



commentary

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B2B Publishers: Don't Worry (About the Death of 3rd-Party Cookies) – Be Happy!

March 9, 2020

When Google announced it would be doing away with third-party cookies in the next couple of years, it sent a shiver through the media industry. But for B2B publishers and media buyers, take advice from Bobby McFerrin: “Don’t worry, be happy!” Google’s revelation is actually a good thing for you on a couple of levels.

First, there is a site’s relevant content. The “death of the cookie” will likely lead to digital media suppliers and buyers gravitating toward a more balanced diet of authoritative and relevant content from quality sources. Contextual selling and buying, which is already an important aspect in the B2B digital ecosystem, will become even more important now that buyers will be seeking specific audiences they know will be attracted to industry-relevant content.

To find continued success, publishers should leverage all of their users’ interactions to understand, create and deliver content to the right user at the right time. When marketers’ messages are served with the same principals, advertising spend improves and media brands succeed.

Publisher’s data – first-person data – is another reason to be happy. While cookies may be going away, the move to first-person cookies (based on the data you’ve accrued from your user touch points) to track your audience on their digital journey can be even more effective. And who has more opportunity to take advantage of audience data touchpoints than B2B publishers? Whether it’s media subscriptions, website registration, face-to-face event participation or product exposure, B2B publishers have established domain expertise and engage their audience in a variety of forums that should be taken advantage of. These touch points can be harnessed and integrated with data platforms that aggregate and organize audience insights for useable marketing tactics.

Keep in mind that audience data doesn’t just end once an individual’s information is gathered. Business users represent more than individual silos. Indeed, each user represents a job function that collaborates with industry peers and organizational colleagues. A single user indicates the interest of his or her company, as well as individuals with similar responsibilities within that profession. When media companies consider this larger universe, the relevant audience is significantly scaled for advertising tactics. The

publisher's data platforms become a centerpiece of the economic engine. And the B2B publisher is uniquely positioned to leverage that engine.

Sure, the announcement of the coming elimination of the cookie was a jolt to the entire media industry.

But if B2B publishers act now to ensure the proper processes and tactics are in place – including a de-emphasis on third-party cookies – advertisers will begin to direct more spend toward quality, contextually relevant content and first-party data. So it's true: B2B publishers are set up to be in a really good place – and be happy.

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 2,100 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA [iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.