



THE MARKETER'S PLAYBOOK

HOW TO SUCCEED IN A POST THIRD-PARTY COOKIE WORLD

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INTRODUCTION

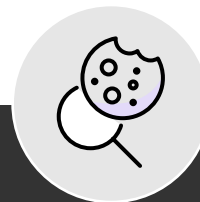
For decades, marketers have relied on third-party cookies as key to their targeting, tracking, and measurement strategy. However over the years, consumers have become increasingly more aware of the personal data (and health data) they share online and have expressed growing concerns.

In response, Apple began eliminating third-party cookies in Safari in 2017, followed by Mozilla's Firefox in 2019, and Google announced its intention to phase out third-party cookies in Chrome by 2023.

So what does this mean for the healthcare marketer? Before diving into alternative solutions for the third-party cookie, let's start by taking a closer look at what the cookie is, what is changing, and what is not.



INTRODUCTION



A CLOSER LOOK AT THE COOKIE

COOKIES

Cookies are small bits of textual data placed by a website server onto a user's device and then subsequently accessed to help maintain an understanding of the user's activity across clicks and sessions.

FIRST-PARTY COOKIES

First-party cookies are placed on the user's device by the website that the user is directly interacting with. No other web server can directly access the first-party cookies placed by a site. First-party cookies are used to collect analytics data, remember preferred settings, and keep track of site interactions and activities.

THIRD-PARTY COOKIES

Third-party cookies are placed by websites other than the one that the user is directly interacting with. They are typically placed via advertisements on the page but also through the use of invisible tracking pixels and other means. Third-party cookies can track user behavior across any site where the third-party server places ads or tracking pixels.

[Source: Deloitte](#)

WHAT IS CHANGING

This change only impacts third-party cookies, those placed by anybody who is not the publisher of the page, not first-party cookies.

WHAT IS NOT CHANGING

Brands will still be able to leverage and activate their own first-party data for campaigns. Publishers will also be able to use their own first-party cookies to identify returning users and their site preferences.

WHAT IT MEANS

The time has now come for marketers to reimagine how we connect with healthcare audiences in a post-cookie world. While first-party data and contextual targeting will rule the roost, the most effective strategies will combine tried-and-true approaches with emerging solutions.

