



MAKING THE SWITCH

FROM COOKIES TO CONSENT





Time's up for cookies. With their final days edging closer, it's time to look at the alternatives. If you're looking for a strategy that doesn't have a best-before date, fully consented data is the way to go.

Read on as we discuss when cookies will be phased out and how consented data can take center stage in the post-cookie world.

THE POST-COOKIE WORLD

As we discussed in our article on [the death of third-party cookies](#), the sneaky little text files will be a thing of the past by late 2023. That's because of Google's Privacy Sandbox initiative, which aims to phase out third-party cookies starting in mid-2023 and [ending in late 2023](#).

Cue the beginning of the post-cookie world. But what does that mean? In short, users won't have tracking codes saved on their devices by third-party websites. That means sites won't have access to a wealth of information about the sites they've visited, the information entered onto forms or even their location. (This will be a direct hit for the retargeting advertising.)

Add in with the onset of privacy regulations like Europe's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), it's not hard to see why cookies are on their way out. It's never been quite right collecting such personal information without real consent.



WHAT IS CONSENTED DATA?

In contrast to the sort of faux consent granted for cookies, [consented data](#) revolves around the complete awareness and approval by the user to share their data. It's about truly moving away from underhand tactics and building trusted, meaningful relationships with customers.

Google isn't moving away from third-party cookies to replace it with a similar counterpart – and it won't be the only company phasing out these sorts of things. That's why a real alternative is required if companies want to make long-term progress.

For clarification, first-party data is information a company collects on their customers from their own sources – in many cases, this is simply transactional data and/or data based on behaviors and actions.

Another type of data is zero-party data, essentially a subcategory of first-party data, it's provided by the customer and can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them].¹ But is that enough?

Consented data is willingly shared by the customer, directly with a brand. Most importantly, this data isn't shared unless it's explicitly agreed to by the data owner – the customer – and includes an understanding as to how the brand will utilize the data that was shared going forward.



WHY IS CONSENTED DATA IMPORTANT?

Let's paint the picture – cookies are gone and brands need a replacement. Why? According to our [2022 Consumer Survey Report](#), 52% of customers are frustrated about receiving communications and offers that aren't relevant to them. 42% said they would be less inclined to shop with brands that don't provide tailored communications.

But they don't want to sacrifice privacy and trust in exchange. 54% of respondents said that they would exchange their data for tailored offers and promotions. 51% said they would do so for beneficial product and service recommendations. But a massive 84% of respondents said they want brands to be more open and transparent about the information they collect and how they plan to use it.

Clearly, customers don't just want to drop the benefits of data sharing. They simply want to know how brands are using their data – and ensure that they're getting back personalized communications in return. That's exactly what consented data can do.



Download 2022 Consumer Survey Report



EARNING CONSENTED DATA

As discussed earlier, first-party and zero-party are two of the existing types of consented data. At 3radical, we advocate a more progressive approach – [Earned Data](#). Building upon first- and zero- party, this kind of consented data is earned through an ongoing, customer-defined, mutual value exchange with brands. It is data shared directly by customers and goes beyond transactional data because it is rich, actionable, and fully consented, creating a strategic differentiator for brands.

To put this into context, consider that 57% of consumers said they are most willing to share their information when signing up to a loyalty reward program – compared to just 34% during the checkout process and 33% when answering polls or surveys. In short, customers know the value of their data and they want something in return.

But that's not all. Earned Data is not just collected and used elsewhere. It's also fed back into that value exchange to give customers an offering more tailored to their specific interests and needs. That improved service results in more trust, more consent, and, ultimately, more data – creating a cycle of success for both brands and their customer.

CONSENTED DATA AND PERSONALIZATION

Consented data is also vital in the cookieless landscape when it comes to creating personalized journeys that move beyond current digital ecosystem roadblocks. It puts customers in the driver's seat by tapping into their preferences, intent, and motivation more quickly, helping define better experiences and, thus, shrink the proverbial shopping aisle. Consented data becomes the link between personalization and digital engagement, and alleviates the guesswork of what an audience wants, when it wants it, and how it wants it communicated.

“ Marketers must continue to focus their efforts on direct consumer relationships. [Consented] data strategies help build sustainable, consumer-friendly, and insights-driven connections between brands and people. ”

Stephanie Liu,
Analyst, Forrester

CONSENTED DATA DONE WELL

To put everything into context, we've got a simple example of how consented data can be collected using an Earned Data approach.

Italian restaurant group, Zizzi, wanted to improve customer loyalty in an incredibly competitive market. To do so, they needed to know more about their customers' preferences, behavior, and motivation. That would allow them to better target their customers with communication and offers that are relevant and personalized, encouraging repeat restaurant visits.

To help Zizzi, [we deployed an entertaining, responsive virtual board game](#) where customers could win instant prizes to be redeemed at Zizzi restaurants – as well as the chance of winning a holiday to Sardinia. Users got a number of digital dice rolls each day, with the option to unlock more rolls by:



- Completing a Zizzi quiz
- Providing consented data in a survey
- Social sharing



In all scenarios, they got something back for their activity and all data was fully consented. The results speak for themselves. Over 1.8 million dice rolls were completed with more than 22,000 marketing prospects engaged. In total, their quizzes – 'All About You' and 'What Foodie Are You?' – were completed 27,000 times.

This invaluable consented data gave Zizzi insight into their audience's dietary requirements, drinks preferences, and demographic makeup. This allowed them to personalize future marketing messages, as well as introducing new menu options tailored to their customers' preferences.



CONSENTED DATA IN A POST-COOKIE WORLD

You don't have to wait until cookies are phased out to get on board with consented data. In fact, by making the move earlier, you'll encounter less disruption and have more time to gain an edge over your competition.

At 3radical, we offer [consented data capture solutions](#) through our innovative Voco platform. With our help, you can eliminate your dependency on third-party data, build strategic data assets, and enhance brand loyalty.

Ready to get started? [Contact our team today](#) to talk more about your brand and how we can help.



ABOUT 3radical

3radical is a consumer data acquisition and audience engagement solutions provider. We help organizations listen to their consumers and adapt experiences accordingly by giving them the ability to earn consented data directly from their audience. Critically, this fosters humanized interactions through choice-driven journeys provided by 3radical's gamification software.

We use game science and comprehensive strategic services to shape and support the customer experience by creating a fair value exchange delivered directly to each recipient and optimized by data and real-time decisioning. Every progressive exchange results in consented, Earned Data provided by the consumer in a transparent, motivating, and mutually beneficial environment, enticing consumers to share and engage more. 3radical operates globally through North America, the U.K., and Asia Pac and services major brands across various industries.

[Contact us](#) to learn more, or book an informal chat about supporting your engagement strategy with targeted experiences to identified your best audience segments

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