# The zero-party data strategy

Monetizing data in a world without third-party cookies

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Reacting to growing data privacy demands and tighter regulations, Apple and Firefox have blocked third-party cookie tracking by default on their browsers, and Google will eliminate third-party cookies completely from its Chrome browser by 2022. Those combined moves will, in effect, kill the third-party cookie, while decreasing the validity of third-party data — and in turn completely recreate the digital advertising landscape. After long using third-party cookies to anonymously track individuals across the Internet to try to pair the right ad with the right users, advertisers and the media companies they work with will need to find another way to offer consumers the personalization they demand.

But third-party cookies were never incredibly precise or effective, and third-party data has issues around accuracy and sourcing as well — which means the end of both opens up the possibility for positive change in the digital advertising landscape. And that starts with quality, accurate data that reaches the highest level of compliance. Intentionally volunteered by users, zero-party data fits those new standards and promises to emerge at the center of the new ecosystem that evolves — and media companies are in a good position to take advantage

**To implement a new strategy around zero-party data, though, media companies will need to consider:**

- The value exchange they have with their users and what inspires them to register or log in, to voluntarily provide their zero-party data.
- The other types of data they draw from, and how to combine all data types across their known users to extrapolate that knowledge to a wider audience.
- How to segment precisely and target effectively, in order to match user segments with brands' advertising.
- What the future of the advertising ecosystem might look like without third-party cookies, and how advertisers will identify users in a world after they come to an end.
- The tools they'll use to maximize their zero-party data and connect it to the new advertising ecosystem that emerges.

The Zero-Party Data Strategy: Monetizing Data in a World Without Third-Party Cookies looks at each of these considerations in turn, to explore how a strategy focused around zero-party data can help media companies get ahead in this new advertising landscape.

# The new digital advertising landscape

For years, the way brands interact with their digital consumers has depended on a small piece of data — a tiny text file living on your computers and devices that's commonly known as a third-party cookie. Accessed by servers and the websites you visit, third-party cookies have helped businesses track visitors anonymously from site to site, providing a better idea of who each user is and what they're looking for.

It's that information that's helped fuel an age of digital personalization. By tracking third-party cookies, advertisers and marketers have tried to put the right ads in front of the right people and target their campaigns to those most likely to respond. And while their rate of success has been spotty, users have gotten used to the results that they've seen: in an online survey by Segment, an average of 71 percent of consumers expressed some level of frustration when their experience was impersonal.

Personalization strategies based on third-party cookies have never been perfect, though. They've often involved guesswork and wrong or outdated assumptions regarding user intentions — and have raised constant concerns around data privacy. Which is why, with regulations around data privacy

tightening — from the introduction of the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States — browsers are making third-party cookies a thing of the past. Apple's Intelligent Tracking Prevention (ITP) and Firefox's Enhanced Tracking Protection (ETP) already block this tracking by default, and Google has announced it will eliminate third-party cookies from its Chrome browser by 2022.

The death of third-party cookies promises to decrease the already low accuracy of third-party data as well — meaning the clock is ticking on its usage too.

It's a critical move — probably the most critical ever in the history of digital advertising. But it's also a positive one. With the demise of third-party cookies, and the diminishment of third-party data with it, the opportunity for a new model arises. One more transparent and built around consumer trust and new innovation.

In order to be relevant and comprehensive, though, this new model will have to match brands' advertising with the ad impressions media companies sell, and allow them to target that advertising to unique segments based on specific user traits and behaviors — all while maintaining

CPMs, yields and engagement. And it will have to be built around quality, accurate data that truly says something about users, and that reaches the highest level of compliance.

That's where a zero-party data strategy fits in. Based on intentionally volunteered, user-controlled data, and drawing on other data types — especially valuable first-party behavioral data — it's both compliant and precise.

And media companies, in particular, are well-positioned to take advantage.

# The rise of zero-party data

"Just having a segment of men and women in certain age brackets isn't enough anymore. Brands want it to be more specific, they want something more niche."

So says data scientist Jessica Bulthé, who helped Mediahuis, one of the largest publishers in Europe, develop their zero-party data strategy. Mediahuis built a substantial base of 4.4 million registered users, then used the zero- and first-party data collected to create a significant, audience-based advertising business across Belgium and the Netherlands. Audience campaigns grew to 27 percent of total ad revenue, with clickthrough rates 26 percent higher than non-targeted campaigns.

