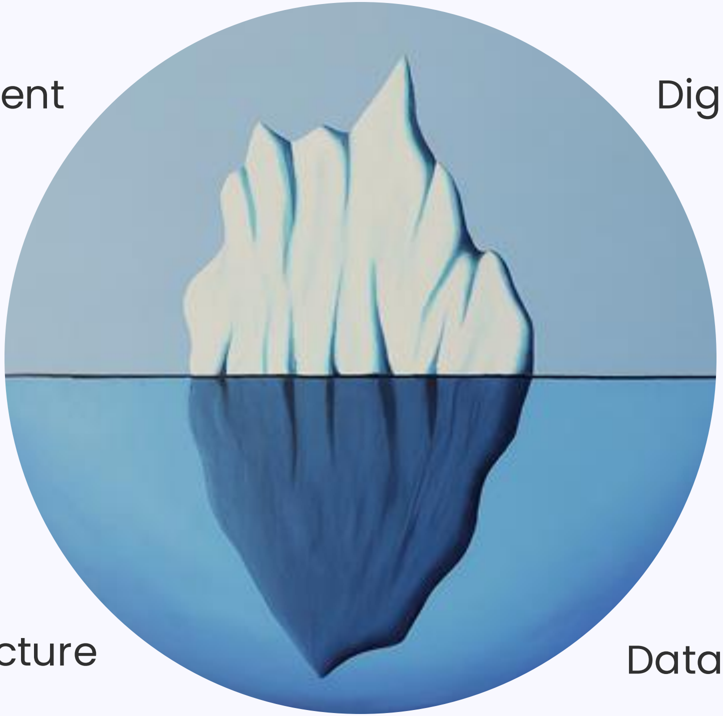
Image generated by Google Gemini 1.0 Ultra

People



Platforms

Image generated by Google Gemini 1.0 Ultra



Marketing Technology

Consent Management

Technical SEO

Website Tagging

Server-side tracking

Platform architecture

Marketing Data

Digital optimization

Dashboards

Journey analysis

Data quality audits

Data architecture

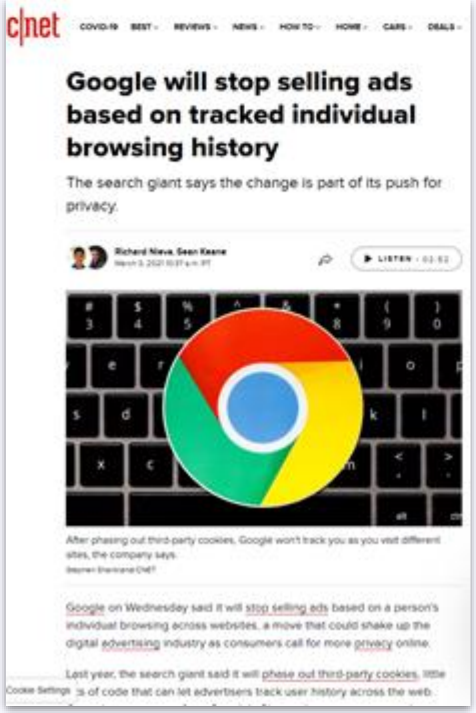
Supporting cloud services

Image generated by Google Gemini 1.0 Ultra

The ‘dark side’ of digital marketing

T BELIEVE WHAT THIS FACE CREAM DOES
BuzzFeed
HOME NEWS QUIZ
Cucumber Sales increase due
Campaign aimed at Young Girls

For the past years, this was big news



Google will stop selling ads based on tracked individual browsing history

The search giant says the change is part of its push for privacy.

Richard Nieva, Sean Keane
March 3, 2021 10:37 a.m. PT

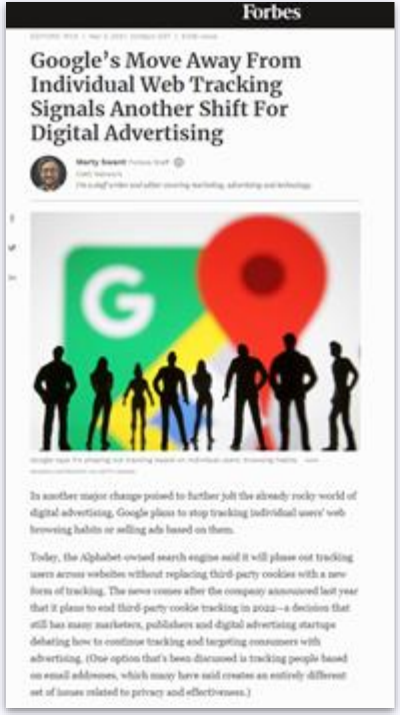
After phasing out third-party cookies, Google won't track you as you visit different sites, the company says.
Stephen Shankland/CNET

Google on Wednesday said it will stop selling ads based on a person's individual browsing across websites, a move that could shake up the digital advertising industry as consumers call for more privacy online.

Last year, the search giant said it will phase out third-party cookies, little

Cookie Settings

s of code that can let advertisers track user history across the web.



[illegible]

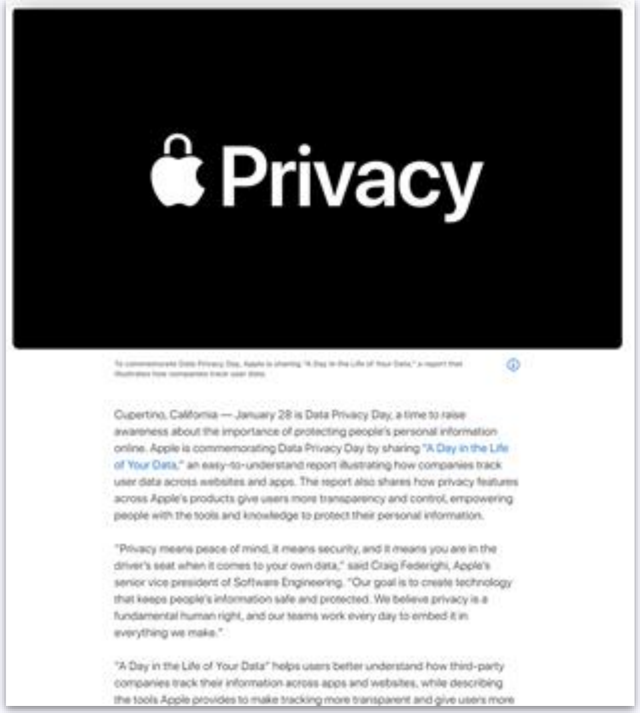
Google's Move Away From Individual Web Tracking Signals Another Shift For Digital Advertising

Marty Swant Forbes Staff
CMO Network
I'm a staff writer and editor covering marketing, advertising and technology.

[illegible]

In another major change poised to further jolt the already rocky world of digital advertising, Google plans to stop tracking individual users' web browsing habits or selling ads based on them.

Today, the Alphabet-owned search engine said it will phase out tracking users across websites without replacing third-party cookies with a new form of tracking. The news comes after the company announced last year that it plans to end third-party cookie tracking in 2022—a decision that still has many marketers, publishers and digital advertising startups debating how to continue tracking and targeting consumers with advertising. (One option that's been discussed is tracking people based on email addresses, which many have said creates an entirely different set of issues related to privacy and effectiveness.)



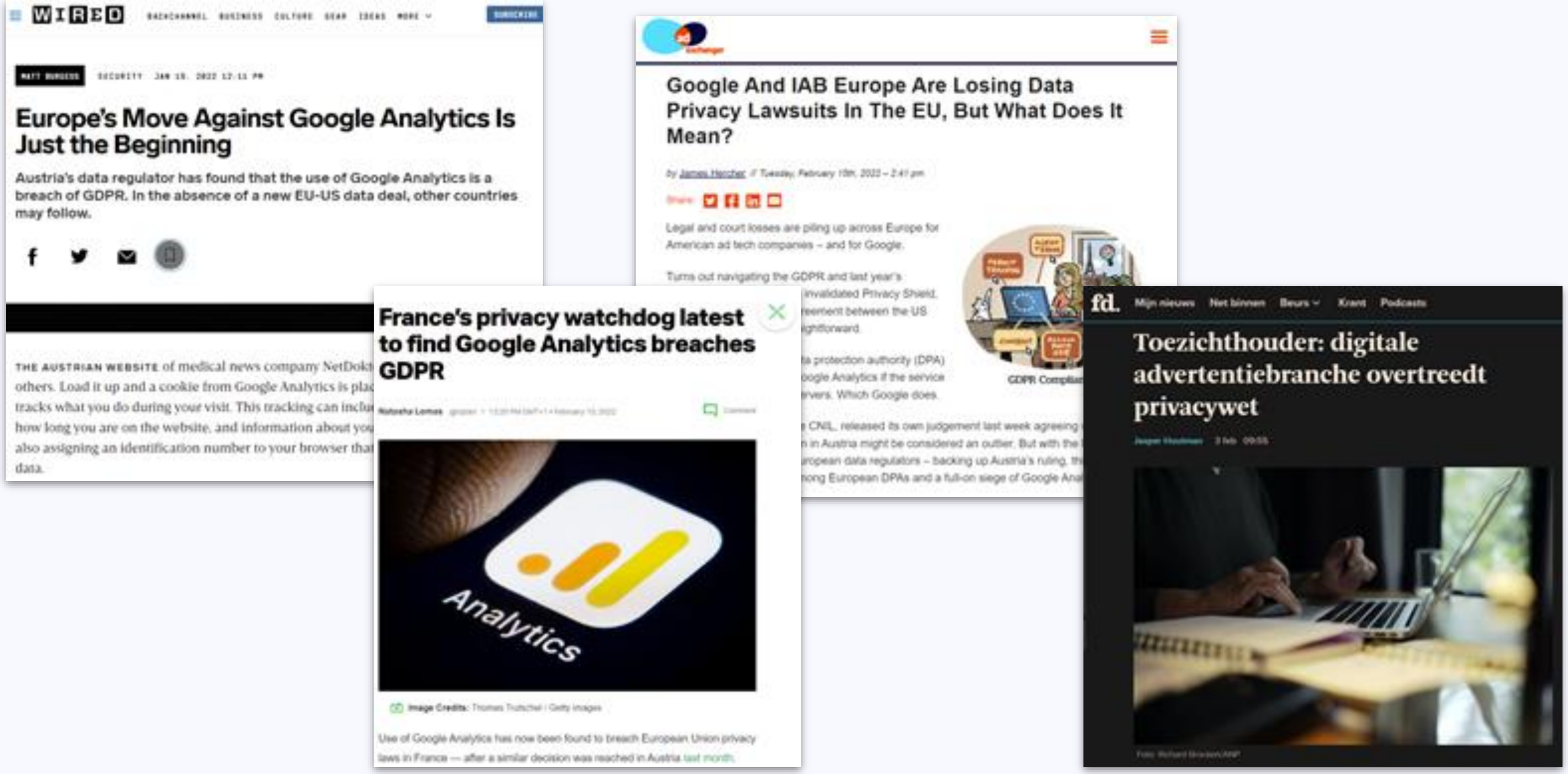
To commemorate Data Privacy Day, Apple is sharing "A Day in the Life of Your Data," a report that illustrates how companies track user data.

Cupertino, California — January 28 is Data Privacy Day, a time to raise awareness about the importance of protecting people's personal information online. Apple is commemorating Data Privacy Day by sharing "A Day in the Life of Your Data," an easy-to-understand report illustrating how companies track user data across websites and apps. The report also shares how privacy features across Apple's products give users more transparency and control, empowering people with the tools and knowledge to protect their personal information.

