

Surviving the Cookie Apocalypse: A Guide for B2B Marketers

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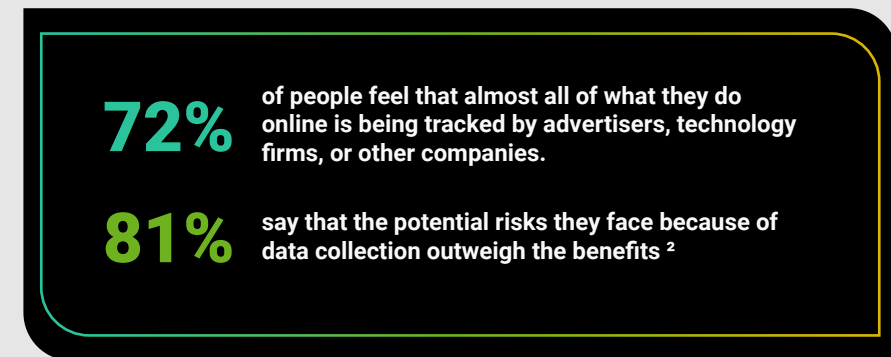
Introduction

To accept or deny cookies — that is the question. As consumers, we are used to the familiar pop-up on our webpages. Cookies remember where we have been on the web, providing personalized experiences, and saving our logins and shopping carts. Often, it's convenient, but it's a technology that's easy to exploit.

B2B marketers have evolved to use the data and technology at our fingertips. Our goal is to get better at targeting the right people at the right time to ultimately convert to sales down the road. But as targeted marketing becomes more precise, we often lose trust from our buyers. Where is the line between personalization and privacy?

According to Google, "If digital advertising doesn't evolve to address the growing concerns people have about their privacy and how their personal identity is being used, we risk the

future of the free and open web."¹ In 2020, Google announced it will block all third-party cookies. Instead, web products will be powered by privacy-preserving APIs which prevent individual tracking but still deliver results for advertisers and publishers.



¹ Google Ads & Commerce Blog, 2021

² Pew Research Center Study, 2019

Who does this affect, and when?

While the timeline has been pushed in the last several years, 2024 marks the year of the cookie apocalypse, and marketers need to know how these changes will impact them.

80%

of advertisers have relied on third-party cookies to micro-target ads³.

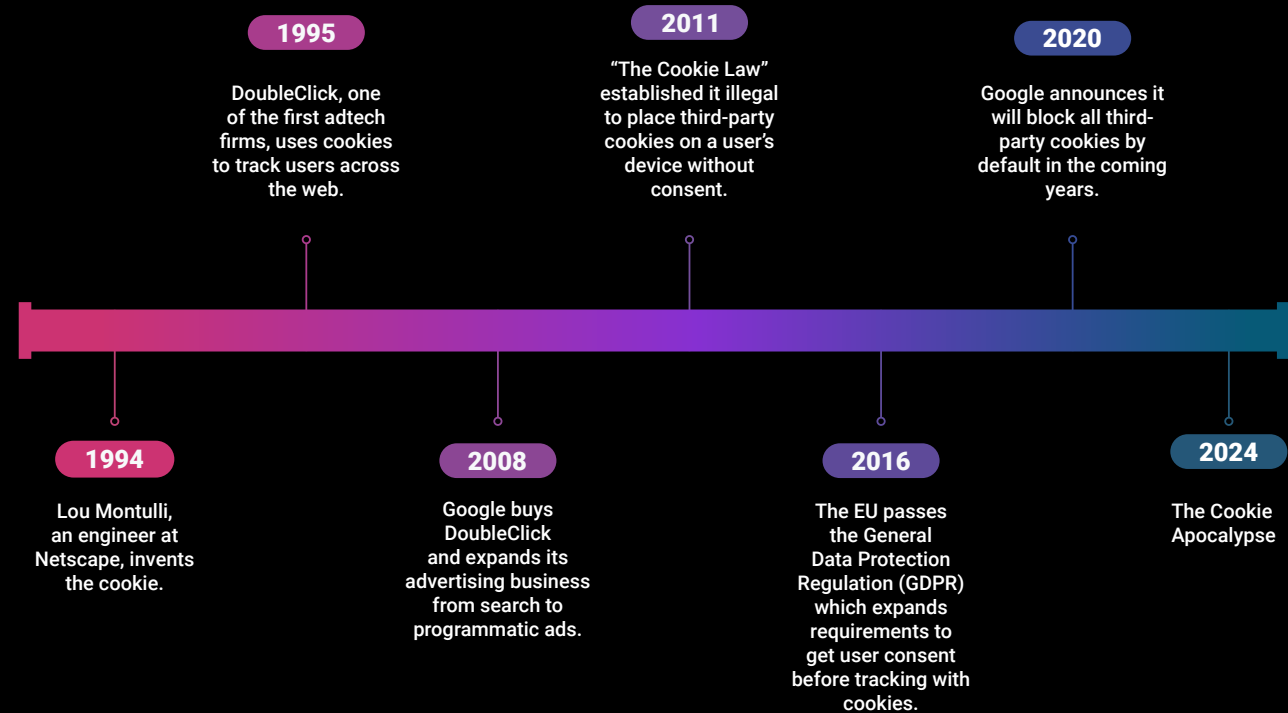
The deprecation of third-party cookies especially affects intent data vendors and account-based marketing (ABM) platforms. Many of these vendors use third-party cookies for user tracking and ad targeting.

