



January 2021

ELIMINATION OF THE BROWSER COOKIE

What is a browser cookie?

A browser cookie (also called a web cookie, internet cookie or just cookie) is simply a small piece of data taken from a website and stored in the browser on the user's computer or mobile device (phone/tablet).

What is happening? When is it happening?

In January 2020, Google announced that starting in early 2022 third-party browser cookies will no longer be supported in Chrome. Both Firefox and Safari have not allowed third-party cookies for some time now...but the industry was not concerned with their roughly 30% global market share...Chrome's global market share is currently 70%.

Do 3rd party cookies exist in Mobile?

Yes, third-party cookies exist in mobile, but it needs to be pointed out that their reach is incredibly limited due to the fact they cannot be applied everywhere. In the mobile environment the internet is accessed through both browsers and native apps. Without going too deep, mobile apps use a technology called a webview to display online content such as a website or an ad and although cookies can be stored within a webview each webview is unique to each application...which means that mobile apps therefore cannot share cookie information with other apps on the device or with the device's mobile browser. Consider that 90% of all mobile time is spent in native apps and you understand how limited the mobile cookie is.

Why is this happening?

Consumer privacy. In August 2019 Google announced a "new initiative to develop a set of open standards to fundamentally enhance privacy on the web. We're calling this a Privacy Sandbox". Essentially, Privacy Sandbox will give advertisers the ability to run targeted ads without having direct access to a user's data.

What Key Digital Media Functions are Impacted?

Here are some of the things that will be gone or substantially impacted (when running a multi-website campaign):

1. **Frequency Capping** – Browser based frequency capping is done by using third-party cookies to ping back a signal each time an ad plays to a user. These signals stop the ads once the target level of exposures have been met.
2. **Re-targeting** – It will go away.
3. **Ad Campaign Attribution** – Currently, 3rd party cookies are used to link ad exposure (views or impressions) to user actions (clicks, purchases, page visits) on different websites.
4. **Single Sign On** – These functions across multiple sites will need to develop alternative processes.

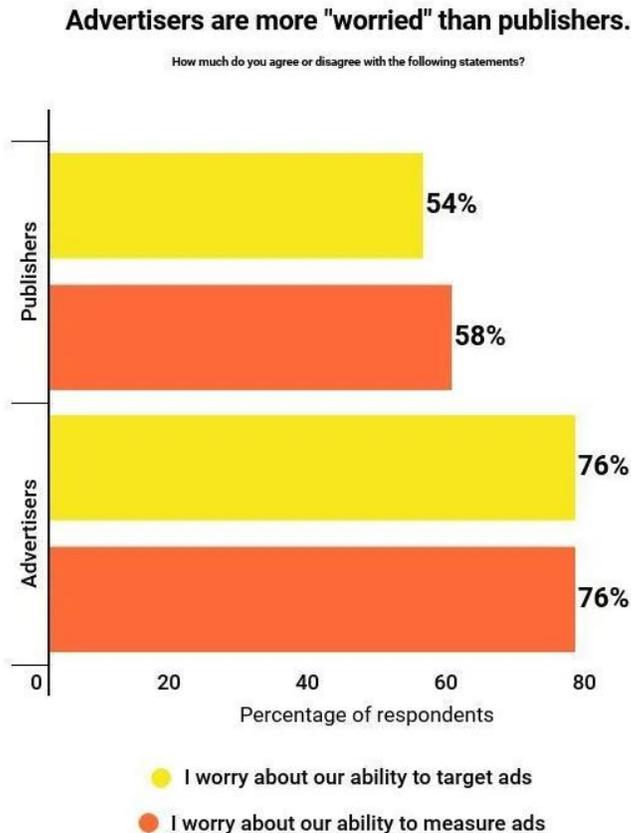
5. Interest and Demographic Targeting

What Stays the Same:

1. **1st party Cookies** - Realistically, not much else is staying the same and this why those companies focused on browser based multi-site/programmatic advertising are very concerned.

At Apex our focus has always been on mobile in-app inventory. This means that we do not rely on or use third-party cookies in order to frequency cap, behavior/interest target, remarketing and/or measurement. Rather we rely on user-resettable identifiers provided by the mobile the mobile device's operating system. These MAIDs (Mobile Ad IDs) are typically AAID (Android) and IDFA (Apple).

And since we all love polls and research here are some findings from a poll that Digiday Research conducted on January 29, 2020.

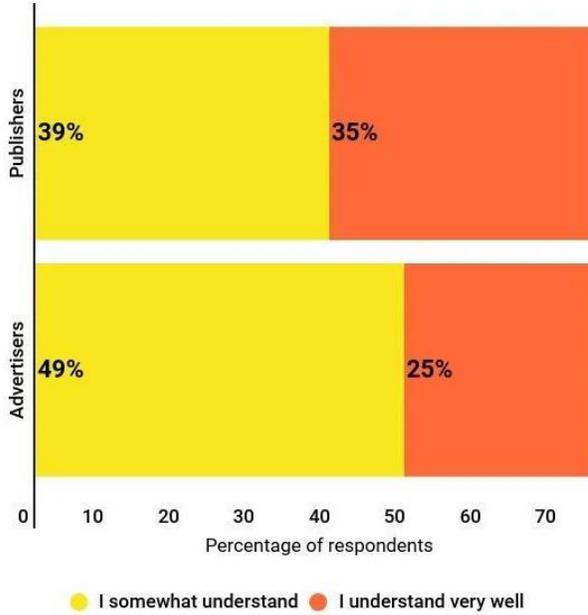


Sample: 87 publishers/84 advertisers in a snap poll

Source: Digiday Research conducted January 2020

Most claim to understand the impact of the elimination of the 3rd party cookie.

Google recently announced it plans to phase out third-party cookies by 2022. Do you understand how the elimination of third-party cookies would impact your business?



Sample: 87 publishers/84 advertisers in a snap poll

Source: Digiday Research conducted January 2020

Learn more about the changes in user privacy and mobile data use. Get in touch today.

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