Mediahuis, as well as a handful of companies like

it, was ahead of its time, understanding early how integral zero-party data was to their efforts. Others are just now realizing its value. Traditionally lumped in as part of first-party data, it's been the lesser known of data types, yet promises to become the new gold standard in the evolving advertising landscape. Explicitly volunteered by the user, it's not only more accurate, but meets stricter standards of data compliance.

Whether it's customer relationship management (CRM) data — an email address or zip code filled out in a registration form, for example — or preferences selected during website customization, zero-party data is provided as part of a value exchange or to improve the customer experience. It belongs to the customer, not the business, and can't be used without consent. Which makes it the most valuable data you can collect today.

## The full data landscape

A strategy built around zero-party data can help media companies thrive in this new digital landscape, allowing them to build more direct relationships with their users and better personalize their advertising and marketing efforts. And with business models already built around subscriptions, registrations and newsletters, many already have a head start.

But the best strategies pull on other types of data as well.

FIRST-PARTY DATA

First-party data includes behavioral data collected by observing customers as they browse your website or app, or visit your ecommerce store. Unlike zero-party data, it's implicit, rather than explicit, but it's still considered premium for several reasons:

- It's collected by you, so is more likely to be accurate
- It's drawn from your own audience so any insights are likely to truly reflect their preferences and behaviors
- There are fewer concerns over data misuse and

GDPR non-compliance, since you control the conditions in which it's collected and stored

SECOND-PARTY DATA

Second-party data is when first-party data passes through a second set of hands. In other words, second-party data is someone else's first-party data. While it can be a cause of concern when not shared in ways that meet data privacy standards, gaining explicit consent can be handled reliably with the right technology setup. Second-party data may come from:

- Like-minded publisher alliances
- Suppliers who exchange data with their retailers
- Agencies who strike exclusive deals with publishers

THIRD-PARTY DATA

Third-party data, sold by data aggregators, has been available in huge volumes in the past. While it can potentially shed light on different consumer types, it can also be:

- Out of date and unreliable

- Sourced in ways that are hazy

- Unable to hold up to online privacy concerns

When it's sourced appropriately and while it's still available, though, some third-party data might round out your data strategy to build on the base of zero-, first- and second-party data you're using.

## Where it begins

Mediahuis and companies like it understand that it's not a matter of "if you build it, they will come." A quality zero-party data strategy uses data and machine learning intelligently to extrapolate to a broader audience from a base of logged-in users, and builds the right value exchange to inspire more users to log in. And since it relies on users being tracked in certain ways — and on building enough trust to encourage them to share their data — the right strategy also depends on asking users for the proper permissions from the onset, and trusting that you're providing them with enough incentive to make that exchange.

Maintaining compliance with data privacy regulations like GDPR and CCPA is also critical. Doing so won't just put you ahead with regulators, but will show users you respect their privacy. And to maintain their trust, you'll also need to give all of

your users the right to download or delete their data — and not only in cases where regulators require that right. That means you'll have to maintain the value exchange you create long after they've logged in for the first time.

Achieve all of that, though, and you can continue building your advertising revenue stream through personalization, segmentation and targeting — even as third-party cookies come to an end.

# Building a better value exchange

Your users won't provide their information for nothing. Understanding that — and where they find value — is the first step to building a strategy that works. So what makes them want to take the time to type in their email address, gender, zip code, intent information and so on?

Many media companies have an advantage here — they've been working out the best strategies to build engagement and encourage users to log in for years. Whether it be through a trial offer, newsletter sign-up, registration wall, subscription paywall, survey or questionnaire, they've built in the infrastructure to collect user data, and the offers — premium content, personalized recommendations, enhanced functionality, etc. — to incentivize those actions.

The good news: a zero-party data advertising strategy can build on the efforts the subscription department has already put in. But that doesn't mean there isn't still work to do. Piano data shows that only about five percent of visitors to the average paid media site actually see a subscription offer. An average of 6.1 percent will come up against a registration wall, and just 2.3 percent will register once they do. Improving the visibility and actionability of those offers, without turning users off, is key. Which is why, ideally, the right moment and the right offer will be presented to the right user at the right time.

