

Infosys
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PUBLISHING CLOUD

POWERED BY Infosys
topaz

Keeping up with the cookie-less
world with first-party data





Bidding Farewell To Third-party Cookies

The publishing world is in a state of flux as digitization takes it by storm. That's because the world wide web is at an inflection point, nudging the digital world towards a more Private Internet. In turn, publishers, advertisers, and browsers are scrambling to find alternatives that amplify customer experience through demographic and psychographic data without compromising data privacy.



Why is privacy under the spotlight? Several reasons lie behind the growing concerns of both corporates and individuals over the last few years -



Data breaches and security risks - In 2020, the number of data breaches in the United States increased by 273%, exposing over 36 billion records¹.

Discrimination and bias - issues related to gender, color, and many more can creep into algorithms to generate erroneous results.

The web and browsers are changing how they handle data privacy due to new regulations like GDPR and CCPA. This is good news for privacy advocates, but it poses challenges for browsers, publishers, and advertisers who previously relied on third-party cookies for revenue.

In the past, browsers generated 80% of their revenue from advertising, primarily using third-party cookies. However, due to concerns about trust, publishers and advertisers can no longer rely solely on third party cookie data. As a result, they must rapidly develop new data strategies to avoid losing ad revenue.

How can publishers turn this challenge into an opportunity. It's crucial to adopt a renewed data strategy that prioritizes first-party (1P) data.

From Trust Issues To Personalized Experiences: How First-party Data Is Changing The Game

1P data is collected directly from customers through various interactions like website visits, social media engagement, and in-store purchases. It provides valuable insights into customer behavior, preferences, and interests. Examples of 1P data include customer information, demographic information, behavioral data, and engagement data.

To implement this new data strategy, publishers must encourage and

incentivize users to create accounts on their platforms. This lays the foundation for 1P data and requires educating users about its trust-based nature, including transparency and control over information usage. This effort is crucial in building customer trust and further delivering a personalized user experience.

Studies show that this transition is building up gradually. For example, during a 2022 survey carried out

among business managers and above who were familiar with their company's customer experience, marketing tech, or customer data strategies from various countries across the globe, 37 percent stated their brands used first-party data exclusively to personalize customer experiences as against 31 percent a year back².



²Use of first-party data in marketing personalization 2022 | Statista

Why First-party Data is Key for Publishers' Success?

1P data powers the publishing value chain to strongly influence the future of consumer engagement journeys and targeted ads. A robust ecosystem of platforms and accelerators bolsters this journey, creating a future ready, privacy aware 1P data solution.

Infosys Cobalt Publishing Cloud Powered by Topaz - Empowering Publishers with First-party Data

Infosys Cobalt Publishing Cloud with its building blocks of modernize, intelligence and experience, helps players at all stages of the journey:



