CHECKLIST FOR COOKIELESS MARKETING

Data assessment
Web capabilities
Data consolidation
Data quality
Targeting & personalisation

1 Define your key objectives and KPIs

2 Map your current first-party data capture

3 What customer journeys are most successful in capturing first-party data? Why? Do they bring value to your customers?

4 How can you replicate or improve customer journeys to promote greater data sharing?

5 Can you consolidate your web assets on one domain?

6 Should you set up server-side tracking to ensure you're capturing all customer data in real-time and storing data safely outside the browser?

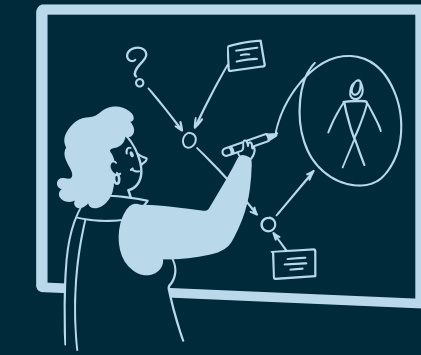7 Have you or should you consider implementing login on your web assets?

8 Have you or should you deploy a CDP that matches your business needs? Have you done a business case? Set up KPIs?

9 Do you currently aggregate data used in your most important use cases? Do you need to prioritise data transfers vs the business value?

10 Do you have customer profiles and golden records in place?

11 Do your technology stack and processes comply with GDPR and organisational governance requirements?

12 Do you monitor the quality of the first-party data you're currently collecting?

13 Do you have the organisational ambition to constantly improve data quality?

14 Do you make sure your customers verify and update their emails and phone numbers regularly?

15 Have you identified one or two partners or publishers whose content relates to your business?

16 How do you review the publisher's audience?

17 Have you built a trusting relationship with your partners?

18 Deliver personalised experiences across every channel utilising the relevant data (web, app, SMS, email, push, etc.)

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