



When the cookie
crumbles: how to
get ready for the
big data shift

Launch



Michael Patten





Speed

Diff to Ref



KPH

350

300

250

200

150

100

50

You: 288.00
Reference: 295.00

Focus zone

Distance





Before...



The Telegraph

888sport
addthis bidswitch media.net
bluekai eyeota rubicon project star affiliate club
fresh8 quantum metric rezync rfihub
adobe ozone project entain partners
scorecard research ladbrokes kindredplc
bing doubleclick
888casino bet365 google twitter hotjar
dotmetrics piano adnexus casalemedia
bidr unibet coral quora pubmatic



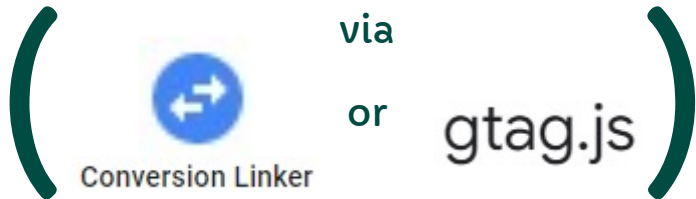
first-party
cookies



Google Ads



Google Analytics



Conversion Linker

via

or

gtag.js



Microsoft | Advertising



facebook
Ads

hotjar



Clarity

now...



Privacy Preference Center

When you visit any website, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalised web experience. Because we respect your right to privacy, you can choose not to allow some types of cookies. Click on the different category headings to find out more and change our default settings. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer.

[More information](#)

Manage Consent Preferences

+ Strictly Necessary Cookies

Always Active

+ Performance Cookies



+ Targeting Cookies



+ Social Media Cookies



Confirm My Choices



cookie-less



Google Ads



via
Google Consent Mode
& Enhanced Conversions

(UA not supported)



Google Analytics



facebook
Ads

via API



Microsoft | Advertising

? ? ? ?

Reports snapshot ✔

A All Users

Add comparison +

Users

0

New users

0

Average engagement time ?

0m 00s

Total revenue ?

