



DANA GOFF

Head of Financial Services Strategy Practice
Acxiom

Dana Goff leads the Financial Services Strategy Team. During her 24 years at Acxiom, she has consistently and enthusiastically been drawn to the front lines of emerging technology and solutions. Combining that with her expertise in data and identity, Dana has delivered complex solutions to help many of Acxiom's largest clients overcome business challenges.

Throughout her career, Dana has developed, implemented, and consulted on data-driven solutions across a wide range of industries, and for the last eight years she has focused on financial services. She is a thought leader with a strong reputation within Acxiom, with industry partners, and most notably with clients.

"As part of the Financial Services leadership team, I am passionate about growing customer engagement and driving revenue for our clients and Acxiom," Dana says. "Our team is joined at the hip with our sales and delivery teams to ensure we constantly create a flow of value to our clients and shareholders. We share the voice of the industry to help our product organization better understand and innovate solutions that matter to our clients. Partnering with our marketing team, we wrap a relevant financial services perspective around our solutions to instill trust and confidence that we can solve real problems that our customers are facing."



REMEMBER THE OLD "TELEPHONE GAME"?

DANA GOFF

Head of Financial Services Strategy Practice
Acxiom

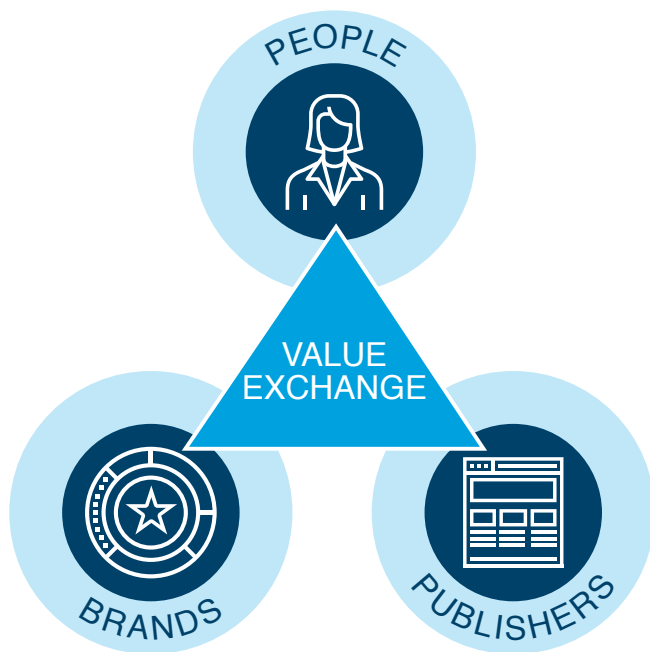
I played it at camp as a child. A bunch of kids sit in a circle. One person starts by whispering a sentence in the next person's ear, and that person passes what he or she heard to the next person, and on and on until it gets back to the original person. It's always comical because somewhere in that process the message loses most, if not all, of its meaning. It gets "lost in translation." In this game, no one wins or loses, but the

fun is in the silly humor found between the original message and the final message.

But when that same issue occurs in an industry where the spend is expected to reach \$90 billion, no one is laughing.

According to the Interactive Advertising Bureau, programmatic ad spend is expected to reach **\$90 BILLION in 2021.**

Advertising works because there is an even value exchange between people, brands, and publishers. That is the case whether you are talking about newspaper, TV, or display advertising.



- People have access to mostly free content, websites, and social platforms
- Advertisers can reach their desired audiences
- Publishers monetize their content

Within digital advertising, disruptions to that value exchange are occurring. Whether it's Safari and Firefox blocking cookies, Apple's intelligent tracking prevention, Google's changes to third-party cookies, or Google's changes to ad serving technology, these disruptions are changing the media landscape as many of us know it.

Change can be hard, but with change comes innovation, and we believe the change is long overdue.

Reliance on third-party cookies and the multiple cookie syncing processes required to support the mechanics of

programmatic media are like the telephone game and the message gets "lost in translation." ([See Programmatic at a Glance](#))

Third-party cookies have always been messy from a targeting and measurement perspective. They are set on the browser of a device and are *not individual* identifiers.

The cookie syncing processes that make it work today are *not transparent*. Ask anyone who has tried to solve an issue during a campaign.

