

# What Happens When the Cookie Crumbles Workshop

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## Background Data

Google recently announced that support for third-party cookies will end in 2023. If you're like many marketers you rely on third-party cookies and their cross-domain tracking functionality to target, personalize and convert digital prospects into buyers. Don't be caught with your hand in the cookie jar when the cookie crumbles. In this workshop, our experts will detail how the loss of third-party cookies will impact your business and how your strategy should evolve in the coming months to set your organization up for success.

## How Will Data Loss Affect Your Brand?

The loss of customer data intrinsically affects your ability to:

- Collect data on customers
- Develop audience insights
- Segmentation
- Digital media placement and effectiveness
- Advertising costs
- Personalized customer experiences
- Measure marketing success

## What's Included

A 1.5 to 3-hour in-person (or virtual) workshop with key stakeholders that details what the loss of third-party cookies means to your marketing, commerce, CX, analytics, security, and product/strategy teams. We will dive into how 3rd party cookies are impacting your business today and outline strategies to harness first-party data to drive your business forward. Learn how to optimize your customer data pipeline to own your customer data while optimizing customer experiences, building trust with your consumers, and positively impacting the bottom line.



## Tealium and Ziroos Featured Solutions:

Client-side and server-side data collection methods, a centralized data layer, and a single customer view using a customer data platform (CDP).

## Deliverable:

The session will include three main parts:

1. An overview of the marketing landscape today
2. An interactive discussion with your team on your customer data strategy
3. An in-depth discussion on the benefits of a data-first CDP with recommendations, next steps, and solutions to propel your business

