Five step process for 3rd party cookie analysis
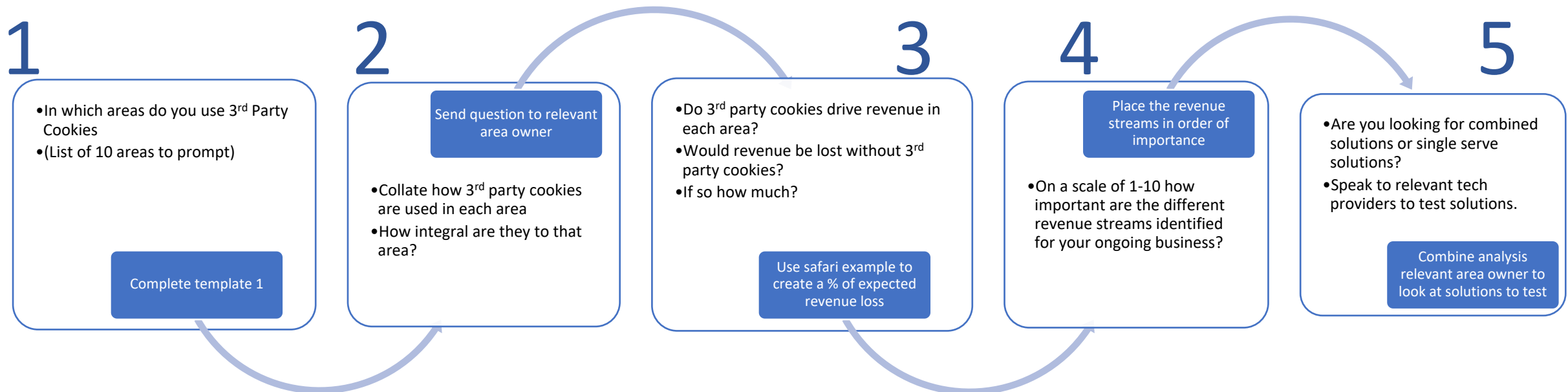
We have created a simple 5 step process for publishers to follow in order to assess the impact of 3rd party cookie demise and review which areas are key to test solutions.

1
- In which areas do you use 3rd Party Cookies
- (List of 10 areas to prompt)

Complete template 1

2
Send question to relevant area owner

- Collate how 3rd party cookies are used in each area
- How integral are they to that area?

3
- Do 3rd party cookies drive revenue in each area?
- Would revenue be lost without 3rd party cookies?
- If so how much?

Use safari example to create a % of expected revenue loss

4
Place the revenue streams in order of importance

- On a scale of 1-10 how important are the different revenue streams identified for your ongoing business?

5
- Are you looking for combined solutions or single serve solutions?
- Speak to relevant tech providers to test solutions.

Combine analysis relevant area owner to look at solutions to test

1. Review

Review which areas 3rd party cookies are being used in the business.

In the initial audit publishers detailed 10 key areas that 3rd party cookie demise would impact – use the list below to tick relevant areas for your business:

Programmatic	Marketing	Delivering Ad campaigns	Tech/Dev ops	Site analytics	Lead Generation	Audience Measurement	Subscriptions	Direct Sales	Bespoke Research

Utilise relevant sponsors/owners for each area in order to review which areas use 3rd party cookies. This can be to any degree and ensure that you have a named sponsor/owner for each of the areas. This will allow for multiple functions to be assessed at the same time.

The table on the next page can be used to assign relevant sponsors

1. Review

Fill out areas relevant to your business:

Area of impact	Sponsor	Title	Email address
Programmatic			
Marketing			
Delivering Ad campaigns			
Tech/Dev Ops			
Site Analytics			
Lead Generation			
Audience Measurement			
Subscriptions			
Direct Sales			
Bespoke Research			

2. Information gathering

Each sponsor/owner for relevant area to take template to fill in details of each of the areas.

For each element the sponsor/owner is to provide detail of how 3rd party cookies are used and how integral the 3rd party cookies are to that particular area.

Any alternative solutions that are already in place can also be listed here.

2. Information gathering

List each area and fill out the table:

Area of impact	How 3rd party cookies are used	Integral to this area? Scale - 1-5 (1 = low)	Details of any solutions tested

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3. Contribution to business

Each sponsor/owner to focus on the areas where 3rd party cookies are integral and how much they contribute to the business. The key question here is about revenue; however there will also be questions about significance to the business as it might be that an area is key to another business objective that is not revenue specific.

Each sponsor/owner will be prompted to analyse whether revenue will be lost due to the demise of 3rd party cookies and to use Safari and the impact of the removal of 3rd party cookies there as a way to do an initial assessment. This is not an exact science but a similar ratio can be used in order to help give an educated assessment.

In the case of a non-revenue specific business objective if Safari is not relevant it can be done on an expectation of a % reduction and a few different scenarios created if there is no relevant comparison.

Alternative solutions that may already be in place can be used as a third step that may negate some of the impact.

3. Contribution to business

Take each area (integral to business first) and analyse possible loss – use the questions as prompts:

Question prompts
Would removal of 3rd party cookies impact revenue?
How much revenue loss would be expected? (Use Safari as a guide to loss).
Have any interim or tested solutions made a demonstrable difference to maintain revenue?
• If yes, which ones and how successful were they?
Is this area of value to the business outside of revenue?
Does this area form part of the longer-term business strategy?
Are there any other business objectives that this area supports?
• If yes, how key are those business objectives?

4. Rating the areas

Once each of the sponsors/owners have done the assessment this is when the business areas are brought together to look at which areas are the most important revenue streams for the business.

This can then be rated on a scale of 1-10 so that the broader business can decide where to focus for the testing and implementing of solutions.

4. Rating the areas

Take each area and rate them in order of importance using the information you have gathered (ignore areas that are not relevant for your business):

Area of impact	Rating 1 – 10 10 being most important	Sponsor
Programmatic		
Marketing		
Delivering Ad campaigns		
Tech/Dev Ops		
Site Analytics		
Lead Generation		
Audience Measurement		
Subscriptions		
Direct Sales		
Bespoke Research		

5. Decision on focus areas

Reviewing the top areas for the business to focus on and the budget/resource available to test possible solutions look at whether departments/areas are looking for combined or single serve solutions. There may be some areas that can join together more easily.

Use the resource on the AOP site to find relevant providers and create short list of solutions in order to contact providers to discuss further.

5. Decision on focus areas

List the areas to focus on following the analysis, for possible solutions you can look at the 3rd party solutions providers on the AOP website member area:

Focus area in order of importance	Solutions tested	Rating of solution Scale - 1-5 (1 = low)	Other solutions to look at testing