£0.00

30
Apr

01
May

02

03

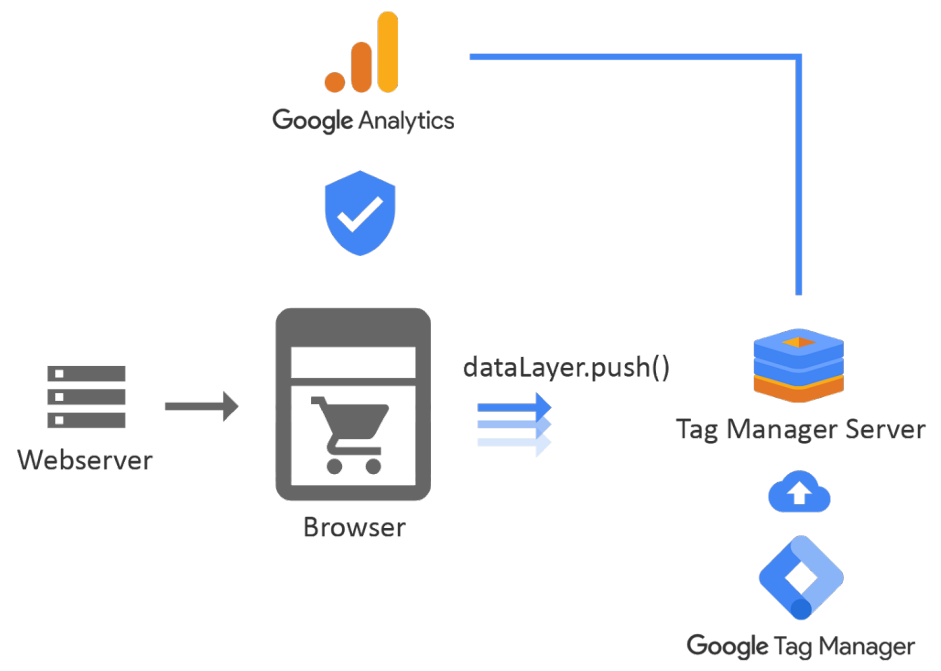
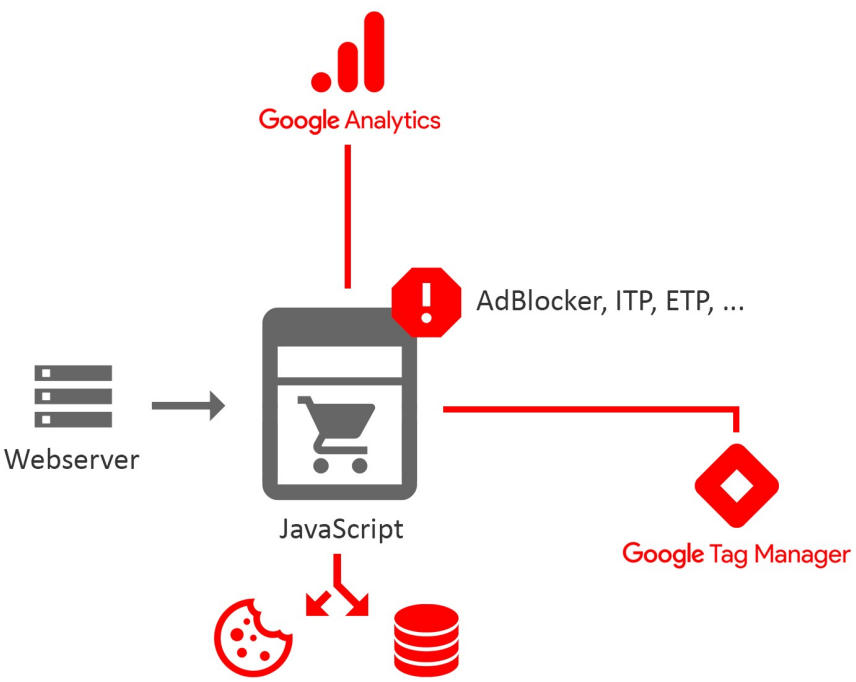
04

05

06

the future...





← Create Container

Container name

Server-Side GTM

Target platform



Web

For use on desktop and mobile web pages



iOS

For use in iOS apps



Android

For use in Android apps



AMP

For use in Accelerated Mobile Pages



Server

For server-side instrumentation and measurement



Create

Cancel

Install Google Tag Manager ✕

Set up your tagging server

To get started follow one of the guides below to set up your tagging server.



Automatically provision tagging server

Use a guided flow to provision a server on Google Cloud Platform. [Learn More](#)

Automatically provision tagging server



Manually provision tagging server

Follow the instructions in the [User Guide](#) to manually create a server.

Close

Set up a GCP tagging server

After you have created the server container, deploy the container to a GCP server.

★ **Note:** To return to this point later on, click your container ID in the top bar or navigate to **Admin > Install Google Tag Manager**.

1. Set up your tagging server:

- a. *Automatically provision* your tagging server (recommended): follow the prompts in the Tag Manager interface.
- b. *Manually provision* your tagging server: follow the instructions in the [App Engine setup guide](#).

2. **Select or create a GCP billing account and create a server:** If you already have a billing account in GCP, select it from the menu. If you do not have a billing account, you will be prompted to create one.

★ **Note:** This process creates a new GCP project and attaches it to the selected billing account. If you want to deploy the tagging server to an existing GCP project, follow the steps in the [App Engine setup guide](#) instead.

Once you receive a confirmation message that the server has been created, you can close the slider or navigate away from the window and start using your server-side container.

Set up a GCP tagging server

After you have created the server container, deploy the container to a GCP server.

★ **Note:** To return to this point later on, click your container ID in the top bar or navigate to [Admin > Install Google Tag Manager](#).