Another concern: asking for too much information at one time. Having different points of entry, and maximizing each, can help build up information incrementally. With the advertising, marketing and subscription departments working together towards a zero-party strategy, new techniques and strategies can come into play.

# A user-first strategy

Most media companies have already come to realize: content may be at the heart of their business, but a core audience that's eager to see it is just as key to their success. Which is why the two are closely intertwined: the right content, targeted to the right audience, will help create loyal users who come back. And that core audience is exactly the audience that is likely to sign up, log in, register or subscribe.

So it's critical to know how your core audience behaves and understand what they're looking for once they get to your site. Behavioral data explains a lot, but talking to users is just as important — as is putting the right content in front of them. Consider the following:

### PERSONALIZED CONTENT RECOMMENDATIONS

Personalized content recommendations can play a key role in putting users at the center of your site experience. In a consumer survey by BRP Consulting, 62 percent of respondents were okay with retailers saving purchase history and/or personal preferences if it meant more

personalization would be offered. For media companies, the same can be said for content recommendations. After introducing content algorithms to fuel personalized recommendations, the Wall Street Journal generated 242 percent more pageviews, and saw readers stay on site 1.5 times longer per session. The Winnipeg Free Press saw 1.6 times more readers click on personalized recommendations versus randomly placed stories, experiencing a 200 percent increase in active time on site.
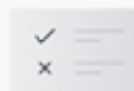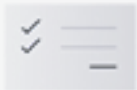
### SURVEYS AND QUESTIONNAIRES

Surveys and questionnaires show users that you're paying attention to their needs and putting them at the center of your experience. Asking them about their own interests and preferences, or what they value about your content, website and brand, can help build the user relationship, while providing you with more information to drive your personalization efforts.

# Maximizing every moment

What ultimately inspires visitors to log in and provide their personal information is going to be unique to everyone. Every user is going to respond to something different — just like they're going to find value in a different moment, converting and logging on in different ways. And every site is going to build their points of conversion differently based on that user exchange. Just because the New York Times is able to put up a registration wall after two article views, for example, doesn't mean that your site will be able to afford the potential negative impact to audience and pageviews. Instead, you may need to nurture your users further — or entice them with another point of conversion instead.

magazine might introduce a survey, for instance, to gather data on a reader's wedding date and location, or drill deeper into their theme or budget.
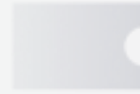
## SUBSCRIPTIONS

With different and sometimes competing goals, subscription and advertising departments haven't always seen eye to eye — but their needs align in a zero-party data strategy. Subscription conversion helps you collect important data on your most loyal users, to find others like them. Maximizing your site for subscriptions, then, will support your advertising efforts as well.

## REGISTRATIONS

Registration can be a pivotal moment for zero-party data collection. And adding extra value to the exchange can help inspire users to sign up — this may be where you offer content recommendations, for example, or the ability to save stories for later. Once users have signed in, it can also be an opportunity to get to know them better through progresive profiling. A bridal

## NEWSLETTER SIGN-UPS

Many of today's leading media sites have multiple newsletters — the New York Times, for instance, has more than 60. And for good reason. By signing up for a specific newsletter that covers a specific topic, users express interest and possibly intent — offering important zero-party data. And those newsletter lists, made up of people already

invested in your media brand, are attractive for marketers too — they can be used for time-limited promotions, to personalize your own ecommerce initiatives, or to introduce user surveys that enhance the quality of your ad targeting.

### AD BLOCK WHITELISTS

While it may seem counterintuitive, ad block whitelists can also be a good first step into a quality value exchange. By approaching users and asking them to turn off their ad blockers, media companies open up communication and begin to build engagement. And since Piano has seen that loyal visitors actually use ad blockers more, that engagement makes a difference — seven percent of converted ad blockers can account for as much as 40 percent of ad blocked desktop pageviews. It can also lead to further commitment such as registration.