"Privacy means peace of mind, it means security, and it means you are in the driver's seat when it comes to your own data," said Craig Federighi, Apple's senior vice president of Software Engineering. "Our goal is to create technology that keeps people's information safe and protected. We believe privacy is a fundamental human right, and our teams work every day to embed it in everything we make."

"A Day in the Life of Your Data" helps users better understand how third-party companies track their information across apps and websites, while describing the tools Apple provides to make tracking more transparent and give users more

Two years ago, this was big news



MATT BURGESS SECURITY JAN 18, 2022 12:11 PM

Europe's Move Against Google Analytics Is Just the Beginning

Austria's data regulator has found that the use of Google Analytics is a breach of GDPR. In the absence of a new EU-US data deal, other countries may follow.

THE AUSTRIAN WEBSITE of medical news company NetDokt
others. Load it up and a cookie from Google Analytics is plac
tracks what you do during your visit. This tracking can inclu
how long you are on the website, and information about you
also assigning an identification number to your browser that
data.

Google And IAB Europe Are Losing Data Privacy Lawsuits In The EU, But What Does It Mean?

by James Hercher // Tuesday, February 15th, 2022 – 2:41 pm

Share:

Legal and court losses are piling up across Europe for American ad tech companies – and for Google.

Turns out navigating the GDPR and last year's
invalidated Privacy Shield,
reement between the US
ightforward.

ta protection authority (DPA)
oogle Analytics if the service
rvers. Which Google does.

e CNIL, released its own judgement last week agreeing
n in Austria might be considered an outlier. But with the
uropean data regulators – backing up Austria's ruling, th
nong European DPAs and a full-on siege of Google Ana

GDPR Complian

France's privacy watchdog latest to find Google Analytics breaches GDPR

Natasha Lomas @riptari / 12:20 PM GMT+1 • February 10, 2022

Image Credits: Thomas Trutschel / Getty Images

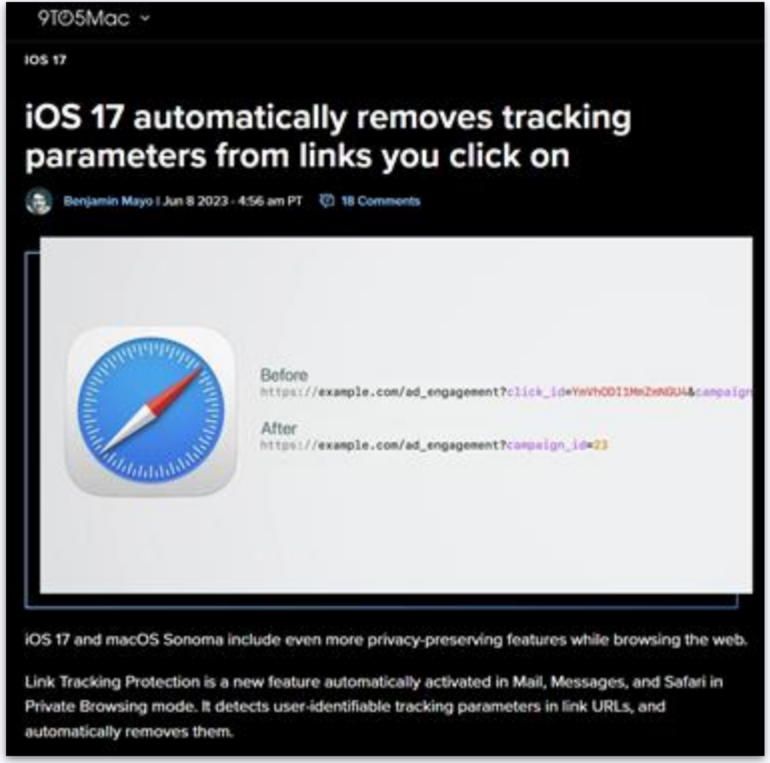
Use of Google Analytics has now been found to breach European Union privacy laws in France — after a similar decision was reached in Austria last month.

Toezichthouder: digitale advertentiebranche overtreedt privacywet

Jasper Houtman 3 feb 09:55

Foto: Richard Brocken/ANP

Last year, this was big news



iOS 17 automatically removes tracking parameters from links you click on

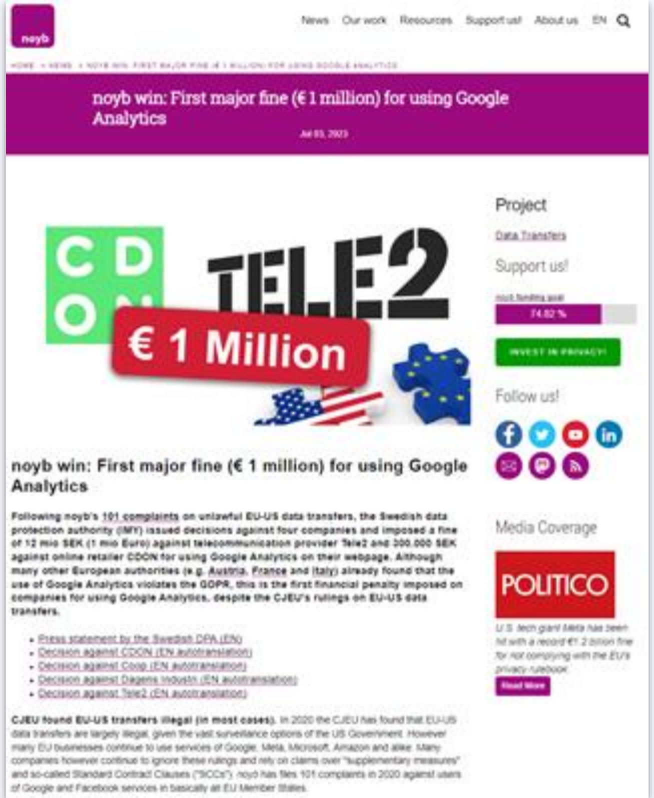
Benjamin Mayo | Jun 8 2023 - 4:56 am PT · 18 Comments

Before
https://example.com/ad_engagement?click_id=YmVhODI1MmZmNGU4&campaign

After
https://example.com/ad_engagement?campaign_id=23

iOS 17 and macOS Sonoma include even more privacy-preserving features while browsing the web.

Link Tracking Protection is a new feature automatically activated in Mail, Messages, and Safari in Private Browsing mode. It detects user-identifiable tracking parameters in link URLs, and automatically removes them.



noyb
News
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Resources
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EN
HOME > NEWS > NOYB WIN: FIRST MAJOR FINE (€ 1 MILLION) FOR USING GOOGLE ANALYTICS

noyb win: First major fine (€ 1 million) for using Google Analytics

Jul 03, 2023

noyb win: First major fine (€ 1 million) for using Google Analytics

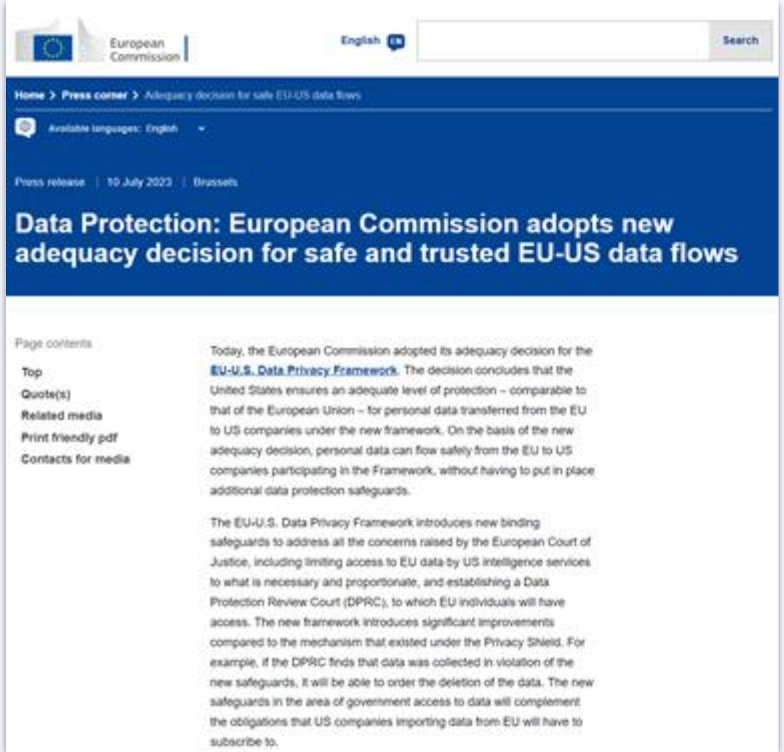
Following noyb's 101 complaints on unlawful EU-US data transfers, the Swedish data protection authority (IMY) issued decisions against four companies and imposed a fine of 12 mio SEK (1 mio Euro) against telecommunication provider Tele2 and 300.000 SEK against online retailer CDON for using Google Analytics on their webpage. Although many other European authorities (e.g. Austria, France and Italy) already found that the use of Google Analytics violates the GDPR, this is the first financial penalty imposed on companies for using Google Analytics, despite the CJEU's rulings on EU-US data transfers.

- Press statement by the Swedish DPA (EN)
- Decision against CDON (EN autotranslation)
- Decision against Coop (EN autotranslation)
- Decision against Dagens Industri (EN autotranslation)
- Decision against Tele2 (EN autotranslation)

CJEU found EU-US transfers illegal (in most cases). In 2020 the CJEU has found that EU-US data transfers are largely illegal, given the vast surveillance options of the US Government. However many EU businesses continue to use services of Google, Meta, Microsoft, Amazon and alike. Many companies however continue to ignore these rulings and rely on claims over "supplementary measures" and so-called Standard Contract Clauses ("SCCs"). noyb has files 101 complaints in 2020 against users of Google and Facebook services in basically all EU Member States.

U.S. tech giant Meta has been hit with a record €1.2 billion fine for not complying with the EU's privacy rulebook.

Last year, this was big news



Home > Press corner > Adequacy decision for safe EU-US data flows

Available languages: English

Press release | 10 July 2023 | Brussels

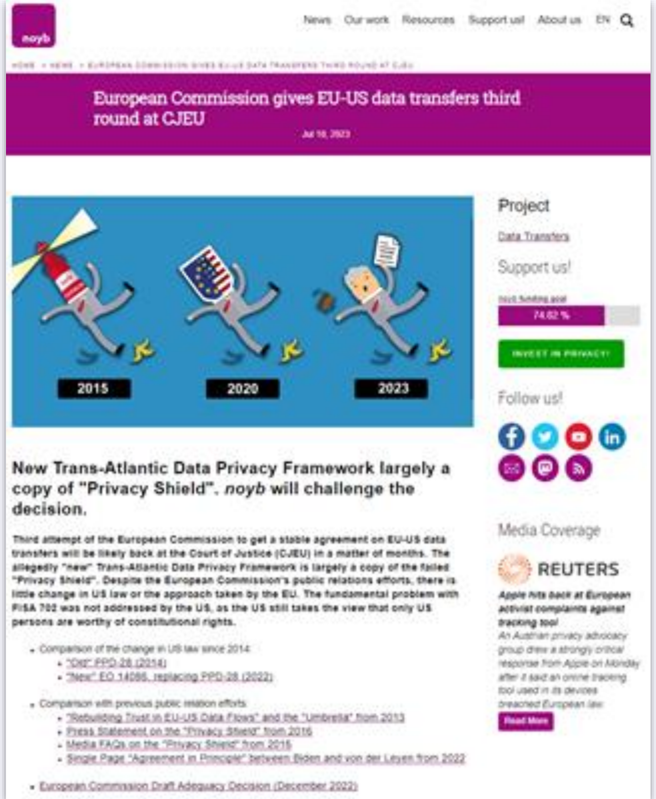
Data Protection: European Commission adopts new adequacy decision for safe and trusted EU-US data flows

Page contents

- Top
- Quote(s)
- Related media
- Print friendly pdf
- Contacts for media

Today, the European Commission adopted its adequacy decision for the EU-U.S. Data Privacy Framework. The decision concludes that the United States ensures an adequate level of protection – comparable to that of the European Union – for personal data transferred from the EU to US companies under the new framework. On the basis of the new adequacy decision, personal data can flow safely from the EU to US companies participating in the Framework, without having to put in place additional data protection safeguards.