THE HISTORY OF THE THIRD-PARTY COOKIE

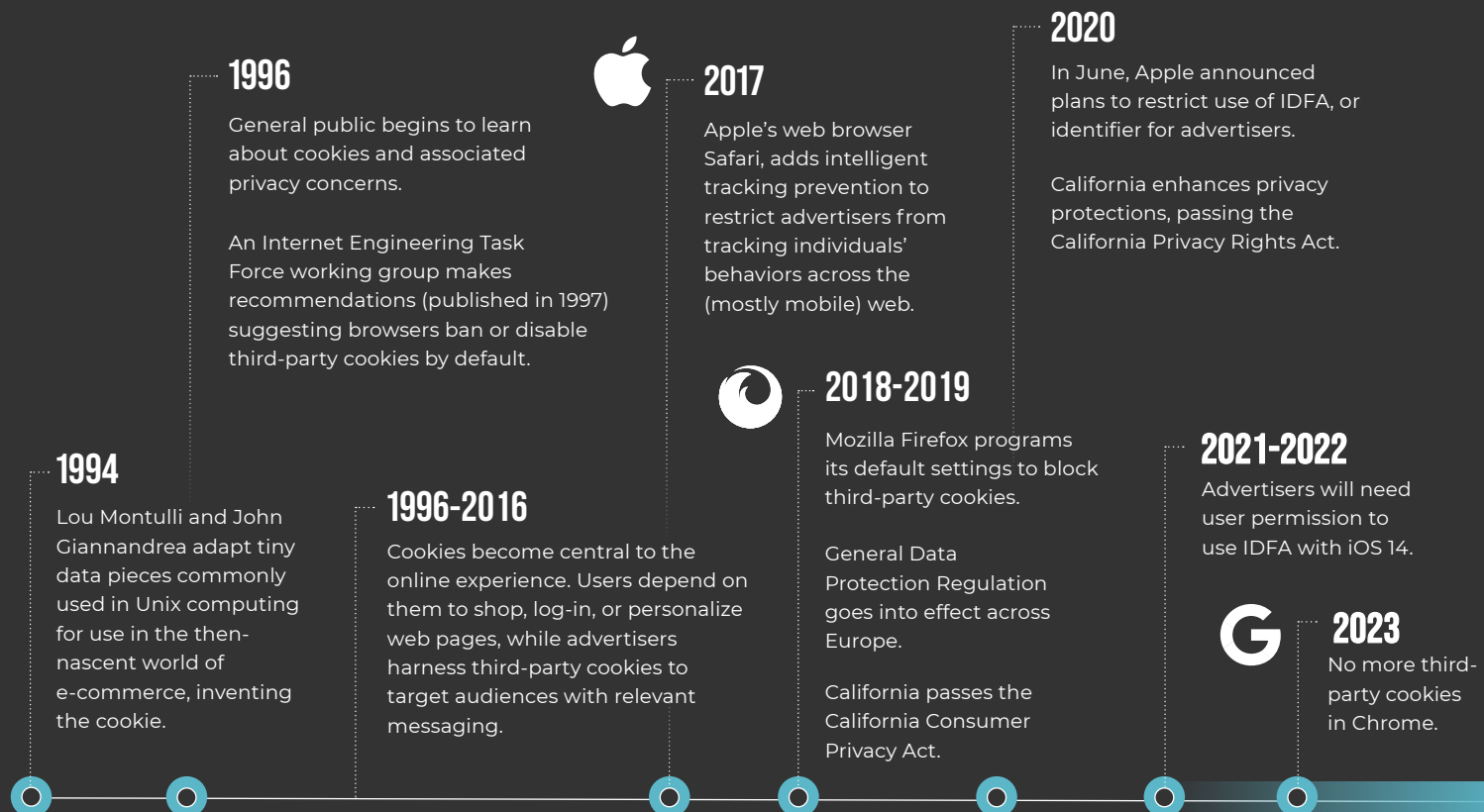
Invented in 1994 by Lou Montulli and John Giannandrea, cookies quickly became ubiquitous. In the nearly three decades since, they have made a variety of online actions possible and improved consumer experiences across industries. They're the reason a person shopping online for antacids or searching the web for chronic heartburn treatments may see advertisements for alternative therapies or see a specialist in their area.

However, despite their utility, cookies—particularly those that identify users across multiple sites—have come under intense

scrutiny among consumers and advocates wanting to enhance data privacy.

As such, in the past years, state and federal authorities as well as private companies have taken steps to limit the reach of third-party cookies, improve transparency, and eventually phase them out altogether. Explaining its decision to eliminate third-party cookies without an identity replacement, Google **posted that**, "Users are demanding greater privacy—including transparency, choice, and control over how their data is used—and it's clear the web ecosystem needs to evolve to meet these increasing demands."

A TIMELINE



THE IMPACT ON HEALTH MARKETING

Because healthcare has long dealt with strict privacy rules and regulations, the industry is poised to make the most of these coming changes. So what's the impact on health marketing?

While the phase-out of third-party cookies has the potential to create a temporary shortfall in scale for audience targeted campaigns, contextual targeting will remain unaffected. In addition to reduced scale of audience data, marketers should also expect to see an increased dependency on probabilistic modeling to help define performance.

While these changes will undoubtedly alter how brands and agencies target audiences and track performance, it doesn't mean the end of targeting altogether. Sure, without third-party cookies, some may lose their cheat sheet. However, marketers can still reach their audiences in other ways.

THE QUESTION THEN REMAINS:

What exactly will these approaches look like and how can healthcare marketers prepare for the future?

PREPARING FOR A COOKIELESS WORLD



PRIORITIZE YOUR FIRST-PARTY DATA

With the ongoing changes to third-party data availability, the rising importance of first-party data should come as no surprise. First-party data, or data that is collected and owned by a brand or a publisher, will become the new golden standard for healthcare marketers.

Using this information, marketing professionals can better define their audiences and predict future trends. Brands that are most successful will supplement or enrich their own first-party data to create better targeted and larger audiences.