³ Epsilon Research Study, 2020

Don't miss the survival checklist at the end of this eBook, complete with key questions to ask your marketing vendors.

Cookies 101: A Brief Overview

Did you know that cookies date back to 1994? A cookie — or html cookie, http cookie, internet cookie, or browser cookie — is a text file used to identify individual users browsing the web. Invented as a tool to help websites remember users, the original intent was to limit the memory to sessions on a singular page and to maintain user privacy. But then the third-party cookie entered the game. The third-party cookie can track visitor activities from one site to another. With this feature, advertisers can target a specific person with ads for products they seemed interested in.



First-Party Cookies vs. Third-Party Cookies

To truly understand the impact this change will have, let's break down the difference between first-party and third-party cookies. The distinction is based on who the cookie belongs to.

First-Party Cookies	Third-Party Cookies
<ul style="list-style-type: none"> Belong to the owner of the website. Created by host domain. Purpose is to manage a single browsing session. <p>Example: A first-party cookie can remember where on the website a user is visiting, and the changes made – like adding to a shopping cart. This information can only be accessed by the owner of the website.</p>	<ul style="list-style-type: none"> Belong to someone other than the website owner (e.g. ad tech platform) Stored by browser on a user's computer so a third-party can gather the user profile. Purpose is to track user activity across the web. <p>Example: Third-party cookies are mostly used for advertising activities. Websites can make money by renting ad space. Third parties can place cookies via a tracking pixel or ad.</p>

Cookies CAN: collect user information, track user behavior, remember the products and ads we clicked on, and know location and device.

Cookies CANNOT: obtain personal information from your computer, view passwords, or share viruses.

The War on Third-Party Cookies — And the Consequences

In the early 2000s, cookie usage was running rampant. A study by the Wall Street Journal in 2010 found that over 3,000 tracking files were installed on a test computer by over 50 sites.⁴ In 2011, we got the “Cookie Law,” that made it illegal to place third-party cookies on a user’s device without consent. With various legal directives over the last 20+ years, data privacy is a persistent trend that isn’t going anywhere. And while Google announced its imminent phase-out of third-party cookies, Safari and Firefox have already disabled the trackers.

The future of advertising is [third-party] cookie-less, and marketers and advertisers need to pivot to future-proof their strategies.

⁴ The Wall Street Journal, 2010



Surviving the Apocalypse: Strategies for B2B Marketers

But the future of B2B marketing is not all doom and gloom — we have good news. There is a path to survival, with many emerging technologies and strategies that provide audience targeting value and privacy compliance. Considering these changes to the data privacy landscape — and challenges — you'll need to make sure your digital marketing programs are set up for success. Here are a few forward-thinking strategies.

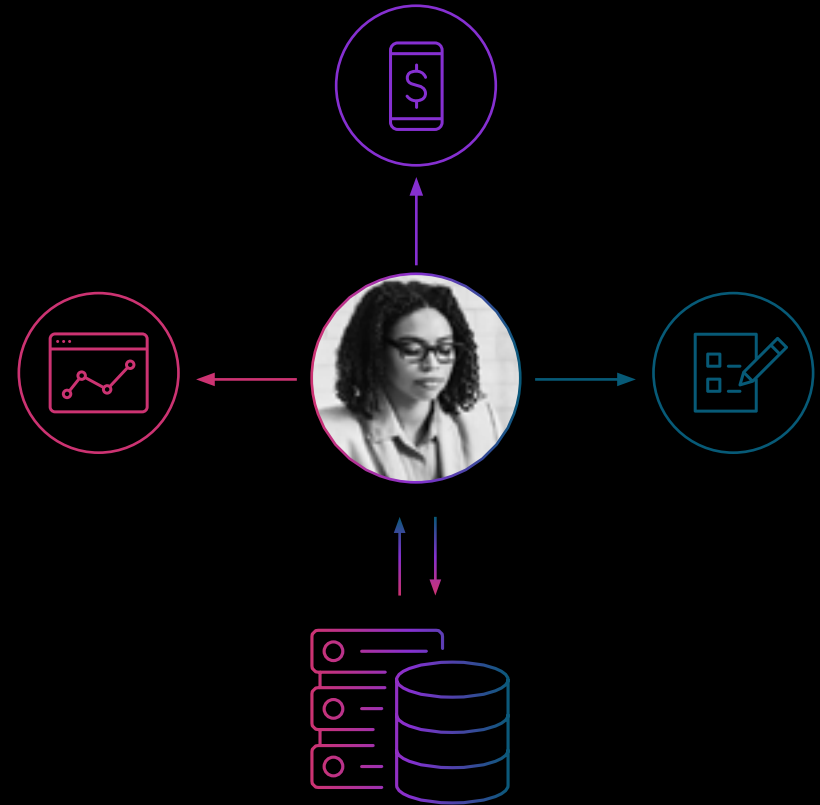
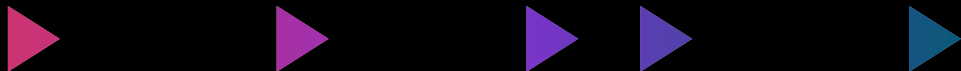
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Focus on First-Party Data