# Putting your data to work
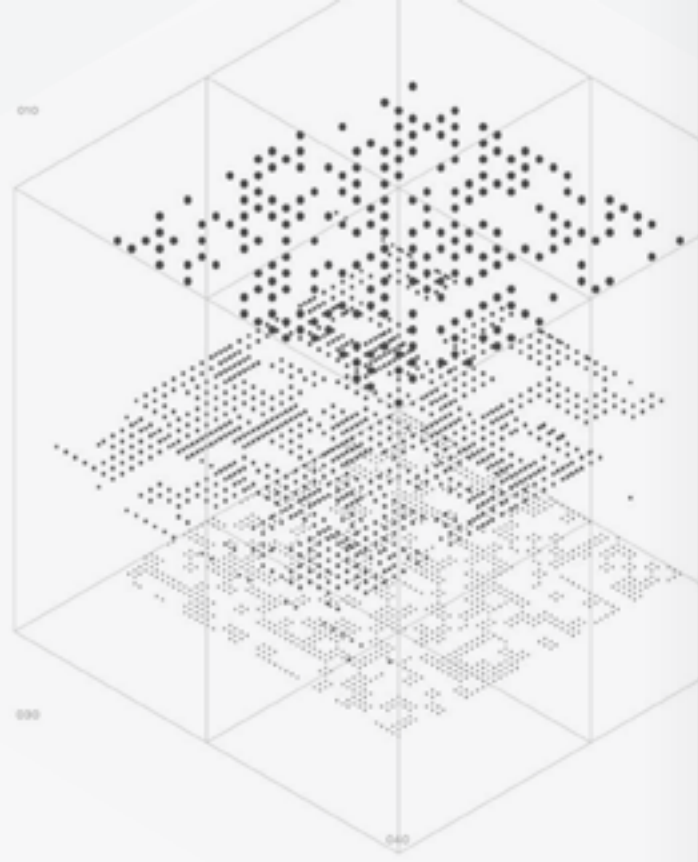
At this point, the data you have is likely to include volunteered zero-party data — gender, zip code and maybe upcoming life milestones gathered through progressive profiling, like a wedding, new child or job change. You may also have first-, second- and third-party data, including the content your users have visited, the purchases they've made via editorial product recommendations, any external sites that drove them to yours, the devices and browsers they use and their repeat visit patterns.

But to be effective, companies need a way to combine those data types into a single profile, then extrapolate that knowledge and expand it to an audience that extends past your core users

— to create segments that can be targeted by advertisers.

After all, for data to be useful, it needs to be actionable.

## Expanding your reach

To look beyond, you need to start with a layered, nuanced view of your existing audience, and your users' short- and long-term intent — gathering together zero-party data with the other types of data you've collected. From there, you can expand that view to fit a larger audience. Doing so involves two separate tools.

## USER PROFILES

The right data engine will combine individual behavior patterns with data around interests, intent and context, in order to create unique user profiles. The more data you gather — including demographic, behavioral and socio-demographic information — the richer those profiles become.

## LOOKALIKE MODELING

Lookalike modeling helps you expand those insights to a greater audience, and target beyond it. It looks at common traits and behaviors held by your current users, then finds other users that share them. By doing so, it can extrapolate millions of audience impressions from a limited amount of data — effectively turning hundreds of thousands of known users into an audience of millions.

But in the current advertising landscape, the size of your reachable audience is only the first question advertisers ask. The second: the size and quality of your user segments.

# Targeting your approach

Those user profiles and lookalike audiences become the foundation for audience segmentation, enabling you to personalize and target your marketing and advertising campaigns. Audience segmentation divides audiences based on individual, targetable attributes, to make sure the right ad gets in front of the right person.

## SEGMENTATION

The better the segments you work with, the better your ability to match advertising to the people who might want to see it. And several factors can contribute to the accuracy and precision of your user segments:

**The size of your known user base.** The more your known user base grows, and your zero-party data with it, the more accurate your segments become.

**The quality of your data.** Degraded data quality limits the effectiveness of your entire program. An uninterrupted end-to-end strategy — preferably one that's not dependent on a disparate set of mismatched tools — will ensure you maintain your data quality.

**The data science team you work with.** Whether in-house or outsourced, the right data science team will continuously improve the algorithm you use to segment your audience, to ensure you get more from your overall strategy.

TARGETING

From there, a data management platform (DMP) will pass those segments to ad servers, SSPs and DSPs, in order to match ads with available impressions, and target each campaign to the right user.