1. Set up your tagging server:

- a. *Automatically provision* your tagging server (recommended): follow the prompts in the Tag Manager interface.
- b. *Manually provision* your tagging server: follow the instructions in the [App Engine setup guide](#).

2. Select or create a GCP billing account and create a server: If you already have a billing account in GCP, select it from the menu. If you do not have a billing account, you will be prompted to create one.


★ **Note:** This process creates a new GCP project and attaches it to the selected billing account. If you want to deploy the tagging server to an existing GCP project, follow the steps in the [App Engine setup guide](#) instead.

Once you receive a confirmation message that the server has been created, you can close the slider or navigate away from the window and start using your server-side container.

Event data retention 

2 months

14 months

Reset user data on new activity 



PRODUCT LINKS



Google Ads links



Ad Manager links



BigQuery links



Display & Video 360 links

BigQuery pricing

On-demand query pricing is as follows:

London (europe-west-2) 

Operation	Pricing	Details
Queries (on-demand)	\$6.25 per TB	The first 1 TB per month is free.

Query editor

```
1 WITH transactions AS (  
2   SELECT 1000001 AS order_id, '12/18/2017 15:02:00' AS order_time, 65401 AS cu  
3     [  
4       STRUCT('ABC123456' AS sku, 3 AS quantity, 36.3 AS price),  
5       STRUCT('TBL535522' AS sku, 6 AS quantity, 878.4 AS price),  
6       STRUCT('CHR762222' AS sku, 4 AS quantity, 435.6 AS price)  
7     ] AS orders  
8   UNION ALL SELECT 1000002, '12/16/2017 11:34:00', 74682, 'Jane Michaels', 'N  
9     [  
10      STRUCT('GCH635354', 4, 345.7),  
11      STRUCT('GRD828822', 2, 9.5)  
12    ] AS orders  
13 )  
14 SELECT  
15   t.order_id,  
16   t.customer_name,  
17   SUM(orders.price) AS total_purchased  
18 FROM transactions AS t, UNNEST(orders) AS orders  
19 GROUP BY t.order_id, t.customer_name
```



Launch



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[More information](#)

Manage Consent Preferences

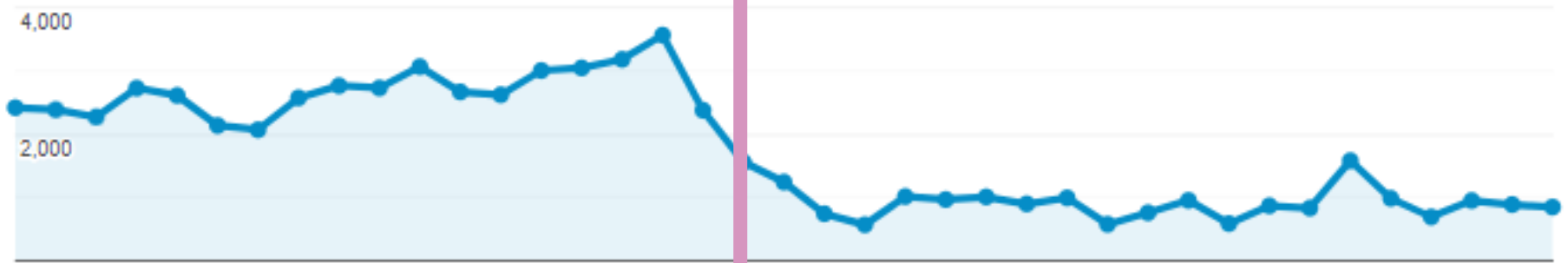
Strictly Necessary Cookies	Always Active >
Performance Cookies	<input checked="" type="checkbox"/> >
Targeting Cookies	<input checked="" type="checkbox"/> >