When the cookie was created in 1994, Lou Montuliyi's intention was "to create websites that had 'memory' for individual users." Cookies were not intended to be a mechanism for cross-site tracking. Ad tracking via cookies has been a hot topic since 1996, so we shouldn't be surprised that 25 years later it's finally coming to an end.¹

It's also important to note that although Chrome has more than half the share of the desktop user market, Safari has more than 60% of the mobile browser share. Safari has been out of the third-party cookie business for years as 60% of mobile users are not reachable using third-party cookies.

While we could hear a collective sigh of relief across the industry when Google delayed the deprecation of third-party cookies, it creates a false sense of security as marketing and advertising solutions have already been impacted for several years. Relevant personalization, accurate measurement, and great customer experience are getting harder to execute effectively.

As we look across the capabilities that are emerging to support the next generation of advertising, the common denominator is that a brand's first-party, consented data will become the language we all speak. First-party data will be the new currency that runs the emerging media landscape.



Acxiom Real Identity™ is the foundation for your martech and adtech use cases across measurement, personalization, and activation. No more “lost in translation.”

“First-party (private) graphs are critical assets for brands and media owners who seek to compete in an increasingly D2C, privacy-centric, post-cookie landscape. The scale of each graph needs to be appropriate in terms of the coverage and the depth of attributes of each geographic market. Accuracy, however, should be placed at a premium in constructing the graph.”

Winterberry Group, Identity Outlook 2020, June 2020

2021 and 2022 will be test and learn years, but I would warn marketers to avoid creating new third-party dependencies rather than focusing on a first-party solution that benefits from interoperability and scale across partners. Many third-party solutions may not survive in a more consent-based ecosystem, and first-party solutions put marketers in control. It's your data, one of the most important assets for your business.

Brands that invest now in a robust first-party identity solution will be more resilient and ready to deliver the consented, personalized experiences people expect.

Brands must:

- Ensure an excellent experience across all channels to minimize opt-outs and unsubscribes.
- Ensure no data leakage across all interactions with customers and prospects.
- Honor people's desire to be in better control of their privacy.
- Focus on compelling offers and interesting content that create incentives for people to make them want to interact, engage and share their personally identifiable information (PII). It's critical to create a value exchange with customers and prospects.

