Accurate tracking in a "cookieless" world

D'Ieteren auto case

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30/04/2024

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Challenges

Remaining **compliant** while ensuring accurate measurement and targeting

Keeping up with **new technologies**

Making optimal use of data by **combining data sources**

Sharing data without sharing personal information

A challenging environment:

21	19	89	15+	3
TEAMS	BRANDS	DOMAINS	MEDIA VENDORS	TAG MANAGER TECHNOLOGIES

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Solutions

Initiative	Status	Value/description
Server-Side Tagging	✔	Allows us to track in a first-party context with full control of the data
Google Analytics 4	✔	Multiple features to preserve continuity in a privacy-friendly way
Advanced consent mode	✔	A privacy-friendly solution to bridge the gap of unconsented traffic
Contextual Targeting	✔	Personalised targeting based on interests and similarities
Media Mix Modelling	✔	Statistical analysis that considers how internal and external factors impact performance by assessing relative contribution of each channel to the outcome.
1st Party Data Activation	2024	Leveraging owned data by linking sources together

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Server-side tagging

Only 1 tag initiated by us & sent to our own sub-domain *(sst = server-side tagging)* where we can control **exactly which information is sent** and **where it is sent to**.

google.com

sst.**dieteren.be**

facebook.com

outbrain.com

1st party cookies

dieteren.be

NOW

Data is sent **to an owned subdomain** where we have full control over the data

google.com

facebook.com

outbrain.com

3rd party cookies

BEFORE

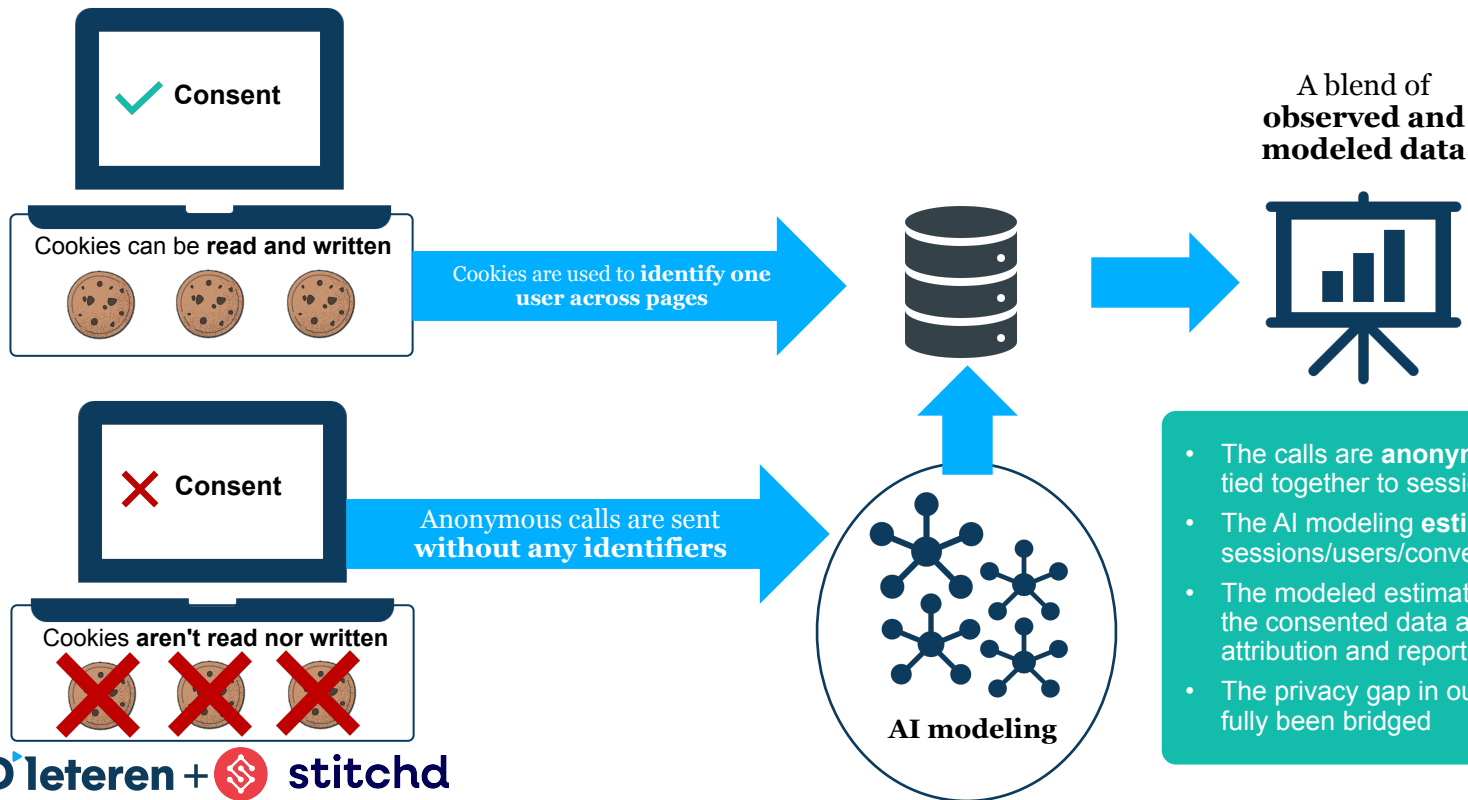Data was sent **directly from the website, to the 3rd party**
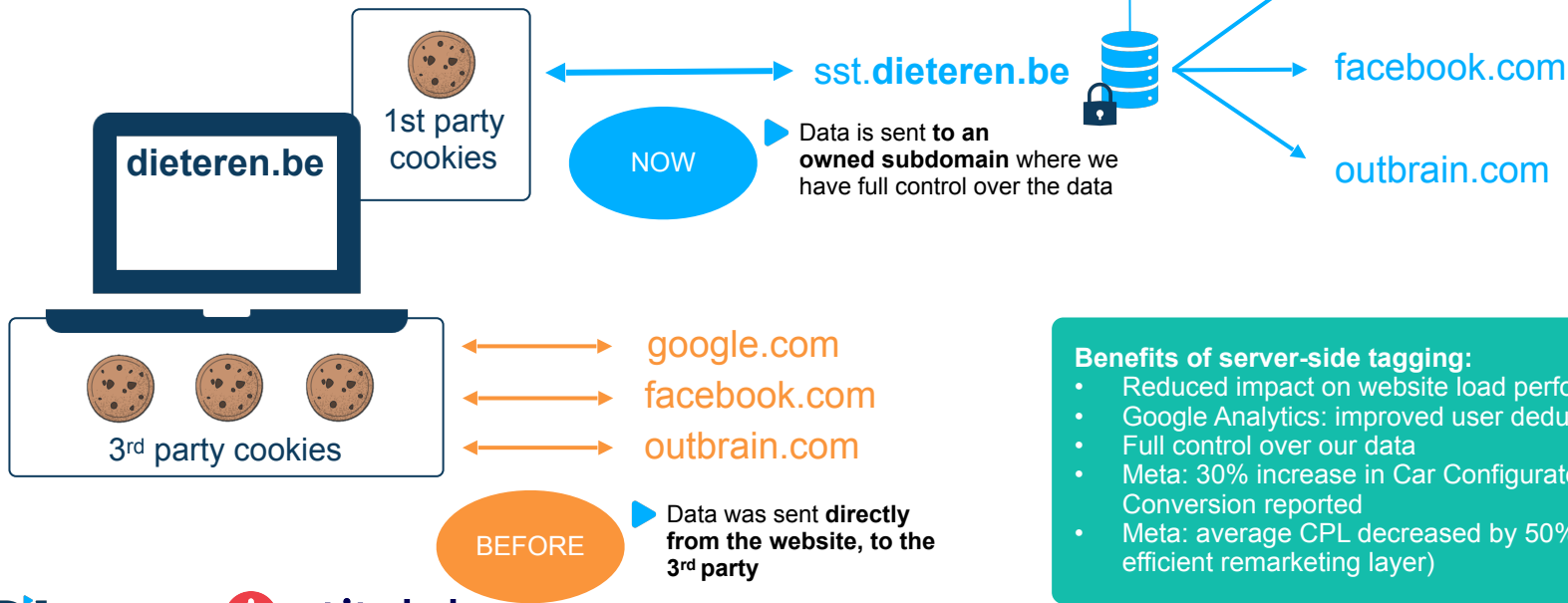
Benefits of server-side tagging:
- Reduced impact on website load performance
- Google Analytics: improved user deduplication
- Full control over our data
- Meta: 30% increase in Car Configurator Conversion reported
- Meta: average CPL decreased by 50% (more efficient remarketing layer)

