



## How InfoTrust's Cookieless Tracking Feature Unearthed Key Traffic Insights for One of the World's Largest CPG Organizations

### THE CLIENT

As an international, multi-brand, consumer packaged goods (CPG) corporation, the client is responsible for managing more than 60 brands across ten industry sectors (including baby care, family care, grooming, and skin care)—with the goal of stretching the limits of everyday, essential products needed around the house and for personal use. The products under this company's umbrella have been some of the most trusted international brands for generations.

### THE PROBLEM

In recent years, the general public and policymakers around the world have grown concerned with the amount of online data being collected about individual users. To protect consumers while limiting the amount of unnecessary data that may be collected, laws such as

the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) emerged. If organizations don't adhere to GDPR mandates, they can receive large fines.

Under the GDPR, organizations with a European presence online are required to prompt visitors on their webpages with a question asking if they will permit cookies to track their activity. Visitors often reject, or even simply fail to accept, cookie tracking when given the choice. As a result, the client was rightly concerned that the introduction of mandatory explicit consent would result in losing valuable insights on consumers.

In a world where consumers are increasingly privacy-conscious, it is imperative to understand how to track users without cookies. Our partner—like most businesses who must adapt in a post-GDPR world—began struggling with their European websites, as brands

were complaining to managers that they wanted to track users but were unable to as a direct result of the GDPR.

## THE SOLUTION

Normally when a user goes to one of the client's sites, a cookie banner pops up. If the user says they do not accept cookies, the brand is missing out on important user and session information, including page views, events, and acquisition.

However, InfoTrust determined (after talking to the appropriate client teams and legal team) that it is possible for the client to track users anonymously without obtaining explicit consent on a webpage by utilizing InfoTrust's cookieless tracking feature. This solution allows the client to track non-identifiable information such as page views, sessions, and events, but they will not have access to other data such as Client IDs or full user sessions. Most importantly, the client is also able to

attribute the channels that generated the traffic towards the site, particularly as the result of a certain advertising campaign or via landing page hyperlinks in online advertisements.

Typically, the client sees a drop in traffic when users have to accept cookies, because people who don't want to be tracked end up leaving the site. However, because of InfoTrust's cookieless tracking solution, the client is now able to know how much traffic is coming to the website and attribute the traffic towards a specific source. In addition, the client can confidently identify the percentage of traffic that comes from Source A versus Source B.

## THE RESULT

In Google Tag Manager, InfoTrust set up a consent process through OneTrust, a platform designed to operationalize privacy, security, and data governance. If consent is not given, most tags are excluded in tracking. In this case, there is a special Google Analytics tag fired that turns off cookies and limits data.

The client is able to see their site traffic via side-by-side dashboards created by InfoTrust that include tracking of users who accepted and denied cookies. According to the dashboard, anywhere from 60–70% of users were not consenting to cookies when given the choice, which means this feature is providing a large portion of insight that they would otherwise not have.

Once our client adopted the cookieless tracking solution, the client could also see how many people are purchasing a certain product, as well as the total fraction of people allowing the organization to track them, using this

hit-based approach.

Some additional questions our client can answer after implementing the cookieless tracking solution include:

- When users accept cookies vs. when they do not
- Do users who do not accept cookies have different behavior than those who do?
- Are the cookieless users coming from other sources?

Using the InfoTrust cookieless tracking solution allowed the client to retain access to data that would have otherwise been lost due to the ever-changing data privacy landscape that is causing massive upheaval across industries. Additionally, this feature did not cause the client to violate the terms of the GDPR while still acting as a viable substitute to traditional data collection methods.

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## AUTHORED BY

### Hadley Kiefer

Sales and Growth Coordinator  
hadley.kiefer@infotrustllc.com

### Chris Vaughan

Industry (Pod) Team Leader - CPG/MB  
chris.vaughan@infotrustllc.com

### Michelle Pliskin

Industry (Pod) Team Leader - D2C 2  
michelle.pliskin@infotrustllc.com

## KEY INFOTRUST CONTACTS

### Michael Loban

Chief Growth Officer  
mloban@infotrust.com

### Brad Prenger

VP of Partnerships  
brad@infotrust.com

### Pat McInerney

Senior Partner Lead  
pat.mcinerney@infotrustllc.com