And that's where third-party cookies have traditionally fit in — tracking users across the Internet to fill impressions with the right ads. Today, though, new solutions are emerging to take their place.

# The future of advertising

Everything so far has had one thing in common: it's been contained to your own site and audience. But how do you connect the data you've acquired, and the segments you've created, with the wider advertising landscape, to match your users with your advertisers' ads? And how can zero-party data help accomplish that?

For an answer to the last question, you don't have to look much further than Google. Google collects zero- and first-party data across their channels. Combining data from Gmail, Maps, YouTube, Android, Google Home, and even Google's search function, they share that information anonymously with their ad tech, tracking identities across

domains to precisely target advertising for their customers. Facebook has a similar process in place. It's what has helped Google and Facebook build the largest market share of ad spend. But there's a reason they're referred to as "walled gardens" — they keep that user data and ad tech to themselves.

Just like Google and Facebook, though, media companies can build their own infrastructure around the zero-party data they collect, to personalize their advertising efforts. Without third-party cookies to help track users through the web, though, new challenges — and innovations — emerge.

# The end of third-party cookies

To understand what might surface in a world after third-party cookies come to an end, and the challenges any new solutions need to overcome, consider the current ad ecosystem and how third-party cookies have been used in the past.

## THE CURRENT AD ECOSYSTEM

According to eMarketer, by 2021 almost 88 percent of digital display ad dollars in the US will go to programmatic advertising. Using real-time bidding, programmatic advertising allows advertisers to automatically buy the ad impressions that best fit their target audience, with pricing based on cost per 1,000 impressions (or CPM).

Of that, programmatic direct represents the biggest share of ad spending — eMarketer reported that it made up 58 percent of programmatic ad spending as of 2018 (more than half of that going to social). Replacing most of the traditional direct advertising that emerged from the print ecosystem, programmatic direct involves a direct interaction between a media company and an advertiser, but relies on programmatic ad buying to facilitate bidding in a private marketplace. It comes in two varieties:

**Guaranteed,** where the advertiser buys directly from the publisher — with a fixed number of impressions, a set delivery timeline and a predetermined price.

**Preferred deal,** or non-guaranteed, where the advertiser and publisher negotiate an agreement that the advertiser then has the option of bidding on.

## THE ROLE THIRD-PARTY COOKIES HAVE PLAYED IN THE PAST

Both programmatic and programmatic direct advertising have traditionally relied on third-party cookies to track user identities across domains and devices, to try to target advertising to the right users across media sites. Third-party cookies have also been used for:

### Retargeting

By following users after they've bounced from a site, advertisers have used third-party cookies to help put corresponding ads in front of them — with the idea that users often need to be exposed to a brand multiple times before making a decision to act.

### Frequency capping

By tracking which users have seen which ads,

third-party cookies have been used to help limit the number of times a specific user sees a specific ad.

**Reporting**

Third-party cookies can also give advertisers and media companies an idea of how users act, to let them measure the effectiveness of their advertising efforts.

Even before browsers started sounding the death knell on third-party cookies, though, it was a flawed system — with risks of data leakage, increased page latency and low match rates. Without third-party cookies, advertisers and media companies have an opportunity to find a better way.

Whatever that looks like, it's going to have to take into consideration all sizes and scales of media operations.

## Built for scale

### THE EFFECT ON SMALL, MEDIUM AND LARGE PUBLISHERS

Just like media companies, Google and Facebook will be affected by the loss of third-party cookies and depletion of third-party data. Because of their scale and access to vast amounts of quality

zero-party data, though, they'll be able to pivot quickly in the new ecosystem. With more zero-party data at their fingertips, large and medium-sized media companies will be able to rely on their known user data as well, to create segmentable, targetable audiences with a well-implemented end-to-end zero-party data strategy.

But the smaller media companies — with limited audiences and fewer known users from which to source zero-party data — will need a way to build on and enhance their data stores to implement a strategy that lets them compete. Combining zero- and first-party data across multiple media sites is one answer — provided it can be done in a way that remains compliant. It would require a shared login and consent across all the sites in a network.

