InfoTrust

Durability Summit 2021

Thanks for joining us for the 2021 Durability Summit hosted by InfoTrust and Google!

To download the Durability Summit slide deck as a PDF, **click here**.

Interested in learning more? Refer to InfoTrust's **business risk assessment** to see how much your marketing relies on third-party cookies.

"Performance is not at

odds with privacy."

– Sean Downey, Google

DURABILITY IN YOUR MARKETING STACK STRATEGY

Presenters:
Sean Downey (Google), Michael Loban (InfoTrust)

In June, InfoTrust's Chief Growth Officer, Michael Loban, sat down with Sean Downey, Google's Vice President of Platforms, to discuss what it takes to build a sustainable digital analytics marketing practice in a constantly shifting privacy landscape. Here were the core insights from the discussion.

Watch Now: The Importance of Durability in Your Marketing Stack Strategy

Pay Attention to Three Key Areas

As third-party cookies are phased out, organizations need to meet rising consumer expectations for privacy and fast-evolving regulatory restrictions. Moving forward, focus on these key areas:

1. Create a People-First Strategy
Consumers want transparency, choice, and control when it comes to privacy and the security of their personal data. Anything that doesn't respect those principles will not be sustainable.

2. Think Long-Term
The digital marketing ecosystem must be reinvented. Don't try to find easy workarounds; seek long-term solutions that will prevent tracking of individuals across the web while still delivering results for advertisers and publishers.

3. Create a Culture Where It's OK to Fail
Organizations that are afraid of failure and can't innovate because of that fear will be caught flat-footed a year or so from now. You must be prepared to experiment and learn from your failures.

The Traits of a Successful Organization

According to Downey, "Successful digital leaders don't just do one thing right, they do many things well repeatedly." Evidence shows that the most successful organizations do the following:

- Maintain a commitment to data and analytics across all levels of the organization.
- Constantly test new solutions to discover how those solutions can benefit the business.
- Prioritize modeling and use their available data to learn what outcomes they can expect.
- Maintain strong data governance across teams and tools and commit to using customer data the right way.
- Measure their investment in analytics and how it impacts their bottom line.
- Embed analytics into all marketing functions and decisions.

Tools and Techniques

Organizations can leverage the following tools and techniques to find greater success:

1. Use First-Party Data
Use first-party data. Lean into first-party relationships where customers have consented to share their data, and build a strategy for connecting with your most valuable customers.

2. Leverage Automation, Machine Learning, and Cloud Solutions
Leverage automation, machine learning, and cloud solutions. This will allow you to build on your insights to drive and measure performance, whether through automated targeting, smart-bidding, or conversion modeling.

3. Test the Efficacy of Privacy Preservering APIs, such as Google's Privacy Sandbox
Chrome is aiming to proactively reconstruct the ecosystem from the ground up in a privacy-forward way by building functionality in Privacy Preserving APIs to solve key web and ads use cases without relying on identifying information about individual users.

Start Your Journey to Privacy-Centric Advertising Today!

Take our free privacy risk assessment and our privacy consultant will walk you through the findings to see where your organization needs to improve. InfoTrust will help youxs

- Assess your marketing's reliance on third-party cookies.
- Assess your ability to comply with privacy regulations.
- Assess your first-party data availability and modeling capabilities.