Launch

Driving insights in a cookieless world

Talk summaries

Welcome!

Jaye Cowle
Managing Director at Launch

First things first: thanks for downloading this event guide!

'Driving insights in a cookieless world' was the first set of events we've put on since the pandemic broke out. And if I'm being honest, we were a little nervous!

Thankfully, we needn't have worried. Marketers from both Bristol and Exeter came out in force to network with other local businesses, learn something new and have a bite of breakfast. It was wonderful to be in a buzzing room again!

Privacy isn't going away any time soon

We wanted to host a privacy-themed event because there are several changes being rolled out over the coming years that are going to directly affect your digital marketing strategy.

As experts in paid media, we know the impact such changes can have. That's why we gathered speakers from across the marketing landscape to share their advice. One thing's for sure: if they're not already, your customer is going to be absolutely central to your strategy moving forward.

That's because first-party data (information you collect directly from your customers) is going to be essential to success if you want to weather the changes to cookies.

To do that, you need to build trust, offer a great value exchange and then use that information to market more specifically and effectively to your audience. The best bit is, it'll mean your customer enjoys a better experience too.

Please do connect, follow and engage with our brilliant speakers, who gave up their time to share their expertise and support the event – particularly our partners at Google and Microsoft.

And, if you'd like to know more about how Launch can help you master cookies and up the ante on your ads, get in touch!

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Jon Payne
Co-Founder & Technical Director
Noisy Little Monkey

Above the law: Marketing with permission and automation

What the heck is permission-based marketing?
Permission marketing, coined by Seth Godin, is a non-traditional marketing technique that advertises goods and services only when advance consent is given. If you've been given permission to sell, chances are they're interested in what you have to offer.

PECR over GDPR
Most marketers are (or should be!) familiar with GDPR, but what about PECR? Privacy and Electronic Communications Regulations state you should <u>not</u> be emailing anyone without their permission. If they'd be surprised to hear from you, it's not a good idea.

Get on your way to first-party data
Information you've collected directly is first-party data – and that's going to help you understand more about your customers, improve your marketing and keep momentum.

You're going to need a hook
It's all about value exchange. To get people's data, you need to give them something they really want. Whether that's an offer, a demo, free trial, or simply helpful information.

To do that, you need to know your buyer
What are their challenges? How can you help them make decisions? Learn to predict their next step. They might not be ready to buy, but will they want to receive more information? Sign up for alerts? Download a brochure? Be the one that provides it!

Get more insights like this:
- Follow Jon on Twitter
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Marion Gould
Client Partner Lead
Microsoft Advertising

How to engage your audience with Microsoft Audience Network

Native advertising is on the rise – and it's super effective
Native ads follow the form, feel and function of the content of the media on which they appear – and with a 8.8x higher click-through rate than regular display ads, native ads are a great way to engage your audience and generate leads.

What is Microsoft Audience Network?
It's a programmatic native ads platform – meaning that through programmatic buying, Microsoft is helping make native ads even more relevant. Windows 11, MSN, Bing, LinkedIn, Outlook, Xbox, and more, all make up the billions of signals used to build audiences and find the users you want to engage with. With people spending more time online than ever, that's a lot of data points you can benefit from!

Completely brand safe and GDPR-compliant
No-one wants their ads showing up in irrelevant, or even damaging, contexts. With Microsoft Audience Network, your ads are totally brand-safe, and only relevant data is collected on users – Microsoft follows strict processes to adhere to GDPR.

Drive personalised engagement with great performance
Users exposed to Microsoft Audience Network campaigns are:
- 3x more likely to search your brand
- 4x more likely to visit your side
- 5.5x more likely to buy from you

Learn more about Microsoft Advertising:
- Connect with Marion on LinkedIn
- Follow Microsoft Advertising on LinkedIn
- Learn more about Microsoft Audience Network

Michael Patten
Data Strategist
Launch

When the cookie crumbles: how to prepare for big data shift

Then and now
Marketers previously never had much concern for privacy. Websites would collect data and share it with other 'partners' freely. But now, third-party cookies are being outlawed.

You must be compliant
Users <u>must</u> be able to opt out of being tracked. The fines for not complying can be severe and the opt-in/opt-out rates aren't nearly as bad as you think. According to Google, those opting out are 5x less likely to be valuable to your business anyway.