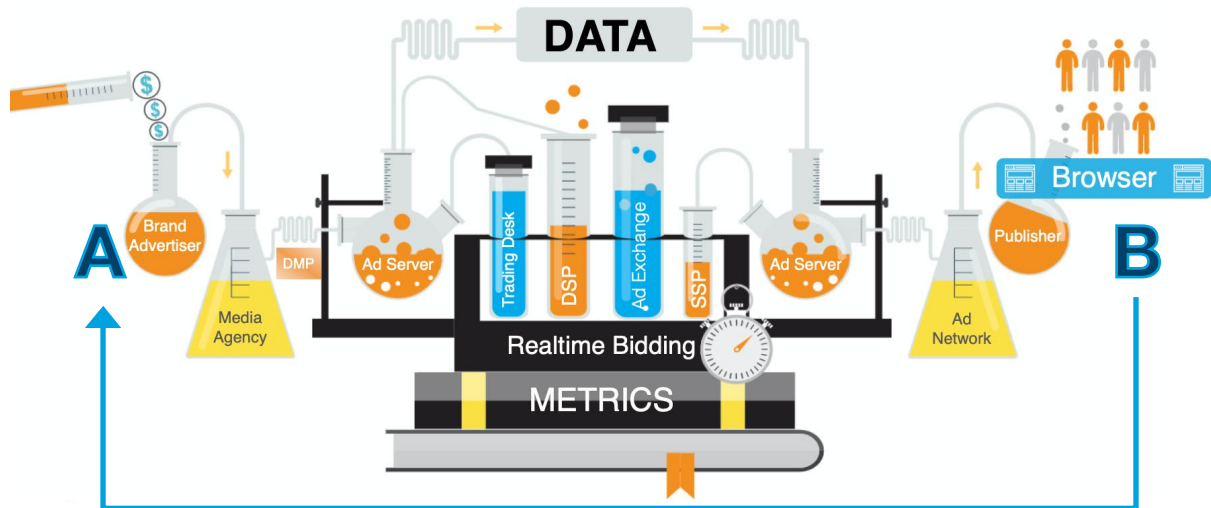
CONCLUSION

Acxiom has been helping brands build and manage privacy-compliant, first-party identity solutions for decades. Our financial services clients spend years perfecting their matching rules for offline marketing. As the new media landscape emerges, we have expanded our solution to ensure a future-proof approach that delivers an enterprise-wide offline and online view of customers and prospects without third-party cookies. Our clients can now connect their complex individual, household, account, and line-of-business relationships with all the rich digital signals across owned and paid media.

PROGRAMMATIC MEDIA AT A GLANCE

- 1 Brands and their agency create an audience by either onboarding their data or by selecting specific audience attributes in their adtech platform.
- 2 Once activated, the desired audience data traverses across the adtech ecosystem.
- 3 When people who meet the audience criteria visit a site or app, they are potentially shown the brand's ad.

Today, this ecosystem works because **third-party cookies (the current programmatic currency)** are shared, via **cookie syncing**, from platform to platform.



- 4 Additionally, ad servers capture impression level exposure data so brands can measure campaign performance.

Target Audience + Ad Exposure + Brand Conversion = Campaign Performance

SO WHAT'S CHANGING?

A Effective in early 2022, Google will no longer share individual-level log data, so the ability to tie ad exposure to the target audience and to the brand conversion data will no longer be available, thus breaking the ability to measure campaign performance using ad serving data.

B Effective Q3 2023, Google Chrome will block third-party cookies, so the programmatic data portability based on third-party cookies also “breaks”.

DEFINITIONS

COOKIE - A small text file (up to 4KB) created by a website that is stored in the user's computer either temporarily for that session only or permanently on the hard drive (persistent cookie). Cookies provide a way for the website to recognize you and keep track of your preferences.²

FIRST-PARTY COOKIE - A small amount of text stored in the user's computer that is created by the website the user is visiting. By default, first-party cookies are allowed in every web browser, although the site may also allow third-party cookies. If first-party cookies were disabled, a merchant would not be able to identify customers when they return.

A website could not track users' activities as they move from page to page. It would inhibit purchasing multiple products in the same session, because each time another item was added, the cart would treat it as a new order.³

THIRD-PARTY COOKIE - A small amount of text stored in the user's computer that is created by a website with a domain name other than the one the user is currently visiting. By default, third-party cookies are often allowed by a Web browser; however, they may be blocked, as they are widely used by advertisers to track browsing history.⁴

COOKIE SYNCING - A process that attempts to match an identifier or cookie set by one adtech platform to an identifier or cookie set by another adtech platform.

SOURCES

1 <https://montulli.blogspot.com/2013/05/the-reasoning-behind-web-cookies.html>

2-4 <https://www.pcmag.com/encyclopedia>



INSURANCE SPOTLIGHT ON IDENTITY

KAREN IMBROGNO

Director Industry Strategy, Insurance
Acxiom

Acxiom partnered with Arizent to poll senior insurance executives about their reliance on third-party cookies and their preparation for a disruptive change in digital marketing. The results of the study point to the reliance on third-party cookies, varying strategies to adapt to change, and some misconceptions and confusion about technology that may bridge the gap. The big void they see is their ability to manage data, acquire new customers, measure media performance, and accurately deliver on personalization. Respondents said that without using third-party cookies they will not be able to execute key brand strategies like customer acquisition/retargeting, measurement/analytics, behavioral analysis, personalization, data management,

customer service and optimizing the customer experience. Both sales and marketing and IT/data professionals agree on these points – and the survey results were remarkably similar from both the sales and data executives' perspectives.

Better customer experience starts with brands knowing their customers better. Before – and long after – people pick a brand they follow a path marketers need to see, model, and refine to achieve growth goals. And the brand needs insights into that experience to continue to deliver on the brand promise.

Personalization, customer acquisition, and data management are the top-of-mind fears for the loss of third-party cookies.

2/3

Say the loss will impact their business.

2/3 also expect Omni-Channel Reach and Frequency tracking to continue next year.

It's abundantly clear that there is confusion.

