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What does 3rd Party Cookie Deprecation mean for Decisioning?

Using your 1st Party Decisioning Platform to fill the void

3rd Party Cookies

have acted as a great cross-platform means of tracking and understanding customer journeys across the web over time.

Local browsers have provided that centralised source of cookie data which can be tapped into by multiple parties to understand each customer's profile and behaviour.

This data has underpinned both acquisition and marketing use cases.

The deprecation of 3rd party cookies could therefore leave a capability hole in your underlying Adtech and Martech stacks.

But there is a remedy, and it centres around improving the capture and use of ...

1st Party Data

This is the data you capture for your own customers and prospects in your own touchpoints, such as your website and app.

Persistence of this data is now in your centralised repositories, as opposed to remotely on device browsers, allowing a robust customer profile to be established over time, up to real time. Furthermore, to help orchestrate those at-risk cross-platform customer journeys, this 1st party data can be stitched together with other companies' 1st party data (i.e. 2nd party data) to provide richer context and opportunity, and to federate the decisioning process. This process is "people-based" (as opposed to "cookie-based"), as it focuses on secure and permissible exchanges of data that relate directly to how your customers identify themselves.

This is where decisioning platforms come into play...



1st Party data is the fuel that powers Customer Decisioning Platforms.

These platforms deliver personalisation at scale across multiple touchpoints, achieving incremental value gains in a multitude of marketing use cases.

When seeking to fill the 3rd party cookie void with a 1st party data-based solution, the decisioning platform that underpins your existing marketing solutions is a prime candidate.



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Here at DCS we specialise in Customer Decisioning.

We are a specialist partner of Pega and team of decisioning experts providing advisory, implementation and on-going managed services for 1:1 Customer Engagement solutions. We are passionate about delivering value to our clients, and we see the 3rd party cookie deprecation as an opportunity for the re-use of the underpinning Pega decisioning stack for any existing Pega Client, helping to save costs as well as enabling more seamless acquisition and marketing use cases.



The maturity of Pega's Customer Engagement capabilities in marketing is unquestionable, and given the advances in prospect decisioning in the latest Pega Infinity release, our design and innovation team has invested significant time exploring the viability of Pega 1:1 decisioning in the acquisition space, the area most affected by the loss of 3rd party cookies.

We quickly recognised the **potential for incremental value gains** if we were to re-purpose existing Customer Personalisation into **Visitor Personalisation in owned sites**, harnessing the common 1st Party data underpinnings.

But to achieve this re-purposing effectively, we'd need to harness the digital orchestration powers of our partner, Celebrus, also a Pega partner.



1:1 Decisioning in Acquisition

4 key success criteria



Capturing of digital 1st Party data



Utilises true 1st Party IDs (not workarounds like CNAME), a comprehensive real-time identity graph, and best-of-breed profile data model to monitor and convey each customer's digital behavioural context and journey instantly as well as over time.



Cross-platform data stitching

Harness Pega's rich API integrations to augment 1st party Customer data with 2nd party data and deliver a richer federated customer experience, especially with paid media (Google, LinkedIn, Meta etc) using Pega Paid Media Manager.

Unifying Prospect & Customer Personalisation



Caters for both Prospect and Customer scenarios (including unauthenticated Customer), utilising a strategic, centralised Next Best Action decisioning framework. Build standard personalisation and fulfilment into the core website and app without reliance on throw-away landing pages.



Lower cost 'Proof of Value'

Leveraging Marketing personalisation assets in Acquisition covers not just technology and data, but people and process. A 'Proof of Value' is key to demonstrate value with the lowest cost footprint. We work with clients to achieve this, and support its successful adoption as it becomes operational.

Proof of Value use case

Harness those untapped visitor website experiences through
1st Party Visitor Personalisation using DCS, Celebrus & Pega



If you're already providing a rich authenticated Customer Experience on your own website, chances are you've a rich seam of untapped unauthenticated 1st party data waiting to be leveraged to provide relevant, in-the-moment, personalised experiences. If your logged-in Customer Experience is powered by Pega 1:1 decisioning, it may not be such a leap to tap into that unauthenticated opportunity too, for a complete Visitor Personalisation experience.

DCS suggests you run a **Proof of Value**.

The Value

Approximately 90% of all website traffic is unauthenticated, whether organic or through Paid channels. Given that over 90% leave without completing the sales funnel, there is a wealth of opportunity to use personalisation to make the next steps more relevant and hence more attractive. If this value can be achieved through re-use of existing decisioning capability, and can provide personalisation with virtually no tagging or CMS impact, all the better.

The Proof

DCS has collaborated with Celebrus and Pega to show how :

- Visitor 1st party data is consumed by Celebrus into both stitched up IDs and value-add insights (across time, including in-the-moment)
- Celebrus's fully contextualised, industry-specific, ML/NLP-backed Automated Marketing Signals (AMS) land in Pega's XCAR in live time, thanks to jointly developed, out-of-the box connectors
- Users can harness existing Pega decisioning assets, such as Strategies and content, to both personalise Visitor experiences (digitally in Owned and Paid channels) and seamlessly move Visitors into Customer engagements
- Celebrus can orchestrate Pega decisioning calls in the same page, replacing any default CMS content with Pega personalised content, with zero tagging and virtually no impact on the CMS code

Before

Default CMS content



After

Celebrus overwrites default content with Pega personalisation

Please get in touch

If you're interested in filling the void left by 3rd party cookie deprecation using 1st party data, extending your Pega decisioning solutions into the Acquisition space, or if you simply have questions around any subject addressed in this article, please get in touch.



Specialized
Partner

1-to-1 Customer Engagement
Communications and Media
Financial Services

We are a Pure-Play Pega Partner and team of decisioning experts providing advisory, implementation and on-going managed services for enterprise clients globally. Working in partnership with enterprises, we help leverage the power of Pega's next-generation AI and decisioning capabilities to deliver 1:1 Customer Engagement, Credit Risk and Intelligent Automation solutions.

With offices in the UK, Netherlands and India, coupled with planned expansion into the US and APAC markets, our team of over 100+ Decisioning Consultants has expertise across a range of industries – including Financial Services, Communications & Media, Insurance and Retail sectors.

Visit our website <https://wearedcs.com/> or contact us at enquiries@wearedcs.com



Celebrus is innovating the brand-to-consumer experience with better data. As the disruptive data technology platform, Celebrus uncovers and completes customer identity enabling next-level marketing and fraud prevention in real-time.

Supporting customers in financial services, retail, travel, healthcare, and telecommunications across 27 countries, Celebrus enables brands to improve the customer experience.

Celebrus automatically captures, contextualizes, and activates user-based behavioral data in real-time across all digital channels. Through behavioral biometrics and analytics, Celebrus helps companies prevent fraud before it happens.

Celebrus Cloud provides an enterprise platform that automates and enables organizations to get better value from the Celebrus software in a more efficient manner.

For more information, please see www.celebrus.com



Pega's Customer Decision Hub optimizes Customer Lifetime Value (CLV) by providing an "Always-On Brain" for your business – unifying your data, analytics, and channels into a single connected experience. The hub recommends 1:1 next best actions in real time, while customers and prospects are interacting with your brand. Those recommendations make every touch more relevant, timely, and contextual to create better customer experiences and drive long-term loyalty.

For more info on Pega and Celebrus: <https://www.pegac.com/products/decision-hub/pega-celebrus-connector>

For more info on Pega's Paid Media Manager: <https://www.pegac.com/products/decision-hub/paid-media-manager>