The EU-U.S. Data Privacy Framework introduces new binding safeguards to address all the concerns raised by the European Court of Justice, including limiting access to EU data by US intelligence services to what is necessary and proportionate, and establishing a Data Protection Review Court (DPRC), to which EU individuals will have access. The new framework introduces significant improvements compared to the mechanism that existed under the Privacy Shield. For example, if the DPRC finds that data was collected in violation of the new safeguards, it will be able to order the deletion of the data. The new safeguards in the area of government access to data will complement the obligations that US companies importing data from EU will have to subscribe to.



HOME > NEWS > EUROPEAN COMMISSION GIVES EU-US DATA TRANSFERS THIRD ROUND AT CJEU

European Commission gives EU-US data transfers third round at CJEU

Jul 10, 2023

Project

Data Transfers

Support us!

noyb funding goal

74.62 %

INVEST IN PRIVACY!

Follow us!

New Trans-Atlantic Data Privacy Framework largely a copy of "Privacy Shield". *noyb* will challenge the decision.

Third attempt of the European Commission to get a stable agreement on EU-US data transfers will be likely back at the Court of Justice (CJEU) in a matter of months. The allegedly "new" Trans-Atlantic Data Privacy Framework is largely a copy of the failed "Privacy Shield". Despite the European Commission's public relations efforts, there is little change in US law or the approach taken by the EU. The fundamental problem with FISA 702 was not addressed by the US, as the US still takes the view that only US persons are worthy of constitutional rights.

- Comparison of the change in US law since 2014
  - "Old" PPD-28 (2014)
  - "New" EO 14086, replacing PPD-28 (2022)
- Comparison with previous public relation efforts
  - "Rebuilding Trust in EU-US Data Flows" and the "Umbrella" from 2013
  - Press Statement on the "Privacy Shield" from 2016
  - Media FAQs on the "Privacy Shield" from 2016
  - Single Page "Agreement in Principle" between Biden and von der Leyen from 2022
- European Commission Draft Adequacy Decision (December 2022)

Media Coverage

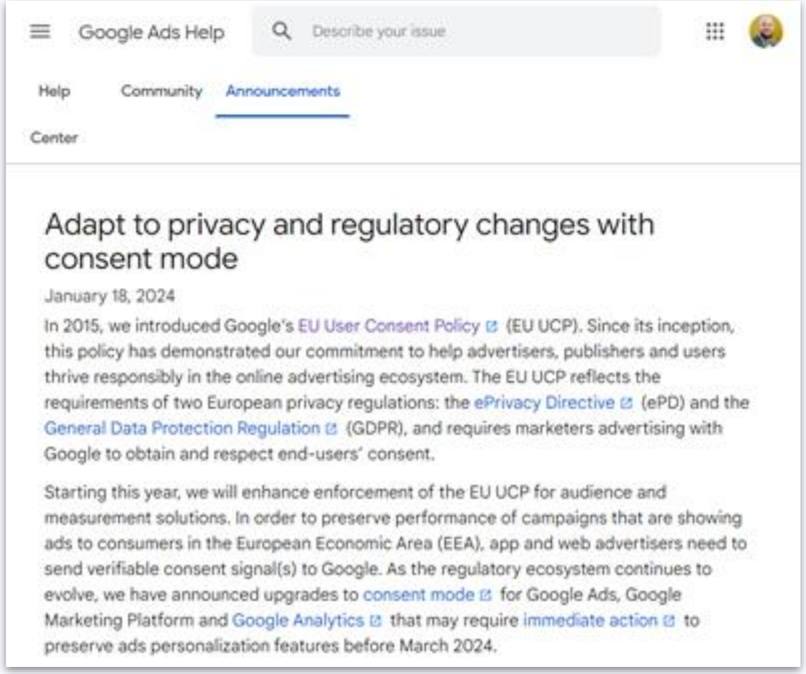
REUTERS

Apple hits back at European activist complaints against tracking tool

An Austrian privacy advocacy group drew a strongly critical response from Apple on Monday after it said an online tracking tool used in its devices breached European law.

Read More

This year, marketers are directly affected

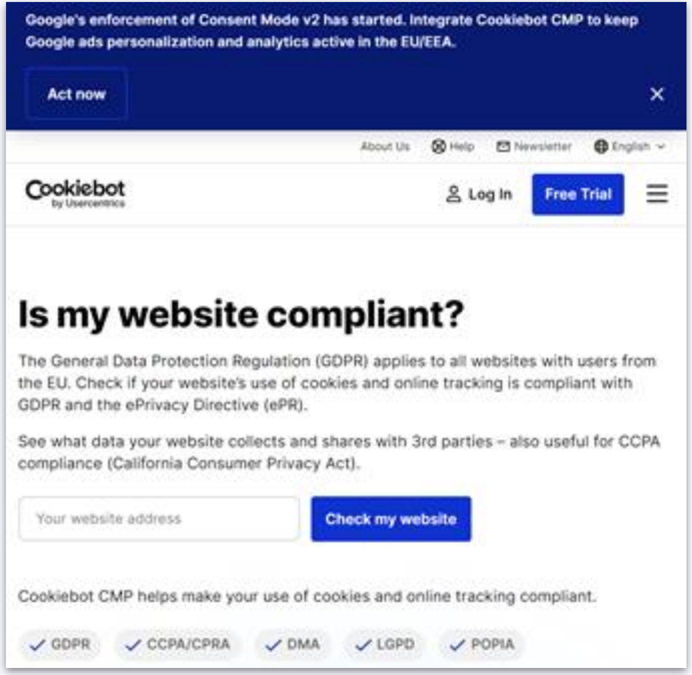


Adapt to privacy and regulatory changes with consent mode

January 18, 2024

In 2015, we introduced Google's EU User Consent Policy (EU UCP). Since its inception, this policy has demonstrated our commitment to help advertisers, publishers and users thrive responsibly in the online advertising ecosystem. The EU UCP reflects the requirements of two European privacy regulations: the ePrivacy Directive (ePD) and the General Data Protection Regulation (GDPR), and requires marketers advertising with Google to obtain and respect end-users' consent.

Starting this year, we will enhance enforcement of the EU UCP for audience and measurement solutions. In order to preserve performance of campaigns that are showing ads to consumers in the European Economic Area (EEA), app and web advertisers need to send verifiable consent signal(s) to Google. As the regulatory ecosystem continues to evolve, we have announced upgrades to consent mode for Google Ads, Google Marketing Platform and Google Analytics that may require immediate action to preserve ads personalization features before March 2024.


Google's enforcement of Consent Mode v2 has started. Integrate Cookiebot CMP to keep Google ads personalization and analytics active in the EU/EEA.

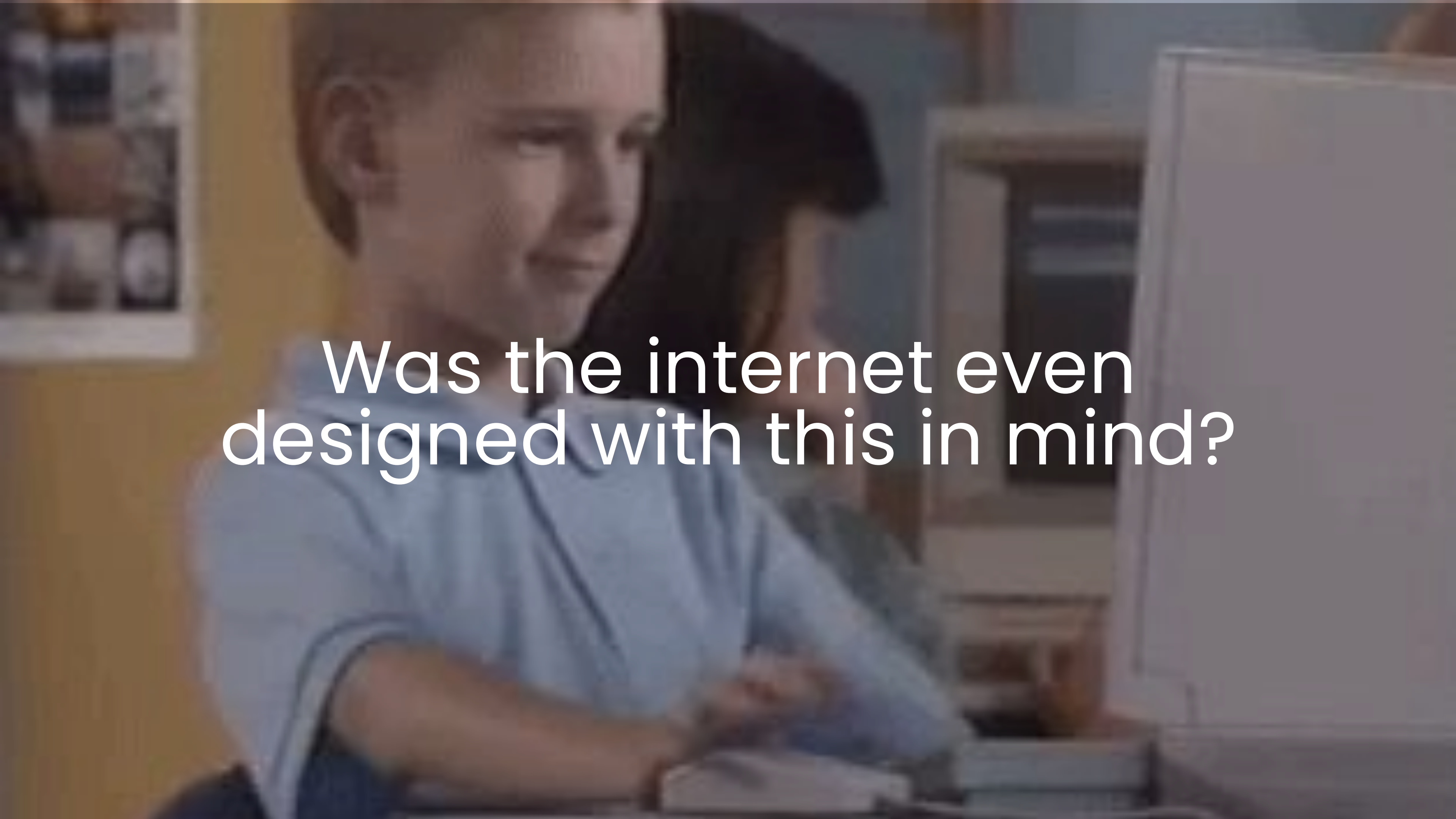
Is my website compliant?

The General Data Protection Regulation (GDPR) applies to all websites with users from the EU. Check if your website's use of cookies and online tracking is compliant with GDPR and the ePrivacy Directive (ePR).

See what data your website collects and shares with 3rd parties – also useful for CCPA compliance (California Consumer Privacy Act).