FIRST-PARTY DATA

WHAT IT IS

First-party data is collected from sources owned by a brand or publisher. This information can come from online and offline sources, such as a company's website, CRM, app, or social media.

HOW IT IS USED

Marketers can use first-party data to better understand who interacts with their brand and to foster deeper relationships with existing and future customers through personalized ads.

WHAT TO ASK YOURSELF

- What first-party data are you collecting?
- Where is your first-party data stored?
- How do you ensure your data is timely and relevant?
- Do you have a first-party data strategy?
- How are you supplementing or enriching your first-party data?
- What tools are you using to leverage first-party data in support of your marketing activities?

PREPARING FOR A COOKIELESS WORLD

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FOCUS ON CONTEXTUAL TARGETING

Contextual targeting, a tried-and-true approach to digital marketing, displays relevant ads based on a website's content rather than using the data about a visitor. It's the ultimate big picture, delivering a real-time portrait of users as they access a variety of content across discrete platforms and devices.

Unlike cookies, who target individuals using a unique identifier, contextual targeting focuses on the content of a page to deliver timely, relevant, and personalized messaging. Given this type of targeting is extremely effective, and has minimal reliance on personal information, it's often preferred by industries that need to meet strict regulations, like healthcare.

CONTEXTUAL TARGETING

WHAT IT IS

Contextual targeting displays relevant advertisements based on a website's content rather than using the data about its visitor.

HOW IT IS USED

Marketers use contextual targeting because it's an extremely effective way to reach individual audiences based on relevant content or actual interest of an individual.

WHAT TO ASK YOURSELF

- Do you have a contextual targeting strategy and capabilities?
- Are you building custom contextual segments using keywords and phrases that align with your campaign?
- How do you use tactical terms to improve the reach and relevance of your campaign?
- Do you work with a marketing partner to support your contextual targeting efforts?

PREPARING FOR A COOKIELESS WORLD

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EVALUATE AUDIENCE DATA SOURCES

As the focus shifts to first-party data and contextual targeting, marketers should also reexamine their data strategy to ensure a holistic approach is taken. This will require a combination of owned first-party data and aggregated data from suppliers and partners.

To find the right audience data provider, marketers should update their approach to data collection and management and turn to trusted suppliers. By leveraging new sources of audience data, marketers can extend the scale and reach of their campaigns in a cookieless world.

AUDIENCE DATA SOURCES

WHAT IT IS

Audience data providers give advertisers the ability to buy custom audience datasets based on target users.

HOW IT IS USED

Marketers can use this data to enrich their customer profiles and work with a platform to unify multiple data sources for enhanced audience segmentation.

WHAT TO ASK AUDIENCE DATA PROVIDERS

- What is the source of your data?
- What is your reach and coverage of my universe?
- How active and explicit is your consent?
- How often is your data updated?
- How do you verify the quality of your data?
- How do you ensure your data is kept private and secure?

PREPARING FOR A COOKIELESS WORLD

4

WORK WITH A PROGRAMMATIC PARTNER

Programmatic advertising is the automated process of purchasing digital ad inventory across the web and beyond. Using real-time data and machine learning algorithms, programmatic advertising delivers the most effective ad to target audiences based on a variety of signals. The result is increased efficiencies, more targeted reach, greater transparency, and better campaign performance.

When partnering with an ad tech company for programmatic marketing, it's important to remember not all solutions are created equal. Brands and agencies should evaluate new and existing partnerships by looking at specific criteria—including platform capabilities, industry experience, and reputation—to ensure a long-term, successful relationship.

PROGRAMMATIC ADVERTISING

WHAT IT IS

Programmatic advertising is the automated process of buying and selling digital ad space using technology, as opposed to traditional methods of ad buying which require human interaction, proposals, negotiations, contracts, and invoicing.

HOW IT IS USED

Marketers can use programmatic advertising to more efficiently and cost-effectively reach target audiences and optimize campaign performance in real-time.