KEY FINDINGS

Third-party cookies are important to most organizations' digital processes

76%

Customer Acquisition

71%

Measurement/Analytics

71%

Customer Service/ Customer Experience

Organizations are turning to Customer Data Platforms and digital agencies to mitigate the loss of third-party cookies. **3/4** expect a CDP to be able to solve this gap for them.

SUGGESTIONS BASED ON KEY FINDINGS

The brand has the direct relationship with the customer, so a first-party identity graph is core to the best possible solution. With the move to authenticated solutions based on personally identifiable information (PII), reach will be significantly limited and will necessitate multiple partners. It will be important to synchronize and optimize the linkages by implementing a first-party identity graph.

MANAGING IDENTITY – The loss of third-party cookies (and IP addresses) along with the proliferation of new person-based IDs across the adtech ecosystem will require brands to manage identity across multiple vendors (for accuracy and reach). Capturing all these signals from owned and paid media into the first-party private identity graph allows brands to make full use of the data to drive customer intelligence. Identity synchronization across all these partners helps them understand what's really working while also ensuring they're maintaining all the adtech keys necessary to engage with customers without third-party cookie syncs.

SHARING DATA – With appropriate consumer disclosure and consent, brands will be able to share their first-party data in a digital co-op. However, the available identity match keys will be limited, and more coverage will be challenging over time. Cross-domain identity services will continue to provide some value in the adtech ecosystem as they've built common currency that is "biddable" across many DSPs/SSPs. However, with third-party cookies on their way out, the notion of cookie syncing is in question. Brands will need to rely on authenticated traffic across both advertiser and publisher sites (early reports indicated a drop of more than 80% in reach).

CONTEXTUAL ADVERTISING – Also, with only 20% of internet traffic accessible through these authenticated cross-domain IDs, the cost per thousand (CPM) for that traffic will be significantly higher as they will be in high demand.

We'll start seeing more brands shift to contextual advertising for lower CPM on a larger but less understood audience. Also, we'll start seeing more brands leveraging hashed email solutions like UID2.0 and ID5/etc. Trusted identity and data services providers, like Acxiom, will subsidize first-party graphs with third-party sourced hashed emails translated to UIDs for targeting efforts.

AFFILIATE MARKETING – The ability to recognize and message people on third-party sites will be significantly limited. Affiliate marketing will be severely impacted by third-party cookie deprecation. As this is the way bloggers/influencers/affiliates have proven the person who converted on the brand's website was referred to the site by the affiliate. While somewhat cumbersome, first-party tags can be deployed on partner sites (with the partner's approval) for establishing proof of impression or view between partner sites.

ACXIOM'S REAL IDENTITY – Existing tools and solutions will have to be modified (or scrapped altogether). Acxiom's Real Identity can help insurance brands implement alternative media measurement strategies. Changes made by big tech will force brands to settle for summarized views of attribution or look for alternative measurement solutions. We believe marketers should take control of their owned and paid media by placing their own tag (rTAG from Acxiom) on all media. This has proven effective to circumvent the limitations imposed by browsers while also complying with privacy regulations.

CONCLUSION

Based on this study, brands are not yet fully prepared to execute their marketing initiatives after Google eliminates third-party cookies. More time to prepare is good, but action is essential. Acxiom believes a focus on first-party data will enhance insurance brands' strategy, and they won't be able to effectively resolve or activate without a first-party identity graph.

FIRST-PARTY IDENTITY SOLUTIONS HELP BANKS RECONNECT WITH CONSUMERS POST-PANDEMIC

Wendy Coburn

Director Industry Strategy, Financial Services
Acxiom

ACXIOM BLOG - JUNE 2021

As we accelerate out of the COVID-19 pandemic, certain realities are emerging that will affect how financial services companies get back in the credit game. With bank lobbies closed or on limited hours, people learned to rely on digital banking tools for day-to-day tasks. But even as people get back to pre-pandemic normalcy, it's unlikely they will abandon their preference for digital engagement.

For lenders, this means direct mail, the traditional customer acquisition workhorse, needs to be amplified and enhanced with email and digital tactics to ensure the lending offer is seen in as many places as possible. But more importantly, lenders need to think beyond these "push" tactics and take action on customer and prospect signals when they're interacting with their brand.