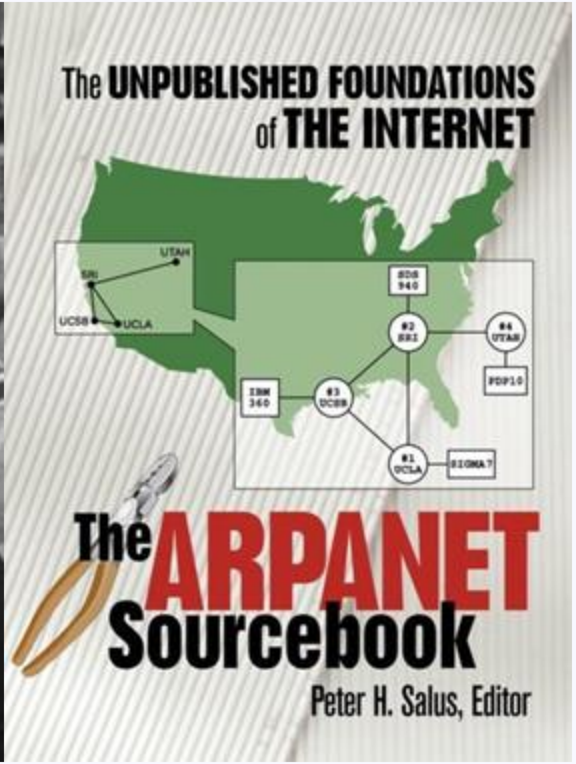
Cookiebot CMP helps make your use of cookies and online tracking compliant.

✓ GDPR ✓ CCPA/CPRA ✓ DMA ✓ LGPD ✓ POPIA



Was the internet even designed with this in mind?

A lot has changed...

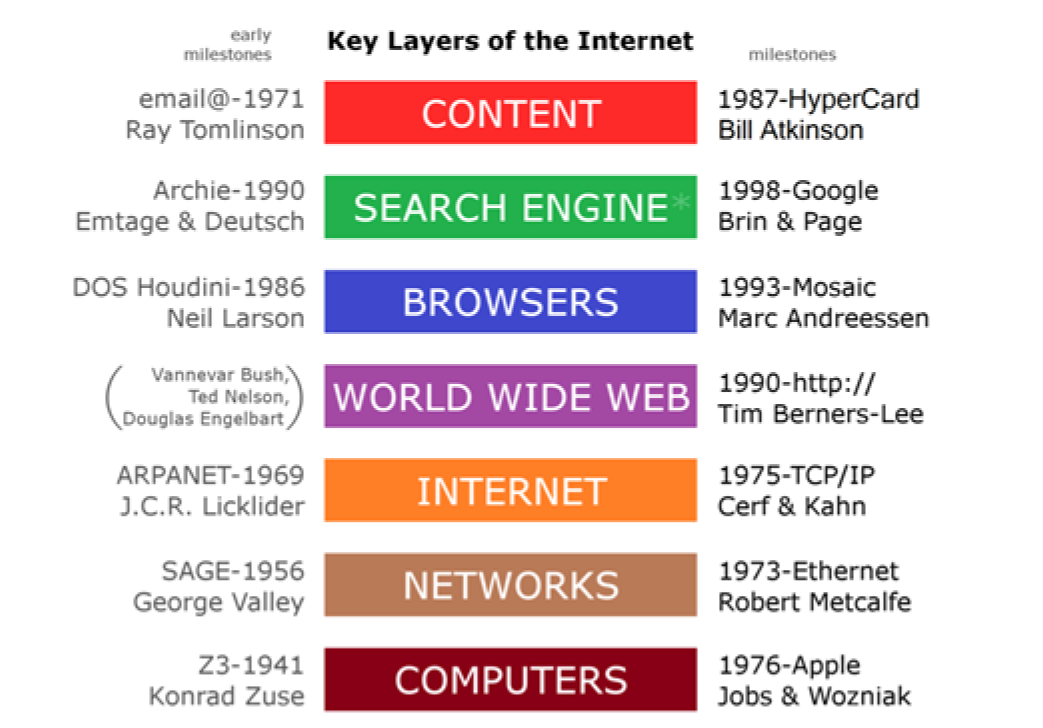


The UNPUBLISHED FOUNDATIONS of THE INTERNET

The ARPANET Sourcebook

Peter H. Salus, Editor

The layers of our current ‘internet’

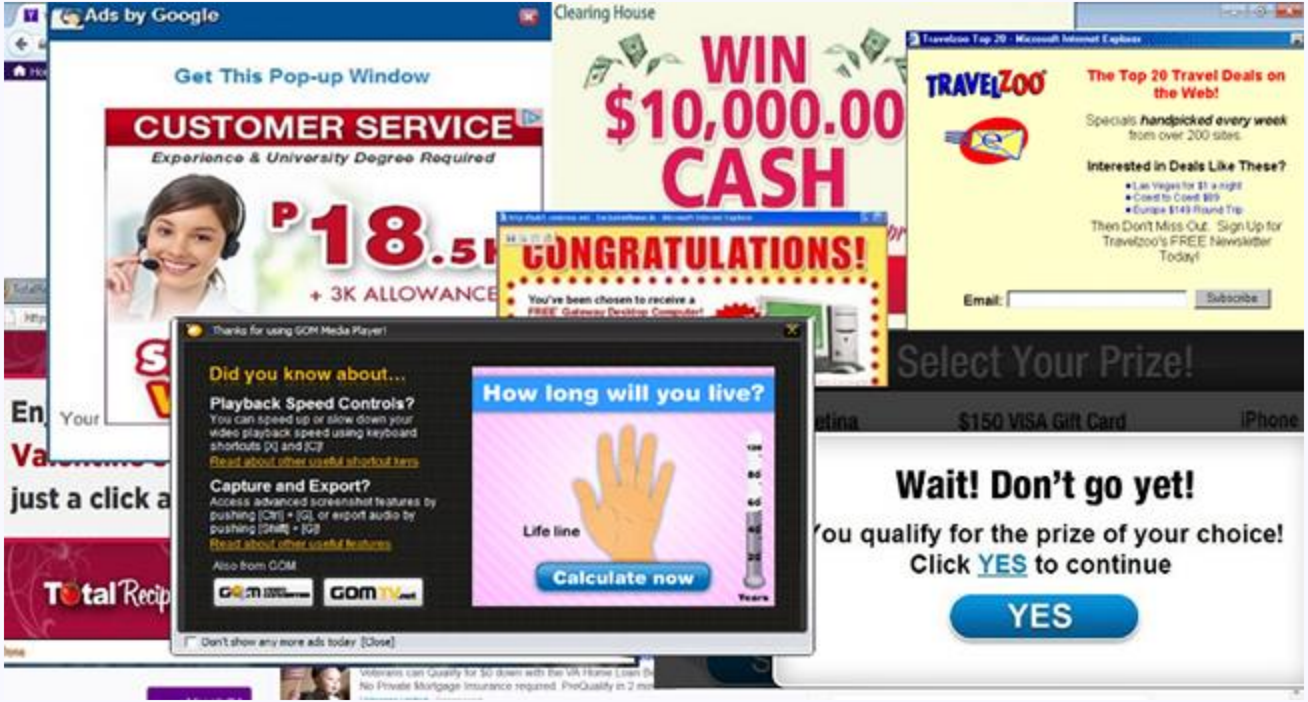


early milestones	Key Layers of the Internet	milestones
email@-1971 Ray Tomlinson	CONTENT	1987-HyperCard Bill Atkinson
Archie-1990 Emtage & Deutsch	SEARCH ENGINE*	1998-Google Brin & Page
DOS Houdini-1986 Neil Larson	BROWSERS	1993-Mosaic Marc Andreessen
(Vannevar Bush, Ted Nelson, Douglas Engelbart)	WORLD WIDE WEB	1990-http:// Tim Berners-Lee
ARPANET-1969 J.C.R. Licklider	INTERNET	1975-TCP/IP Cerf & Kahn
SAGE-1956 George Valley	NETWORKS	1973-Ethernet Robert Metcalfe
Z3-1941 Konrad Zuse	COMPUTERS	1976-Apple Jobs & Wozniak

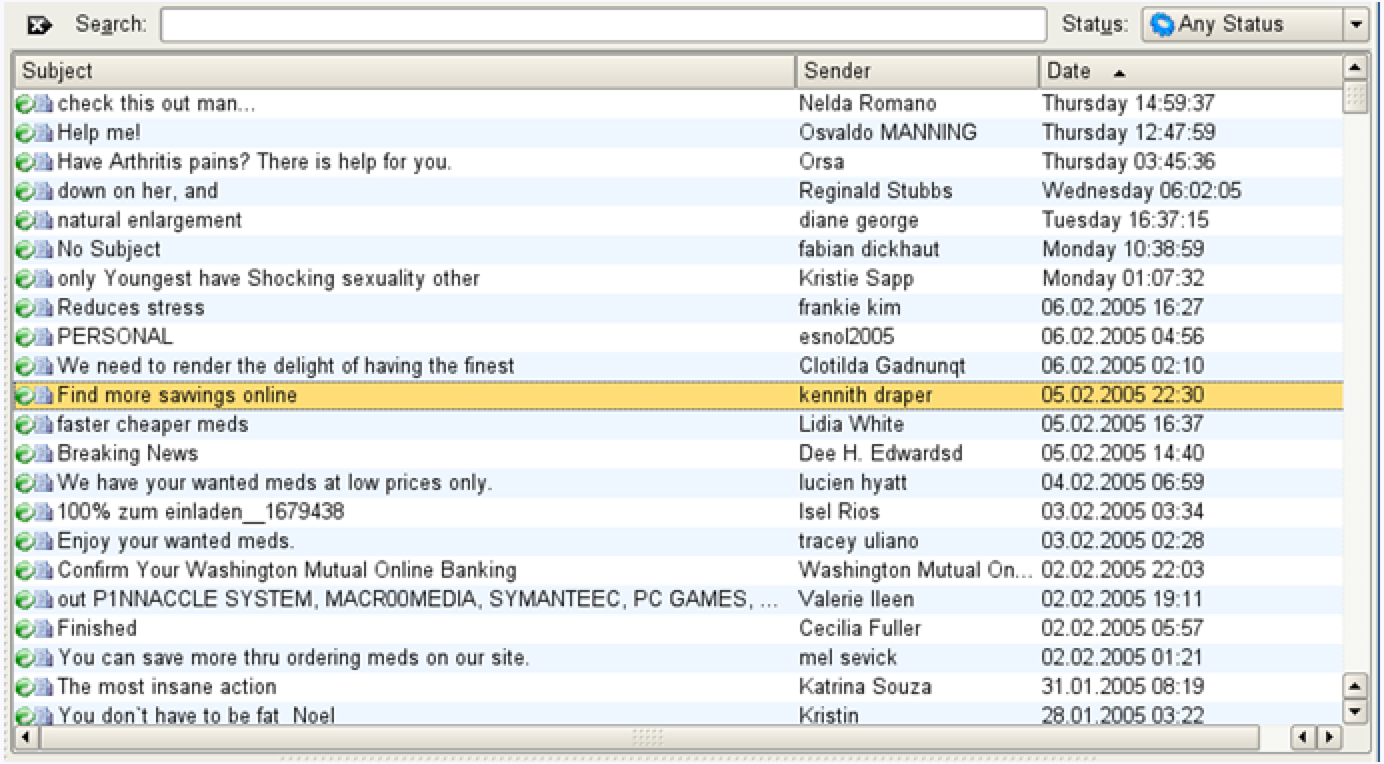
https://en.m.wikipedia.org/wiki/File:Internet_Key_Layers.png

The cowboys who built ‘the internet’ as we know it today

20 years ago...