Beginners who need help creating, storing and accessing 1P data

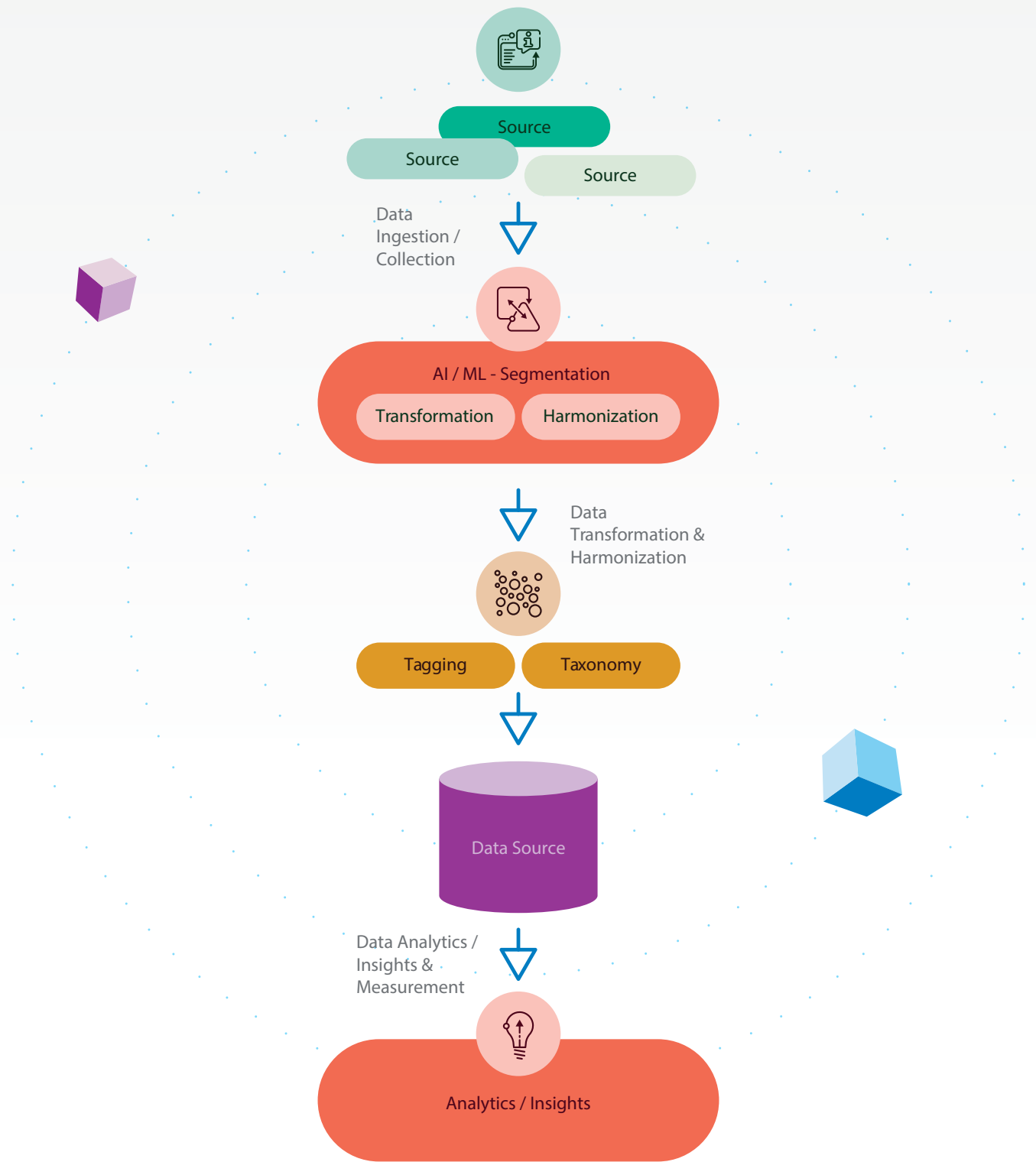


Moderately mature who need help tapping the intelligence from their 1P data to personalize experiences. For example, they need help with content tagging



Seasoned who need help harnessing the power of analytics to mine volumes of data and provide a better customer experience





It's clear that only having 1P data is insufficient for success - it needs the backing of a solid strategy that can wield it properly to yield the desired results.

Better Features. Greater Possibilities.

Infosys Cobalt Publishing Cloud built on AWS, accelerates data ingestion, processing, modeling, and analytics. This smart platform offers a host of capabilities:



Ingests and harmonizes 1P data attributes



Smart tags using fine-tuned AI/ML models



Brings intelligence and strong insights through knowledge graphs around customer identity, products, financial solution needs, risk and preferences



Performs identity stitching to join multiple data sources using identity resolution services



Offers a unified experience providing users with contextual insights, personalization and a 360-degree view of the customer and product



Assesses the client's 1P data maturity and identifies the relevant focus areas for the 1P journey





Taking Control of Data Ownership!

With Infosys Cobalt Publishing Cloud publishers experience several important benefits:



Increased trust by using user information with the consent



Improved agility in onboarding 1P data sources



Provide custom dashboards with metrics data driven from 1PK



Utilize AI assisted decision cockpit to help marketers and data analysts drive campaigns



Increase personalization and content relevancy through a recommendation engine



Drive better targeted marketing campaigns without depending on cookies

With these advantages, publishers can confidently tap into this platform to improve:



Effectiveness of advertising campaigns progressively by 15-20% over a period of time



Boost subscriptions progressively by 5-10 % and recommend tactics based on user habit and preference to enhance retention



Enable sharing of data with partners and improve id resolution by 20%



Enhance customer experience through content personalization and recommendations. (Improvement in C-SAT score by 10-15%)

In a cookie-less world, Infosys Cobalt Publishing Cloud is a comprehensive solution to help publishers at all stages of their journey.



For more information, contact askus@infosys.com

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Navigate your next

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