Without third-party cookies, marketers will need to focus on first-party data. This data is collected directly from your website or app, such as contact information, purchase history, and website activity.

In addition, there is “zero-party” or permission-based data. This is data that users explicitly provide to you through form fills, surveys, and polls. Encourage your visitors to share their information in exchange for valuable content, such as ebooks, webinars, and free trials.

If you don't have one already, implement a customer relationship management (CRM) system to organize and analyze your customer data. This will help you personalize marketing efforts and improve customer experiences.



2

Expand Intent Signal Coverage

Some intent data vendors, including Intentsify, use alternative identifiers to monitor target-buyer research activities and buying behaviors. For example, with access to numerous sources and types of digital data – including IP addresses, mobile ad IDs (MAIDs), hashed email address (HEMs), and more – Intentsify transforms disparate behavioral data points into actionable account and buying-group intelligence. B2B marketers and sellers gain a holistic view of buying-group activities, research patterns, and readiness, without the use of third-party cookies. Multiple data sources converge into one identity graph that provides high quality buyer-intent intelligence (as well as the ability to activate that intelligence via digital marketing programs).

By using a comprehensive identity graph, marketers and sellers can enhance full-funnel intent activation solutions such as lead generation and digital advertising.

Intentsify’s specific data output includes:

- **Intent Data:** 1.1 trillion monthly intent signals derived from over 400k B2B content sites and monitored intent topics.
- **Contact Data:** Over 382 million contact records, business emails, LinkedIn URLs, and phone numbers.
- **Firmographic Data:** Over 3,000 industries, 203 million IP addresses, and 20 million company domains with 100% fill rate for revenue and employee count.
- **Digital Data:** Over 1.6 billion tracked IP addresses for digital ads, 5 billion mobile advertiser IDs (MAIDs), and 4 billion HEMs for identity management and file matching.
- **Technographic Data:** Over 12,000 tracked technologies.

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Stay Informed and Compliant

Get acquainted with applicable data privacy regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Regularly monitor any changes and train your team on privacy practices and the ethical use of data.



Future-Proofed Marketing Programs

Next, let's dive into how intent data powers digital marketing programs. For many B2B marketers, audience targeting is falling short, and they aren't getting the most bang for their buck.

80% of marketers are not extremely confident in their ability to reach the right audiences programmatically⁵

1 in 3 marketers say wasted spend is their biggest advertising concern⁶

⁵ eMarketer Report
⁶ Merkle Study

Targeting only by IP address isn't enough to reach the entire audience. And many display ad solutions cannot ensure that the right messages are getting to the right people. That's where having a precise identity graph changes the game.

By expanding your reach and sharpening your targeting, you can increase conversions and accelerate pipeline. AI-enabled solutions can synthesize multi-sourced intent signals to identify in-market accounts, their research stage, and the issues they care about. Imagine stage and interest-relevant ads being served to selected personas at prioritized accounts. That's the future of digital advertising in a cookie-less world.

Check out our handy checklist to see if you're ready to survive the cookie apocalypse. →

Your Survival Checklist

1. Assess your current state

- Do you know how your organization is using third-party cookies?
- Make a list of teams, use cases, and systems that are impacted.

2. Discuss the Cookie Apocalypse with current vendors

- How do your vendors use third-party cookies?
- How do they collect data without third-party cookies?
- What alternative identifiers are they using?

- How do they measure the effectiveness of campaigns without third-party cookies?
- Do they have a plan moving forward to future-proof their business?

3. Identify new solutions you'll need

- Does your intent data provider use AI to understand research behavior?
- Does your intent data provider offer a content syndication solution?
- Do you have one provider for lead generation and ad solutions?
- Are those programs activated based on intent signals?



Intentsify delivers the industry's most powerful intent data and activation solutions to increase pipeline, accelerate deals, and decrease customer acquisition costs for B2B organizations. Combining the latest advancements in AI, an unrivalled portfolio of data sources, and an industry-leading media ecosystem, Intentsify informs full-funnel buyer interactions and automates key engagement activities.

[Learn More](#)