Ads by Google
Get This Pop-up Window
CUSTOMER SERVICE
Experience & University Degree Required
P18.5K
+ 3K ALLOWANCE
Clearing House
WIN $10,000.00 CASH
Travelzoo Top 20 - Microsoft Internet Explorer
TRAVELZOO
The Top 20 Travel Deals on the Web!
Specials handpicked every week from over 200 sites.
Interested in Deals Like These?
Las Vegas for $1 a night
Coast to Coast $89
Europe $149 Round Trip
Then Don't Miss Out. Sign Up for Travelzoo's FREE Newsletter Today!
Email:
Subscribe
CONGRATULATIONS!
You've been chosen to receive a FREE Gateway Desktop Computer!
Thanks for using GOM Media Player!
Did you know about...
Playback Speed Controls?
You can speed up or slow down your video playback speed using keyboard shortcuts [X] and [C]
Read about other useful shortcut keys
Capture and Export?
Access advanced screenshot features by pushing [Ctrl] + [G], or export audio by pushing [Shift] + [G]
Read about other useful features
Also from GOM
GOM TV
How long will you live?
Life line
Calculate now
Years
Don't show any more ads today [Close]
Select Your Prize!
$150 VISA Gift Card
iPhone
Wait! Don't go yet!
You qualify for the prize of your choice!
Click YES to continue
YES
Total Recip
just a click a

10 years ago...

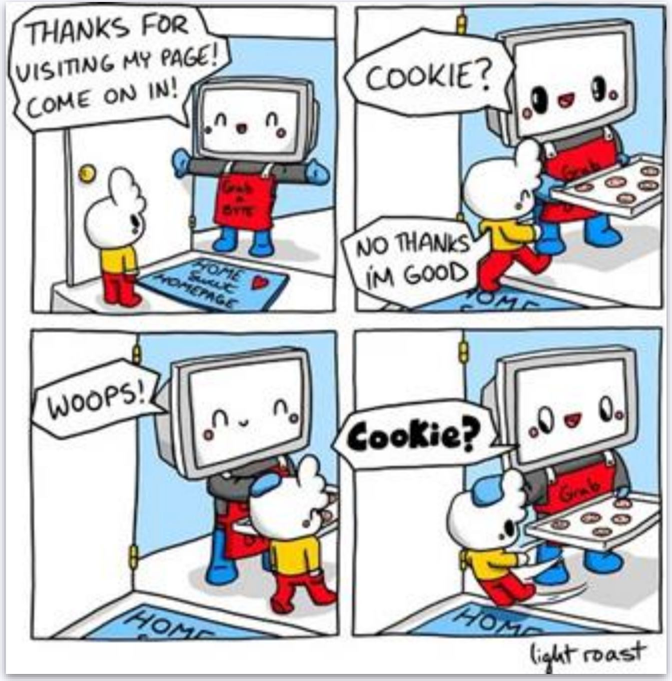


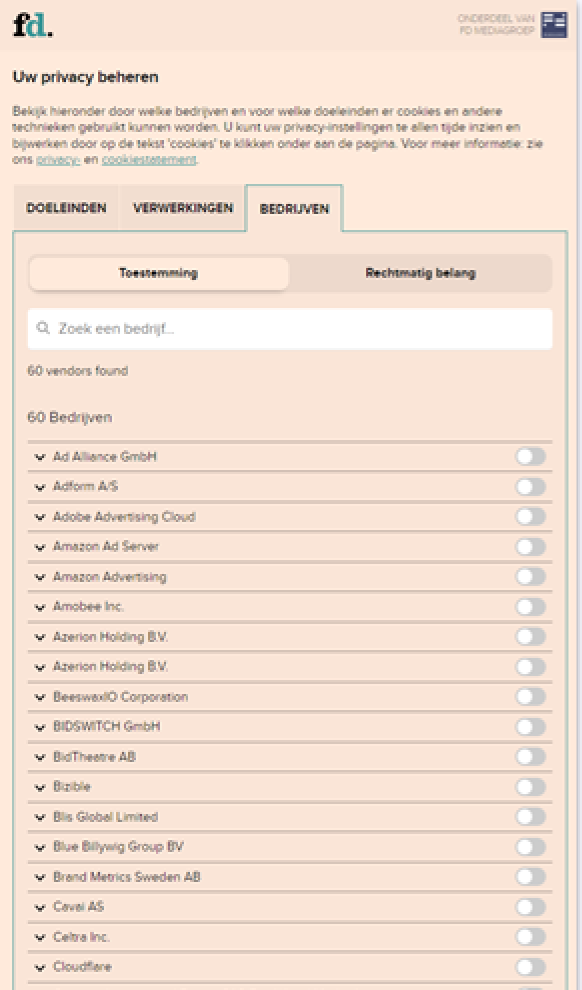
Search:

Status: Any Status

Subject	Sender	Date
check this out man...	Nelda Romano	Thursday 14:59:37
Help me!	Osvaldo MANNING	Thursday 12:47:59
Have Arthritis pains? There is help for you.	Orsa	Thursday 03:45:36
down on her, and	Reginald Stubbs	Wednesday 06:02:05
natural enlargement	diane george	Tuesday 16:37:15
No Subject	fabian dickhaut	Monday 10:38:59
only Youngest have Shocking sexuality other	Kristie Sapp	Monday 01:07:32
Reduces stress	frankie kim	06.02.2005 16:27
PERSONAL	esnol2005	06.02.2005 04:56
We need to render the delight of having the finest	Clotilda Gadnunqt	06.02.2005 02:10
Find more sawings online	kennith draper	05.02.2005 22:30
faster cheaper meds	Lidia White	05.02.2005 16:37
Breaking News	Dee H. Edwardsd	05.02.2005 14:40
We have your wanted meds at low prices only.	lucien hyatt	04.02.2005 06:59
100% zum einladen__1679438	Isel Rios	03.02.2005 03:34
Enjoy your wanted meds.	tracey uliano	03.02.2005 02:28
Confirm Your Washington Mutual Online Banking	Washington Mutual On...	02.02.2005 22:03
out P1NNACCLE SYSTEM, MACR0OMEDIA, SYMANTEEC, PC GAMES, ...	Valerie Ileen	02.02.2005 19:11
Finished	Cecilia Fuller	02.02.2005 05:57
You can save more thru ordering meds on our site.	mel sevick	02.02.2005 01:21
The most insane action	Katrina Souza	31.01.2005 08:19
You don't have to be fat Noel	Kristin	28.01.2005 03:22

Today





Uw privacy beheren

Bekijk hieronder door welke bedrijven en voor welke doeleinden er cookies en andere technieken gebruikt kunnen worden. U kunt uw privacy-instellingen te allen tijde inzien en bijwerken door op de tekst 'cookies' te klikken onder aan de pagina. Voor meer informatie: zie ons privacy- en cookiestatement.

60 vendors found

60 Bedrijven

- Ad Alliance GmbH
- Adform A/S
- Adobe Advertising Cloud
- Amazon Ad Server
- Amazon Advertising
- Amobee Inc.
- Azerion Holding B.V.
- Azerion Holding B.V.
- BeeswaxIO Corporation
- BIDSWITCH GmbH
- BidTheatre AB
- Bizible
- Blis Global Limited
- Blue Billywig Group BV
- Brand Metrics Sweden AB
- Cavai AS
- Celtra Inc.
- Cloudflare

Composable Commerce

Data Clean Rooms

Cookieless

Server-side tracking

Customer Data Platforms

Conversion API's

Headless

web3

Platforms move fast…

IAB Transparency & Consent Framework

Contextual targeting

…protocols develop slow

Manifest V3

Ambient computing

EU-U.S. Data Privacy Framework

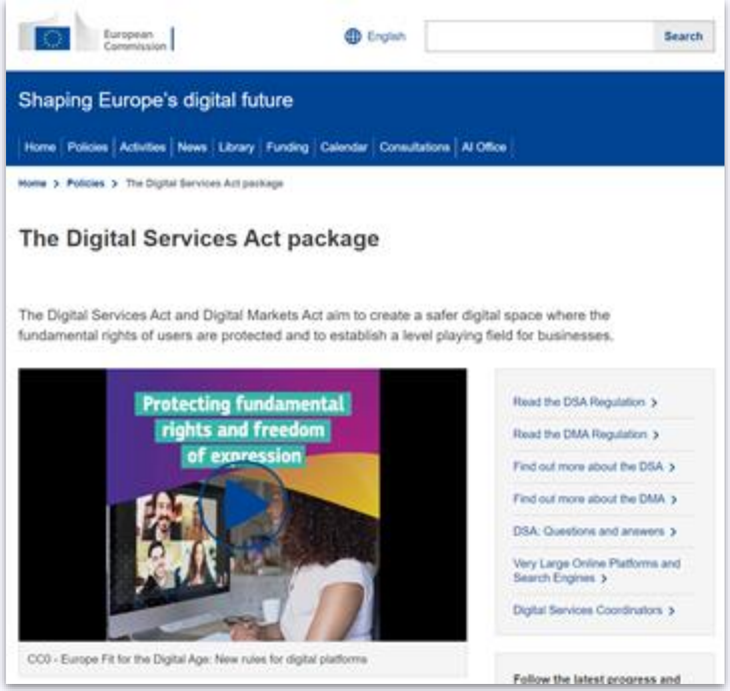
The Privacy Sandbox

Loosely inspired by: https://moxie.org/2022/01/07/web3-first-impressions.html

WHAT IS EVEN HAPPENING
RIGHT NOW?

Legal forces: continuous development of new legislation

- Telecommunicatiewet (2009)
- GDPR / AVG (2018)
- Digital Markets Act (2022)
- Digital Services Act (2023-2024)

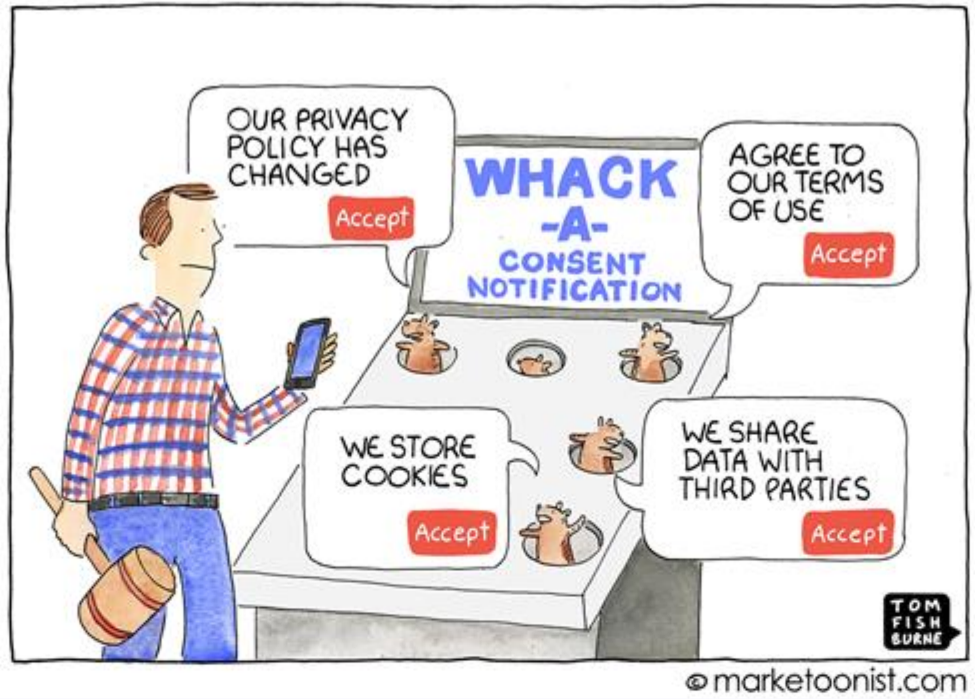

European Commission
English
Search
Shaping Europe's digital future
Home
Policies
Activities
News
Library
Funding
Calendar
Consultations
AI Office
Home > Policies > The Digital Services Act package
Protecting fundamental rights and freedom of expression
Read the DSA Regulation >
Read the DMA Regulation >
Find out more about the DSA >
Find out more about the DMA >
DSA: Questions and answers >
Very Large Online Platforms and Search Engines >
Digital Services Coordinators >
Follow the latest progress and