### PUBLISHER ALLIANCES

Publisher alliances are an example of this, helping media companies of all sizes scale up and provide high-quality, standardized data from across a wider audience. The Belgian publisher alliance DaviD, for instance — made up of IPM, Produpress and Pebble Media — reaches 20 million unique visitors. Successful publisher alliances have also arisen across the Netherlands, Belgium, the Baltic States, Portugal and Romania. And in North

America, Digital Content Next's TrustX brings together 30 news, sports and entertainment publishers in a single private marketplace to offer their inventory for programmatic ad buying

Publisher alliances currently rely on third-party cookies as well, though, to track users across multiple domains and devices. A single sign-on would help solve that — as may one of the new solutions that's currently beginning to make inroads in the new advertising world.

## What comes next?

What technology will end up replacing third-party cookies is still uncertain. But even as data privacy laws get stricter, it's clear that users will continue to demand the personalization they've become used to in the advertising and marketing they receive. To provide that, media companies and brands need a way to match the right ad to the right user without using third-party cookies to track them across the web.

Two potential solutions, especially, are emerging as possible contenders. Both are showing progress, but still have a ways to go — and at the same time Google is opening up a collaborative process to find a replacement before third-party cookies are eliminated from its Chrome browser in 2022.

### DIGITAL IDENTIFIERS

Media companies have already started testing standardized and universal identifiers from companies like DigiTrust, LiveRamp and ID5. These digital identifiers track user behaviors anonymously across the Internet, to target and retarget ads and provide consumers with the personalization they're used to — all while still respecting their privacy. Still in their infancy, they promise to:

- Reinvent cross-site attribution, with identity and consent at the center
- Match users across domains using registration and logins
- Utilize cross-device identity matching — or Device Graphs — to track across multiple devices

UK-based MailOnline saw a 30 percent increase in CPMs on Safari during the first few months of testing standardized and universal identifiers. But digital identifiers may be hard to implement widely, at least until the system reaches a critical mass. In their experiment, MailOnline found people were reluctant to offer consent. "These [CPM rates] will improve a lot more if more publishers get involved," Tom Pickworth, Head of Technical Operations, Commercial, at Mail Metro Media (the commercial division of MailOnline) said at a

September 2019 event hosted by The Association of Online Publishers.

## CONTEXTUAL TARGETING

While third-party cookies track user behavior across domains and devices, contextual targeting tracks the topics and meanings of content instead. While not exactly a new technology, it's become more sophisticated, combining first-party data and real-time triggers while ensuring users stay anonymous. And by targeting based on sophisticated natural language processing of content it puts messaging in front of users when they're already thinking about the topic at hand. But while it's easier to implement than a solution like digital identifiers, contextual targeting alone doesn't address other marketer needs like retargeting and frequency capping across multiple domains. It also currently earns lower publisher programmatic CPMs than behavioral targeting — though that may begin to level off with wider use.

## A POSSIBLE FUTURE: PRIVACY SANDBOX

While both contextual targeting and digital identifiers are still works in progress, innovative companies across the ecosystem are putting brainpower into making them better, to fill the gap that will be left by the upcoming demise of third-party cookies. And other alternatives are promising to emerge as well — one is the "privacy sandbox," a concept Google proposed in 2019 that's getting some traction with the World Wide Web Consortium (W3C) standards body.

The privacy sandbox proposes to use web browser APIs to replace third-party cookies in order to capture user intent and interests for ad targeting, while still preserving privacy. Still in its infancy at the time of writing, it asks advertisers, developers, ad tech vendors, publishers, other browsers, trade groups, etc., to propose and test their ideas, in order to work together to find the best alternative.

What will come out of this initiative is still unknown, and will depend on whether regulators and browser companies besides Google support it. But what is known is that the ability to collect quality data from known users in a transparent, consensual way will be key to the success of any solution that emerges — as it will be to contextual targeting and digital identifiers as they evolve. And having the power to use that data effectively and precisely to reach the right audiences will be just as important.

That's where Piano Zero comes in.

# The power of Piano Zero

How do you prepare for a world without third-party cookies? What's the best way to enable a zero-party data strategy? And how do you ensure that the solution you choose fits both your advertising and subscription goals, can connect to the wider advertising ecosystem even as that ecosystem changes, and will drive real scale from the data you collect?

Those are the questions media companies are asking today. And with Piano Zero, Piano helps them connect the dots.