The goal of being able to offer the best and most appropriate product to a customer or prospect, at a time when they're thinking about banking and visiting the bank's website, has been a significant technical challenge for most banks. Whether they're constrained by their marketing stack or their internal resources, getting to this level of personalization is difficult.

WHAT DOES IT TAKE TO BE ABLE TO DO IT?

Ability to identify the site visitor at the individual level. Third-party cookies aren't individualized and cannot be the mechanism to make a prescreened offer. Identification using a first-party graph that brings personally identifiable information (PII) and other digital identifiers together is the key to true individualized personalization.



Ability to activate an offer in real time. The connection of the identified visitor to an offer meant specifically for them is a use case that touches three critical pieces of technology: the customer data platform, the first-party identity solution, and a real-time offer repository or data store.

Ability to integrate and unify many data sources, from CRM data to third-party data, to transactional data.

Ability to measure the effectiveness of the personalization strategy. For this, an environment that compliantly brings on- and off-line data signals and events together is critical.

Bank marketers are examining their investments in the tech stack and evaluating which additional pieces are needed to enable personalized strategies. When considering first-party identity solutions, they are finding that the benefits extend beyond simply delivering better personalized marketing experiences.

First-party identity solutions enable enterprise identity resolution. This breaks down the silos between product lines, delivering a true 360-degree view of the customer. The solution treats each product view of the customer as a key, with the first-party identity graph as the master key ring. And it's not limited to customers; it can and should include prospects who are being targeted in acquisition marketing.

Acxiom can help bank marketers prioritize use cases and build a roadmap to unlock personalization strategies that will help drive growth. By leveraging first-party identity solutions, marketers will have future-resilient tools that are impervious to the changes being driven by "big tech" in the marketing ecosystem.

WITH UID2, THE LOSS OF THIRD-PARTY COOKIES WON'T BE SO PAINFUL

Ryan Peters

Director Identity Strategy, Financial Services
Acxiom

ACXIOM BLOG - AUGUST 2021



Acxiom recently announced our participation in Unified ID 2.0 (UID2), an open-source framework that publishers, advertisers, and digital advertising platforms can use to establish identity without third-party cookies. More specifically, Acxiom will be the first closed operator in the initiative, meaning our clients soon will be able to generate UID2 identifiers without an external PII sync while staying connected to an industry-leading framework for cookie replacement. This is great news for Financial Services brands focused on privacy, risk, security, and audience accuracy.

REDUCING RISK

Creating UID2 identifiers within Acxiom's Real Identity solution reduces non-essential transit of first-party PII and the associated risks. It also accelerates our ability to safely distribute audiences directly to publishers and adtech partners. As client data strategies continue to focus on risk mitigation and growing first-party data repositories, we believe containing PII is critically important, as is having a secure way of connecting with customers.

VALUE EXCHANGE SURVIVES

Our team spends a lot of time thinking about the future of the media landscape. Almost daily there's confounding (and conflicting!) announcements from major players eager to raise their gardens' walls. UID2 by nature is more democratic. It allows the original value exchange of

receiving free content in exchange for allowing relevant advertising to continue. The cookie was broken, but the equation of people participating with brands and publishers was not.

INTEROPERABILITY

Brands thrive when they can connect with their customers safely and accurately on the open internet. As first-party data collection keeps booming in industries that previously didn't invest much in it, financial services has always been rightfully obsessive about it. Regulatory restrictions — and their associated consequences — mean accuracy is a fundamental component. Certain proposed identity solutions are opaque, relying on anonymized and aggregated signals to sort audiences into segments without transparency to the brands relying on them. UID2 offers the ability to reach audiences with clear and definable rules across the open ecosystem. This interoperability means privacy is no longer a hurdle for reach and plays an important role in helping brands drive personalization and measure results.

FOR MORE INSIGHTS FROM ACXIOM, SIGN UP FOR OUR BLOG BY CLICKING [HERE](#)

LEARN MORE OF ACXIOM'S PERSPECTIVE ON IDENTITY BY CLICKING [HERE](#)



EMERGING BEYOND

For more information, please contact Acxiom
at [acxiom.com](https://www.acxiom.com) or email info@acxiom.com.



acxiom®