The Digital Services Act package

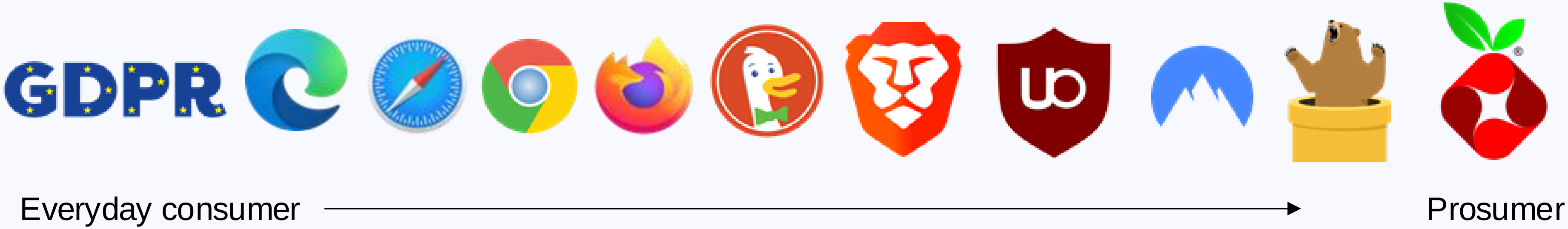
The Digital Services Act and Digital Markets Act aim to create a safer digital space where the fundamental rights of users are protected and to establish a level playing field for businesses.

CC0 - Europe Fit for the Digital Age: New rules for digital platforms

Social forces: privacy awareness of consumers

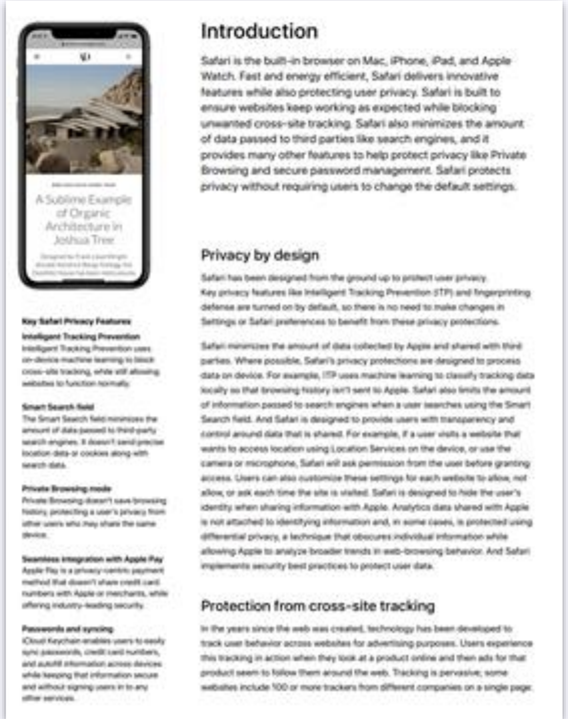

OUR PRIVACY POLICY HAS CHANGED
Accept
WHACK -A- CONSENT NOTIFICATION
AGREE TO OUR TERMS OF USE
Accept
WE STORE COOKIES
Accept
WE SHARE DATA WITH THIRD PARTIES
Accept
TOM FISH BURNE
© marketoonist.com

Social forces: increasing adoption of privacy-first products



Everyday consumer → Prosumer

Technological forces: privacy-first feature development



Key Safari Privacy Features

Intelligent Tracking Prevention
Intelligent Tracking Prevention uses on-device machine learning to block cross-site tracking, while still allowing websites to function normally.

Smart Search field
The Smart Search field minimizes the amount of data passed to third-party search engines. It doesn't send precise location data or cookies along with search data.

Private Browsing mode
Private Browsing doesn't save browsing history, protecting a user's privacy from other users who may share the same device.

Seamless integration with Apple Pay
Apple Pay is a privacy-centric payment method that doesn't share credit card numbers with Apple or merchants, while offering industry-leading security.

Passwords and syncing
iCloud Keychain enables users to easily sync passwords, credit card numbers, and autofill information across devices while keeping that information secure and without signing users in to any other services.

Introduction

Safari is the built-in browser on Mac, iPhone, iPad, and Apple Watch. Fast and energy efficient, Safari delivers innovative features while also protecting user privacy. Safari is built to ensure websites keep working as expected while blocking unwanted cross-site tracking. Safari also minimizes the amount of data passed to third parties like search engines, and it provides many other features to help protect privacy like Private Browsing and secure password management. Safari protects privacy without requiring users to change the default settings.

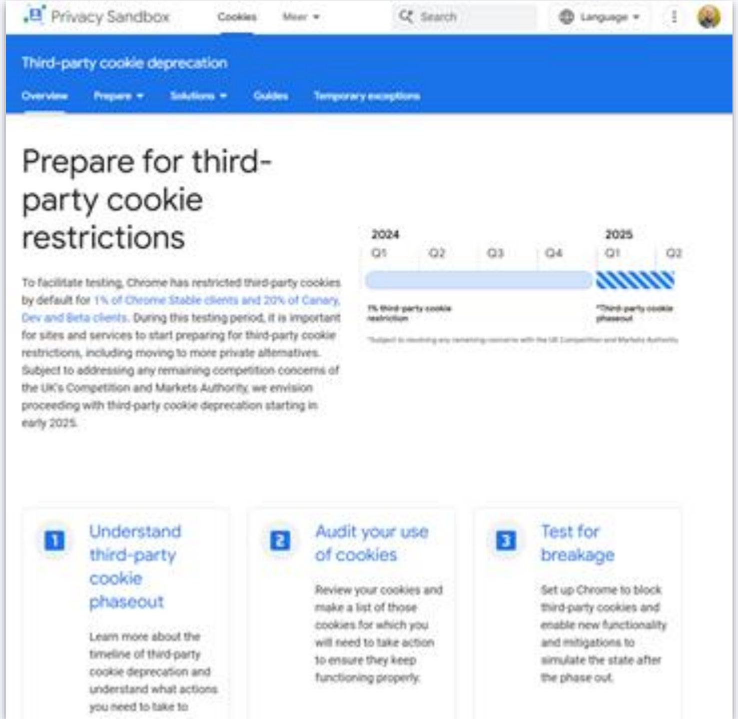
Privacy by design

Safari has been designed from the ground up to protect user privacy. Key privacy features like Intelligent Tracking Prevention (ITP) and fingerprinting defense are turned on by default, so there is no need to make changes in Settings or Safari preferences to benefit from these privacy protections.

Safari minimizes the amount of data collected by Apple and shared with third parties. Where possible, Safari's privacy protections are designed to process data on device. For example, ITP uses machine learning to classify tracking data locally so that browsing history isn't sent to Apple. Safari also limits the amount of information passed to search engines when a user searches using the Smart Search field. And Safari is designed to provide users with transparency and control around data that is shared. For example, if a user visits a website that wants to access location using Location Services on the device, or use the camera or microphone, Safari will ask permission from the user before granting access. Users can also customize these settings for each website to allow, not allow, or ask each time the site is visited. Safari is designed to hide the user's identity when sharing information with Apple. Analytics data shared with Apple is not attached to identifying information and, in some cases, is protected using differential privacy, a technique that obscures individual information while allowing Apple to analyze broader trends in web-browsing behavior. And Safari implements security best practices to protect user data.

Protection from cross-site tracking

In the years since the web was created, technology has been developed to track user behavior across websites for advertising purposes. Users experience this tracking in action when they look at a product online and then ads for that product seem to follow them around the web. Tracking is pervasive; some websites include 100 or more trackers from different companies on a single page.


Privacy Sandbox
Cookies
More
Search
Language
Third-party cookie deprecation
Overview
Prepare
Solutions
Guides
Temporary exceptions
2024
Q1
Q2
Q3
Q4
2025
Q1
Q2
1% third-party cookie restriction
*Third-party cookie phaseout
*Subject to resolving any remaining concerns with the UK Competition and Markets Authority

Prepare for third-party cookie restrictions

To facilitate testing, Chrome has restricted third-party cookies by default for 1% of Chrome Stable clients and 20% of Canary, Dev and Beta clients. During this testing period, it is important for sites and services to start preparing for third-party cookie restrictions, including moving to more private alternatives. Subject to addressing any remaining competition concerns of the UK's Competition and Markets Authority, we envision proceeding with third-party cookie deprecation starting in early 2025.

1 Understand third-party cookie phaseout

Learn more about the timeline of third-party cookie deprecation and understand what actions you need to take to

2 Audit your use of cookies

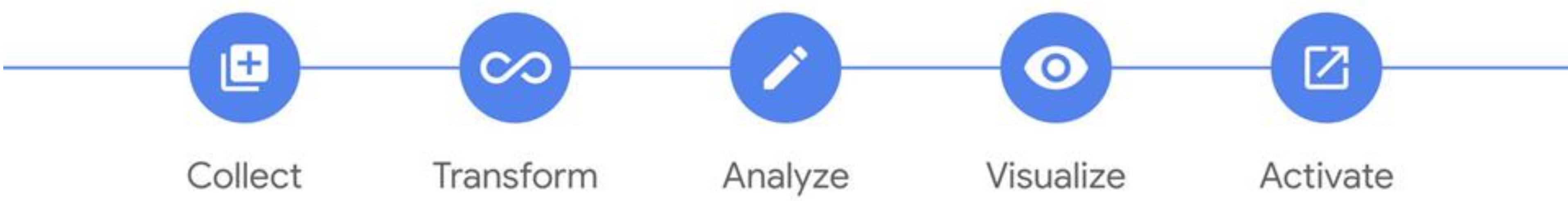
Review your cookies and make a list of those cookies for which you will need to take action to ensure they keep functioning properly.

3 Test for breakage

Set up Chrome to block third-party cookies and enable new functionality and mitigations to simulate the state after the phase out.