WHAT TO ASK PROGRAMMATIC PARTNERS

- What strategies do you have to replace third-party cookie data?
- What first-party data do you collect?
- How do you ensure your data is timely and relevant?
- What contextual targeting solutions do you provide?
- What identity solution provider(s) are you integrating with?
- Do you have omnichannel capabilities, including Connected TV?
- How do you reach audiences and measure campaign performance?
- How do you ensure privacy and regulatory compliance?

LOOKING TO THE FUTURE

The loss of third-party cookies will indeed be a big change for healthcare marketing. While no marketer wants to lose access to valuable audience data, the one-size-fits-all approach associated with traditional, cookie-based tracking—which often pulled metrics from generic and uncontextualized data—was never an adequate solution for healthcare on its own.

This has presented a unique opportunity for the industry to reimagine healthcare marketing and create new and innovative solutions to solve for an extremely fragmented landscape. Those who start to prepare now will be leaders in the space by 2023 when Google's elimination of third-party cookies goes into effect.

To get started, marketers should assess their readiness to make the transition away from cookies. By putting together a future marketing strategy that prioritizes first-party data, contextual targeting, data suppliers, and a trusted programmatic partner, brands and agencies will be ready for the changes that lie ahead and be poised to succeed in a cookieless world.



A UNIFIED SOLUTION FOR HEALTHCARE

Future-proof your marketing strategy with PulsePoint. Our holistic approach brings together contextual targeting, geographic targeting, and identity solution providers while unifying first-party data in a privacy-safe manner. When combined with our omnichannel capabilities and cross-channel insights, marketers get a unified ad tech solution built for healthcare.



PulsePoint leverages our first-party data, which includes **1.8M+ opt-in, verified HCPs** and access to **91% of the online U.S. population**. We also **incorporate our publisher partners' first-party data** into our data stack and combine it with our cross-screen graph to drive campaign performance at scale.



PulsePoint evaluates up to **100 billion digital determinants** of health daily. Our contextualization technology uses **3,500+ disease-specific mappings** based on the U.S. National Library of Medicine's MeSH taxonomy to reach audiences based on keywords, conditions, endemic filters, and more.



PulsePoint leverages **location-based targeting** using **mobile, location, and device data** to deliver relevant content and messaging to unauthenticated audiences when they are in a specific area of vicinity.



PulsePoint offers omnichannel capabilities through our programmatic platform, including cookieless media, such as **Connected TV, digital out-of-home, podcasts**, and more.



PulsePoint is integrating with privacy-safe identity solution provider partners, such as **BritePool, Lotame, Neustar**, and **LiveRamp**, to extend our identification and targeting capabilities.

[Read more about PulsePoints' response to the phasing out of third-party cookies.](#)

THE PUBLISHER'S PERSPECTIVE

Although this guide has primarily focused on the demise of the third-party cookie and its impact on the healthcare marketer, publishers will also need to adjust their strategies to stay ahead.

So, how can the publisher navigate this shifting landscape and plan for a cookieless future?

Those who start by preparing now will be ready when marketers begin to look for new ways to access the level of audience targeting and measurement to which they've become accustomed.

By taking early action, publishers get to have a say in what the post-cookie world looks like. They will help define the types of data that will be available, and can help promote tools that best serve marketers and their own customers. The right data—which will be priceless for the healthcare marketer—will:

- Establish that the publisher's inventory aligns with potential marketer branding
- Demonstrate ad performance and viewability
- Provide a detailed and relevant portrait of audience behaviors across multiple devices, platforms, and websites

In the context of healthcare marketing, publishers can use contextual tools to provide customized, health-specific data that is unique to their particular audience.

Publishers who plan now and put in place a strategy focused around investing in first-party data collection, diversifying revenue streams, and strengthening audience relationships will likely find themselves indispensable come 2023 and the demise of the third-party cookie.

ABOUT PULSEPOINT

PulsePoint provides a complete view of the health customer to unlock and activate insights that revolutionize health decision-making in real-time.

Through machine learning and programmatic automation, we interpret the hard-to-read signals of the health journey to understand the connection points between relevance and engagement. This is achieved by unifying real-time digital, offline, and clinical data to create a unique and precise view of the health ecosystem that refines, improves, and increases its view over time.

To learn more about PulsePoint, and how our data and technology solutions can support your organization, visit pulsepoint.com.