Confirm My Choices

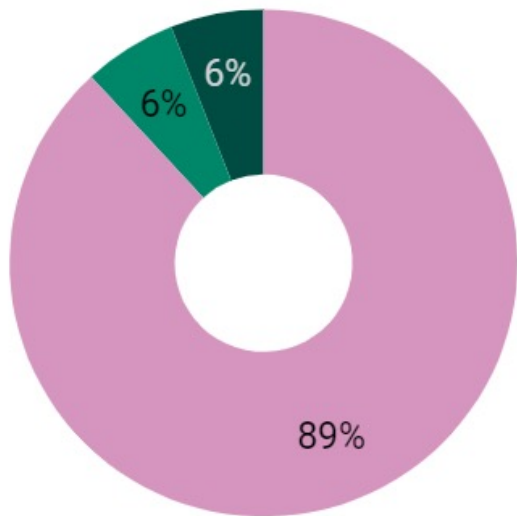
● Page Views

4,000

2,000



CMP
Integrated

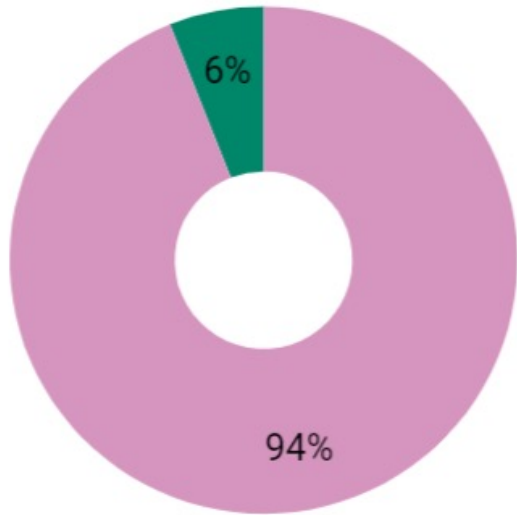


- Opt-in
- Opt-Out
- Not Given

Opt in:
71% - 91%

Opt out:
5% - 10%

Not given:
4% - 23%



- Opt-in
- Opt-Out



Value retained:
89% - 95%

Value lost:
5% - 11%

Source / medium
Landing page
New vs returning
Goal completions
Avg. session duration



Personal or investor?
Service interest
User motivation
Nearest store
Predicted budget



Postcode
NW1 1AA

Data Layer values after this Message:

```
1 {  
2   event: "purchaseData",  
3   userGeo: "NW1",  
4 }
```

Variable Configuration

Variable Type



RegEx Table

Input Variable ?

{{DLV - userGeo}} ⓘ

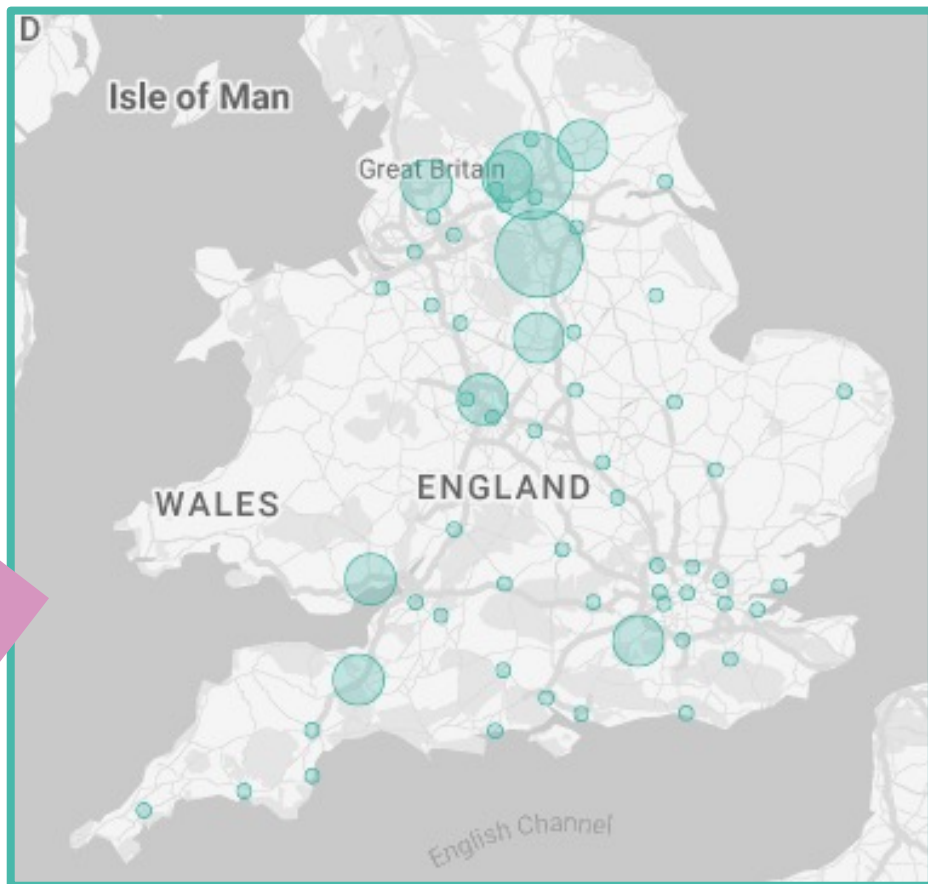
RegEx Table ?