The digital data doomsday clock is ticking…

The data journey from a marketing perspective



Collect

Transform

Analyze

Visualize

Activate

Pers PII)

ta

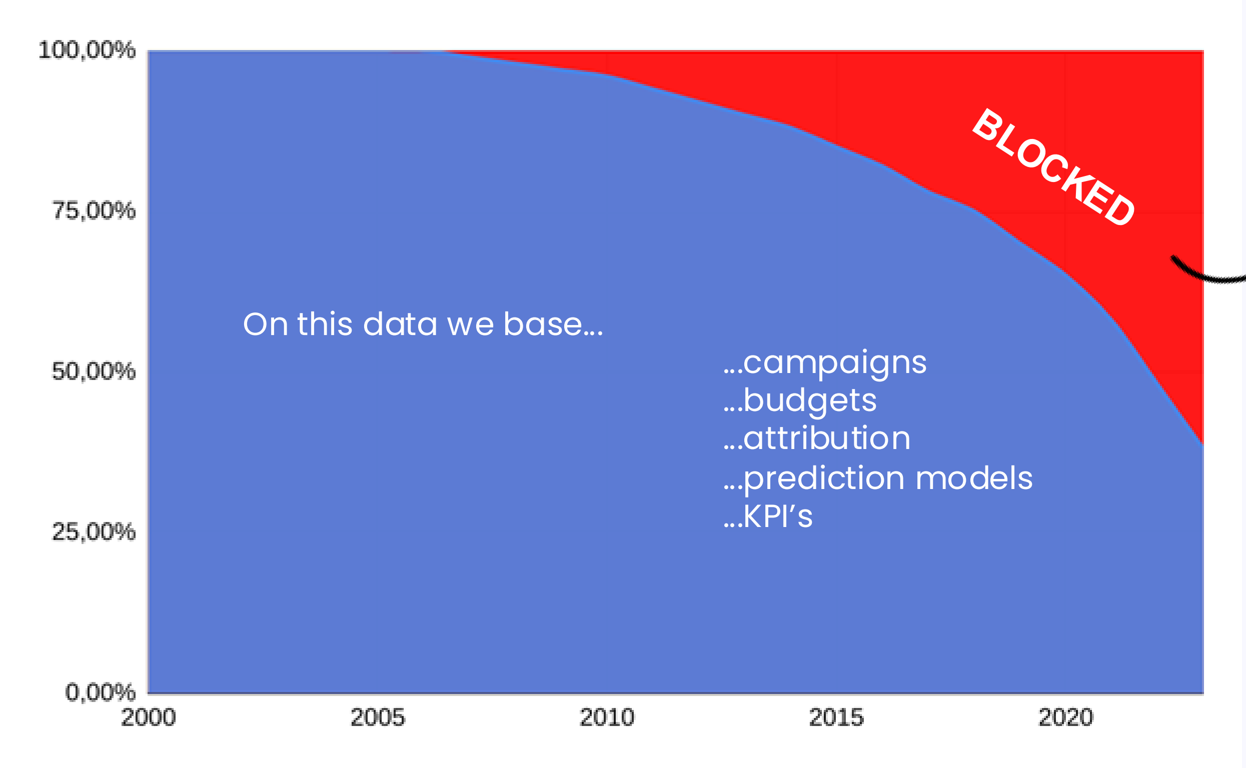
Customer Profile

Manual Analysis
RFM Models
Market Mix Modeling
Churn Probability
Predictive Modeling
etc.

Search gine

ebs e
Emai
App
etc.

The digital data doomsday clock is ticking...



Currently, we often see 10% - 40% of analytics data missing, depending on the implementation

This is a very non-academic and purely illustrative example of what we've seen happening over the past years

Garbage in, garbage out

DoubleClick by Google

ActiveCampaign >

Relay42

klaviyo

Analytics 360

hotjar

MARIGOLD ENGAGE

AWIN

Google Tag Manager

mailchimp

FACEBOOK for Business

braze

Looker Studio

Linked in ads

Google Ads

Optimizely

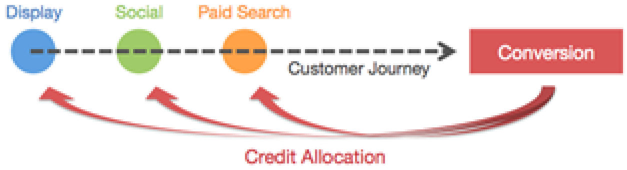
spotler

deployteq

salesforce marketing cloud

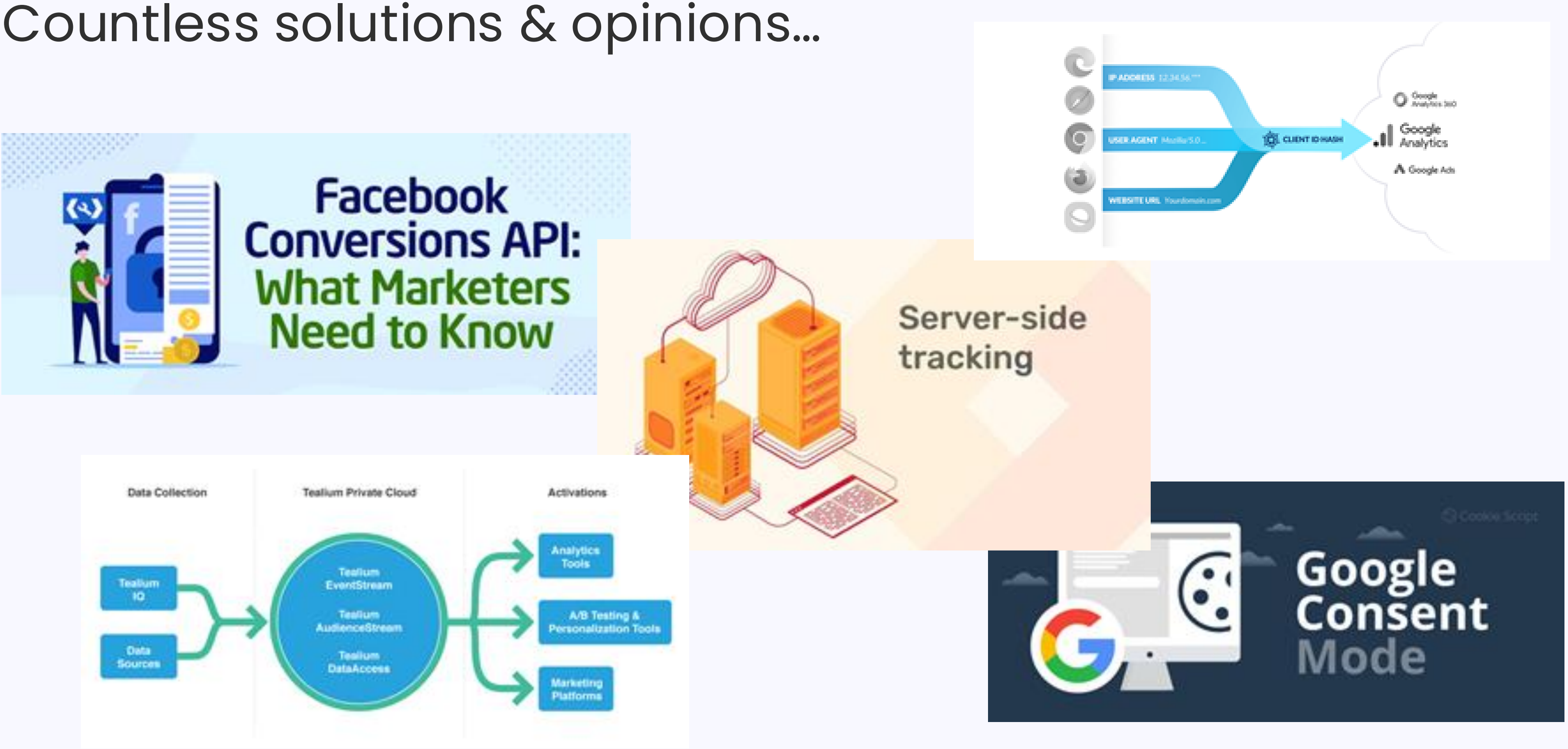
tableau

deployteq

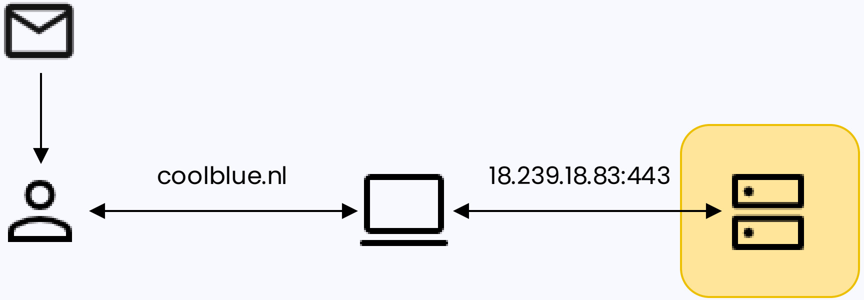


NOW YOU NEED TO FIX IT

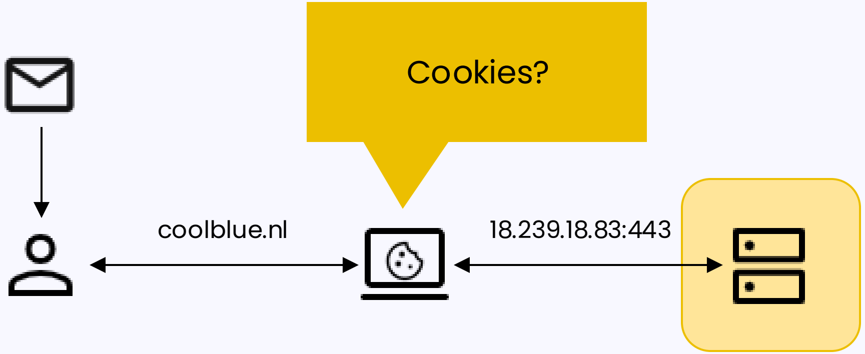
Countless solutions & opinions…



Third-party tracking



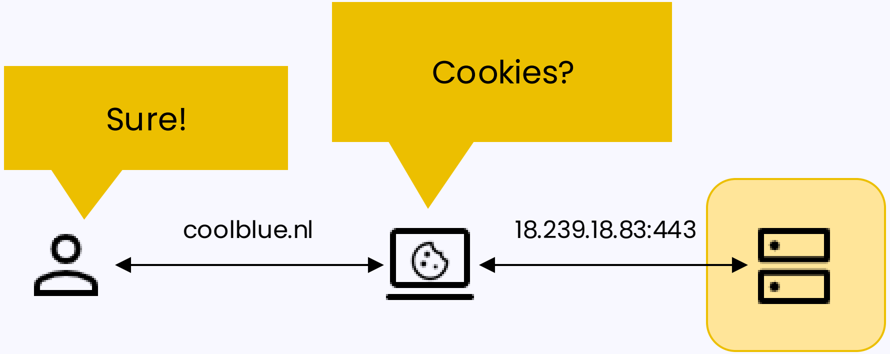
Third-party tracking



First party cookies

- (cookie) consent: unknown

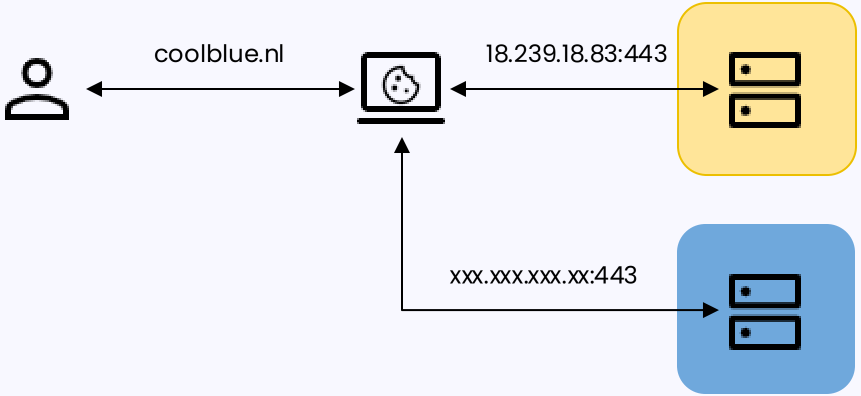
Third-party tracking



First party cookies

- (cookie) consent: accepted

Third-party tracking



- Analytics
- Customer Data Platform
- etc.