The future is server-side tracking
Querying your data will require much more specific skills, involving scripts and code, rather than simply downloading reports – so your teams are going to need to upskill.

...and that comes at a price
Server-side tracking, naturally, requires a server. That means you'll need to pay for your data storage in order to be able to report from it, so you'll need to work this into budgets.

Actions to take
Adopt more tailored tracking methods that capture the data you're genuinely interested in, then use that strategy to get started with GA4 and BigQuery as soon as possible. If you think you'll need support, start conversations internally about linking up with an agency who can help. And if you're not already compliant, make that a priority!

Get more insights like this:
- Connect with Michael on LinkedIn
- Read: How to fix 5 common Google Tag Manager mistakes
- Read more insights from Launch's blog

Claire McElligott

Agency Development Manager

Google

The changing ads ecosystem: why privacy will be centre stage

The attitude shift around privacy is impacting legislation and technology

Consumers have higher expectations around their privacy rights and how their information is used – which is being reflected in regulations worldwide, as well as technology platforms. All signs point to cross-web and app identifiers used for marketing and measurement only becoming more scarce.

It's all about trust

Almost two-thirds of consumers say they don't trust companies to protect their privacy online, but a majority of people also want to see ads that are relevant to them. So it's a fine line to ensure you're providing a helpful experience that respects boundaries.

First-party data should be central to your data strategy

Building direct relationships with customers based on responsibly gathered first-party data is the way to go to future-proof yourself against cookie changes. Not only that, first-party data can help you better understand your customers' needs and deliver a better experience, which can lead to better performance. Linked up with machine learning, you can then go on to predict outcomes and see improved engagement with your audience.

Build, measure, and activate for privacy-safe growth

- Build: Establish your first-party data strategy and connect with your audience
- Measure: Ensure your measurement is accurate and actionable with machine learning
- Activate: Use automation to keep ads relevant to your audience and drive results

Learn more from Google:

- Connect with Claire on LinkedIn
- Discover valuable marketing insights on Think with Google
- Follow Google Ads on Twitter for the latest updates

Jill Quick
Analytics Consultant
The Coloring In Department

The Marmite Migration:
Love it or hate it, let's learn GA4

Think of GA4 as a helicopter

If Universal Analytics (GA as we know it today) was a car, then GA4 is a helicopter! Don't think of it as a simple 'upgrade'. It's going to take a while to become comfortable with the platform, so give yourself plenty of time to get up to speed.

Get key events set up first

Your first priority should be making sure the key events on your website – newsletter signups, downloads, form submissions – are migrated. Once these are in, you can retroactively report on them and start building out your GA4 setup from there.

...You might feel overwhelmed, but there's a lot to be excited about too!

GA4 gives you access to advanced tools that give you really actionable insights. Wider default channel grouping means you can see individual channels contributing to your success (not just 'CPCs'...), while event counts and time windows mean you can build super sophisticated segments and audiences. Want to target people who bought twice from you in two months? You can do exactly that.

If you're not planning on migrating to GA4, what's your action plan?

If GA4 just isn't right for you (and it genuinely won't be for some businesses), you're still looking at a migration from Universal Analytics. You need to think about what it is you want out of your data, and what are the insights you need to move your business and marketing forward. Then, decide which platform is going to help you do just that.

Get more insights like this:

- [Connect with Jill on LinkedIn](#)
- [Jills' GA4 Migration Plan: The Helicopter Method](#)
- [Watch Jill's full GA4 talk on YouTube](#)

Your privacy checklist

- ☑ Sign up to Launch's mailing list for helpful insights

- ☐ Follow speakers on their networks for the latest updates

- ☐ Make sure you're compliant with both GDPR and PECR

- ☐ Double check your cookie banner is working properly!

- ☐ Define your first-party data strategy – what can you offer your customers in a value exchange?

- ☐ Assess your wider data strategy – what do you really need to know in terms of reporting and analytics?

- ☐ Decide whether you're migrating to GA4 or an alternative

- ☐ Consider whether you need to invest in training or recruitment to manage the data skills jump

- ☐ Link your first-party data with ads to drive results

We can help you achieve your ambitious targets

Campaigns in a slump? Data giving you headaches? We've helped an array of brilliant brands get on top of their digital marketing with proactive, award-winning strategies that drive tangible business results. Find out how we can do the same for you.

Talk to us today