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Advanced consent mode

Anonymous pings feeding Google's **AI modeling**

Dieteren x Think with Google case

Consent ✓

Cookies can be **read and written**

Cookies are used to **identify one user across pages**

Consent ✗

Cookies **aren't read nor written**

Anonymous calls are sent **without any identifiers**

AI modeling

A blend of **observed and modeled data**

- The calls are **anonymous** and cannot be tied together to sessions nor users
- The AI modeling **estimates** how many sessions/users/conversions are lost
- The modeled estimations are **blended** with the consented data allowing more accurate attribution and reporting
- The privacy gap in our reporting has nearly fully been bridged

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Contextual advertising

Today – Behavioral targeting

Weather.com

Ad
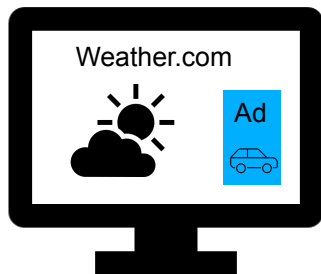
Count on cookies to define customers interests based on browsing history

Tomorrow – Contextual Advertising

Car-reviews.com

Ad

Reach users in key context with relevant ads

D'Ieteren has created and nurtured premium, relevant and highly converting inventory lists for Display and Video campaigns while exploring contextual targeting solutions such as :

CHANNELFACTORY

gumgum

grapeshot

Teads

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Theme	Channel	Volume
Premium	YouTube	3.609
News	Display	808
Auto	YouTube	755
Lifestyle	YouTube	1078
Finance & Business	Display	811
Auto	Display	255
C-Level	Display	70

MMM - Media/marketing mix modeling

D'Ieteren* now uses MMM to measure performances and optimize media mix investment . MMM is a privacy-friendly and **data-driven statistical analysis** that considers how various **internal and external factors** impact your **business performance** - be it sales or any other KPI.

In a modern **multi-channel** marketing strategy, we employ a bunch of different channels to reach people through their sales path.
MMM helps us assess the relative **contribution** of each channel to the outcome.
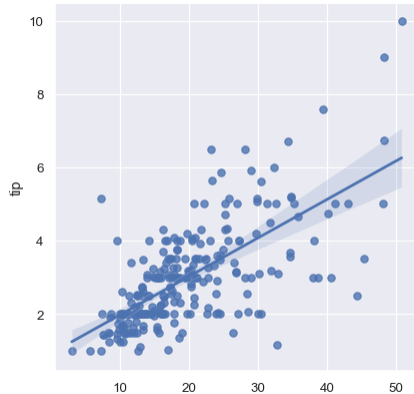
Why is this case award worthy?

▶ Our focus has shifted from 3rd party cookies, to optimal use of 1st party data while respecting user privacy

▶ Google ads, Floodlight and Facebook tracking has fully moved to server-side

▶ We report a 14% decrease[1] of "new" users with server side tracking due to increased cookie lifetime

▶ The privacy gap in our reporting has nearly fully been bridged by leveraging AI modelling features

▶ We are actively investigating and implementing new technologies that support accuracy and comprehensiveness of our reporting and targeting

We can proudly report that this program generated an uplift of 10-15% increase in conversion measured and a decrease of -8 to -12%[2] cost per lead to our brands investments in performance driven digital media campaigns (+6mio € /yearly).

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[1] Example from myway.be Q1 24 vs Q1 23
[2] CPL cross brands for SEA/SOCIAL/DISPLAY 01/01/2023 – 31/12/2023