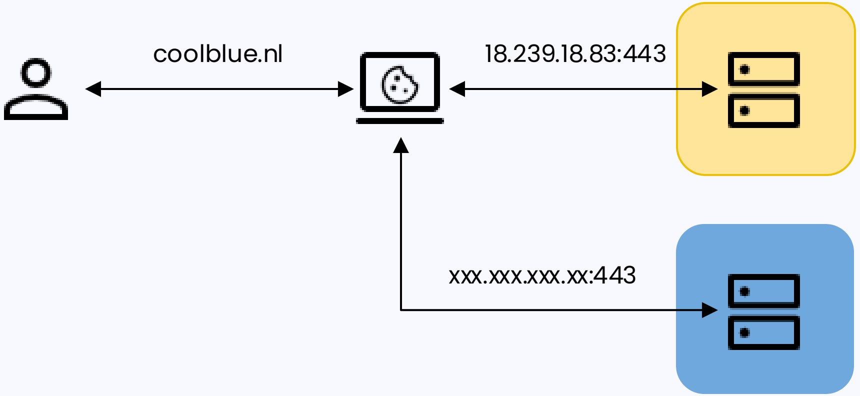
First party cookies

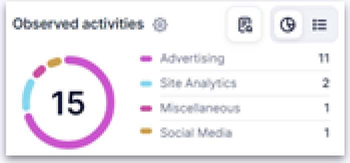
- (cookie) consent: accepted

Third party cookies

- Analytics Cookies (e.g. Adobe)
- Marketing Cookies (e.g. Facebook)

Third-party tracking





Observed activities

Advertising	11
Site Analytics	2
Miscellaneous	1
Social Media	1

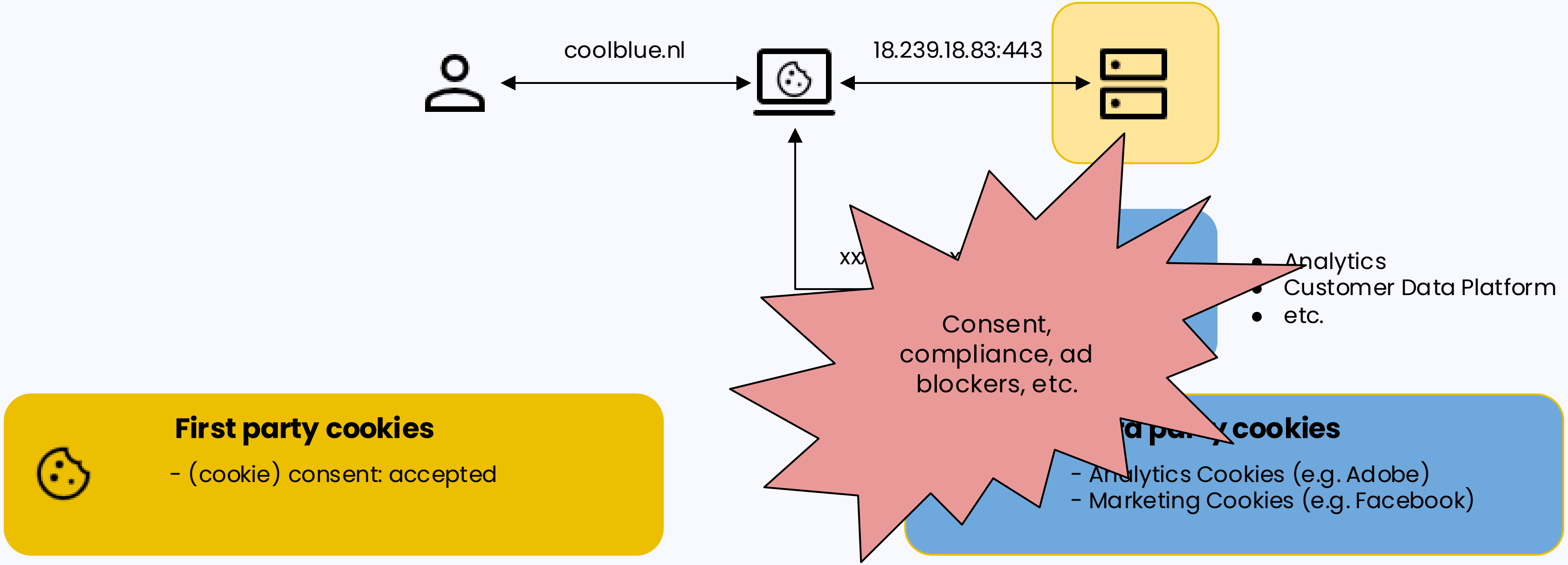
First party cookies

- (cookie) consent: accepted

Third party cookies

- Analytics Cookies (e.g. Adobe)
- Marketing Cookies (e.g. Facebook)

Third-party tracking



- Analytics
- Customer Data Platform
- etc.

Consent, compliance, ad blockers, etc.

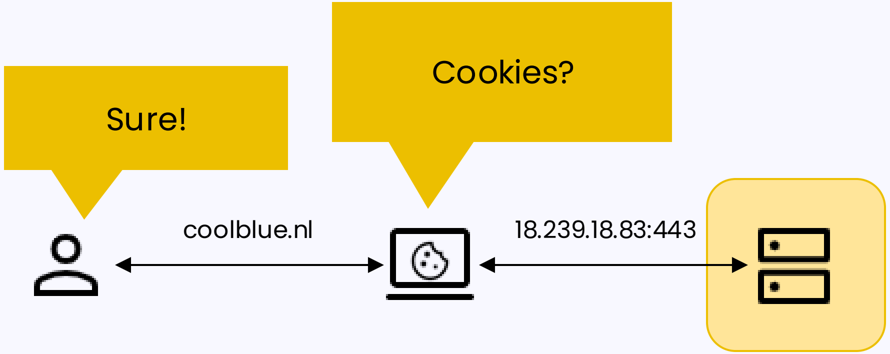
First party cookies

- (cookie) consent: accepted

a par y cookies

- An lytics Cookies (e.g. Adobe)
- Marketing Cookies (e.g. Facebook)

First-party tracking



Sure!

Cookies?

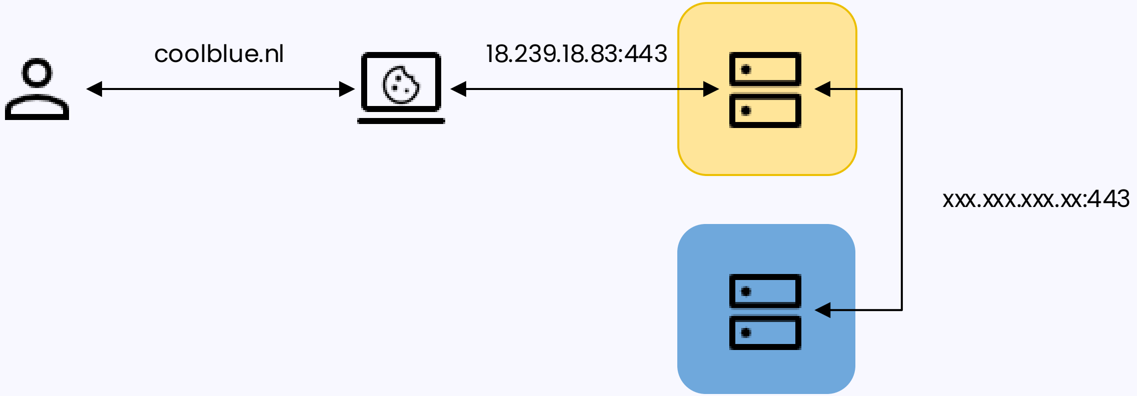
coolblue.nl

18.239.18.83:443

First party cookies

- (cookie) consent: accepted

First-party tracking

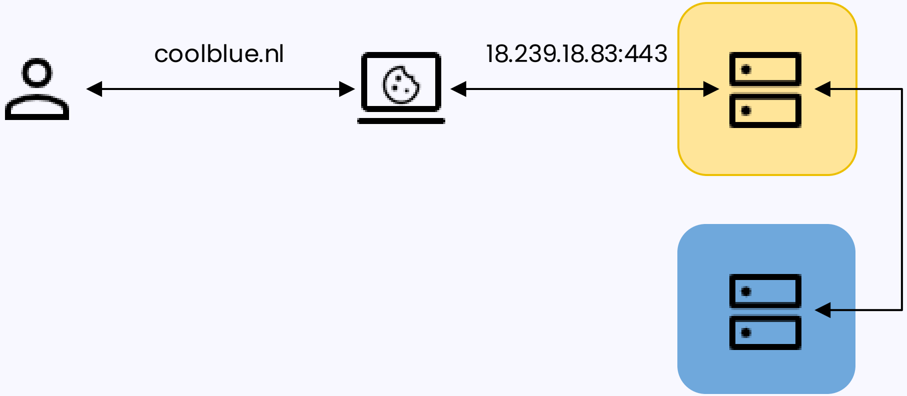


First party cookies

- (cookie) consent: accepted
- Analytics Cookies (e.g. Adobe)
- Marketing Cookies (e.g. Facebook)

Third party cookies

First-party tracking



- server side tracking
- server-to-server (S2S)
- 'backdoor' (please don't do this)

First party cookies

- (cookie) consent: accepted
- Analytics Cookies (e.g. Adobe)
- Marketing Cookies (e.g. Facebook)

Third party cookies

You are now the gatekeeper

Identifiers
- IP address
- Advertising ID
- Customer ID
- E-mail address

Behaviour
- Pageviews
- Interactions
- Conversions

Personal information
- Name
- Address
- Birth date
- Gender

MARIGOLD ENGAGE

spotler

mailchimp

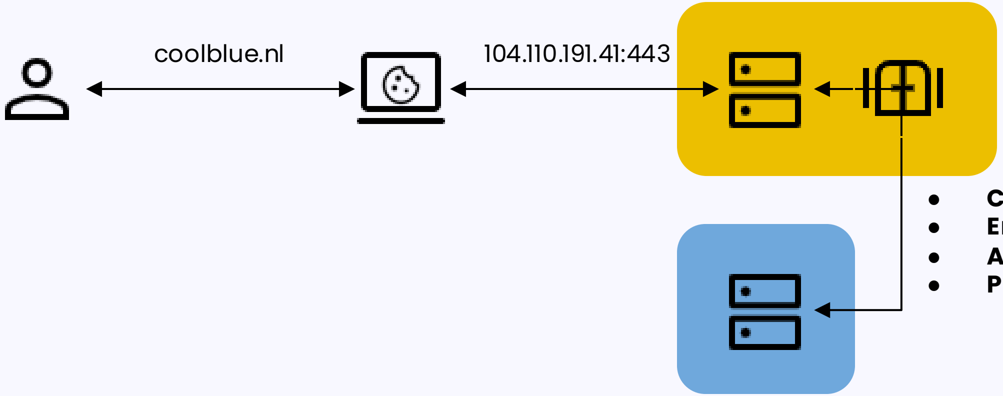
klaviyo

deployteq

salesforce marketing cloud

ActiveCampaign

You are now the gatekeeper



- **Cleansing**
- **Enrichments**
- **Anonymization**
- **Pseudonymization**

First party cookies

- (cookie) consent: accepted
- Analytics Cookies (e.g. Adobe)
- Marketing Cookies (e.g. Facebook)

Shared data

- Anonymous & sampled data
- Consent-based data sharing

In summary

- Getting good customer data is a responsibility, not a given
- Data collection is no longer ‘set & forget’
- You have way more tools at your disposal, than a couple of years ago
- Mastering your data quality, is becoming an competitive advantage
- Online marketers need you: CRM professionals!

Any questions?

jan@marketingengineers.nl

-or-

LinkedIn