Piano Zero is the only solution that can deliver a unified, platform approach to collecting zero- and first-party data, along with other data types, defining audience segments and using them within the ad ecosystem. Combining DMP functionality, identity management and propensity modeling with the capabilities of a world-class

rules engine, key integrations with the entire ad ecosystem and the brainpower of a full data science team, it offers the end-to-end capabilities needed to incentivize and acquire zero-party data and consent, and create segments and lookalikes — all while ensuring data consistency and quality throughout.

**The Piano Zero solution set draws capabilities from several Piano products:**

A world-class identity management solution, **Piano ID** facilitates registrations and logins, provides authentication capabilities and offers flexible data capturing via custom fields. This enables media companies to identify users across browsers and devices, and to capture user information via progressive profiling. Beyond Piano ID's built-in data capture capabilities, you can also connect data from your existing CRM, bringing

offline zero-party data online and unlocking its potential, to create a holistic view of your users, however they interact with your business.

**Piano Composer**, a data-driven rules engine, allows you to implement the incentives that create value for your users. Its AI-based propensity modeling, LT[x], helps you automatically target the right message to the right user at the right time, based on their unique behaviors — whether you're encouraging them to register, subscribe, turn off an ad blocker, sign up for your newsletter or (integrated with Piano ID) facilitate the right data exchange at the right moment.

With **Piano's real-time data engine**, you can automatically parse every page on your website, and extract meaning and content entities via natural language processing to create a content profile for every one. Then join those content profiles with individual user patterns to extract rich, individual user profiles, to understand interests, intent and context.

With even limited amounts of zero-party sociodemographic data, **Piano DMP**'s lookalike modeling can extrapolate millions of audience impressions. Our DMP takes the user profiles extracted from implicit and explicit data and allows you to build the most valuable segments for your

business, to target users for engagement, subscriptions and high-CPM advertising. The ability to collect, model and target against desired data points in a single platform is unmatched by any other solution on the market.

**Integrations with ad servers, SSPs, DSPs, data providers and social media** allow Piano Zero to communicate with all relevant services and platforms and match the right ads to the right ad spaces, creating segments to use in programmatic advertising. We empower publishing alliances around the world and are the only integrated platform that unifies identity, engagement, conversion and advertising segmentation.

The only end-to-end zero-party data solution, Piano Zero avoids the pitfalls inherent in working with a multitude of disjointed vendors — ensuring data quality is never lost. The Piano platform is designed to be fully compliant with GDPR and CCPA, and meets the highest standard of data security, ISO 27001. Just as important, Piano cookies are true first-party cookies, meeting the requirements of Safari ITP and Firefox — so you can be sure your users stay logged in if they want to, and that their permissions are being honored when they are.

# Preparing for what's ahead

The imminent end of the third-party cookie, and diminishment of third-party data with it, promises to reinvent the advertising landscape in ways that are still not completely known. But with that comes the promise of new innovation — and a system built on better best practices and higher quality data.

Zero-party data promises to emerge at the center of that. The best data strategies will maximize explicitly volunteered, highly accurate data, by embracing stronger relationships with users and offering them a value exchange they can get behind. By integrating zero-party data with other quality data sources, media companies will be able to build a better picture of their audience, extrapolating that knowledge to create more precise and targetable user segments.

Piano Zero can help accomplish that, facilitating the personalized relationships consumers today are used to while maintaining the privacy they crave — to give media companies the power to thrive in a new advertising landscape that prioritizes both.

## ABOUT PIANO

Piano accelerates content businesses' ability to understand, engage and monetize their customers. Leading organizations around the world — including Hearst, CNBC, The Wall Street Journal, the Associated Press, NBC Sports, Business Insider, The Economist, Gannett, Le Parisien, TechCrunch, Ringier Axel Springer, Thomson Reuters, Prometheus, Singapore Press Holdings, MIT, The Telegraph, Mansueto, the Harvard Business Review and more than 300 other clients — use Piano to power their subscription, advertising, analytics and personalization efforts. In 2019, Piano was recognized as one of the fastest growing technology companies in the world by Red Herring, Deloitte and Crain, and was included in the top 1000 of the Inc. 5000 list for its second consecutive year.

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