Pattern

^NWS

Output

North West London, United Kingdom



Style

Do you still like the styles below? Check any outfits you like for weekends, work and dinners or dates, and uncheck the ones you're no longer into.

Work Attire

How would you describe your work dress code?

Price Ranges

How much do you normally spend on these items?

Sizes

What sizes do you wear? Updating these will help your stylist recommend clothes that'll fit. Click save when you're done.

Appearance

Your hair, skin and eye colour affect what colour clothes suit you.



9 days ago

Classic summer staples

The easiest summer outfits are ones built with wardrobe essentials, like khaki shorts and a navy tee. Rounding out your look with a harrington jacket adds a smart, stylish element.



Joules
£69.95
L



OWNED

Navy crew neck t-shirt

Edit owned items



OWNED

Khaki shorts

Edit owned items



MVP
£40
11



Like this idea?

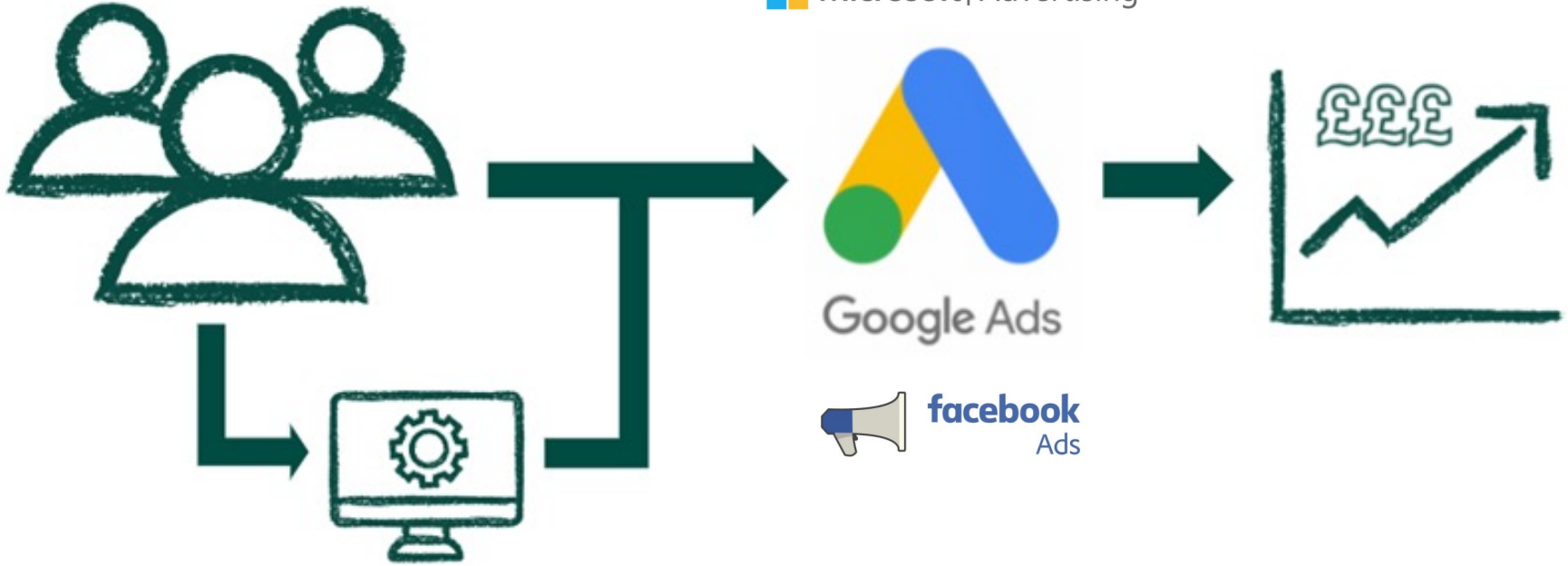
Tell us and your ideas improve

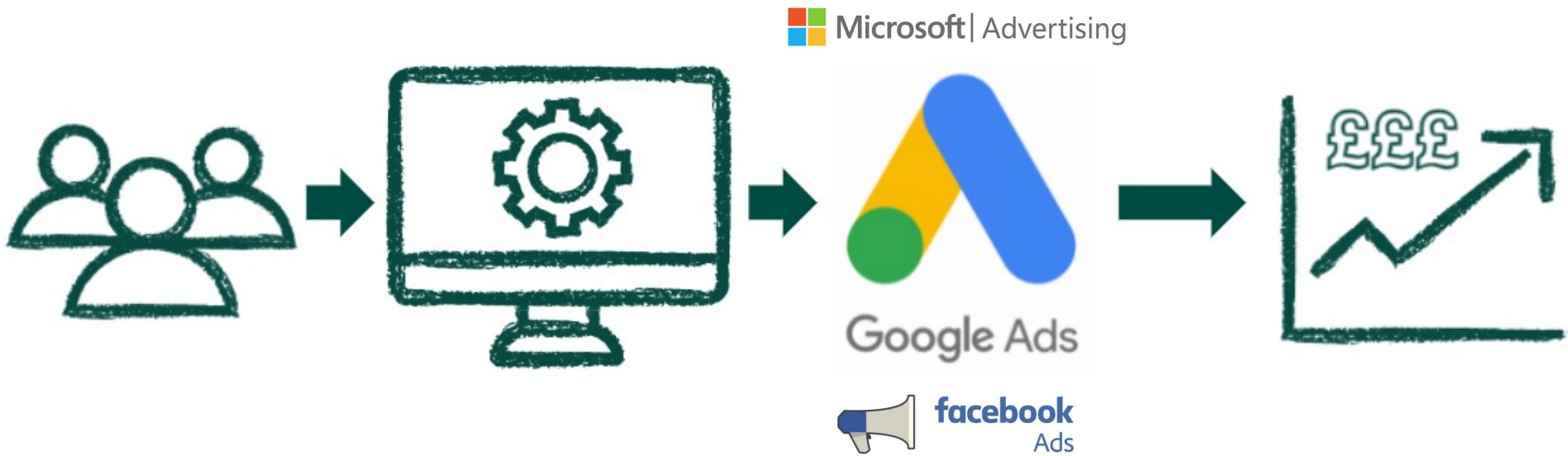
♥ I like it



Styled by Polly, personalised by our algorithm

 Microsoft | Advertising





- Be compliant ✓
- Adopt more tailored tracking methods ✓
- Get on GA4 asap and link with BigQuery ✓
- Tailor your data capture methods ✓
- Prepare for the future: start conversations within your organisation ✓





Thanks, everyone!