The New Data Strategy Checklist

As you start to frame out the ways your data strategy needs to change in light of cookie deprecation, there are five key categories to keep in mind, and questions to jumpstart your planning:

1. First-party data amplification:

- What do you already have?
- What is the best way to put your first-party data to use?
- How could your current KPIs be met with first-party data?

2. Privacy and security evaluation:

- How does your current data governance and security model need to change to guarantee compliance and maintain consumer trust?
- How will data privacy policy changes impact the rest of your organization?
- Does compliance require any changes to your enterprise architecture?

3. Testing the new wave of targeting:

- What do your business processes require from customer targeting?
- What small experiments would prove if cohorts and universal IDs are a good fit?
- Could tried-and-true methods like contextual targeting solve for part of the gap?

4. Exploring walled gardens:

- Could second-party data from ecosystems like Amazon, Facebook, and Walmart meet any of your needs?
- What strategies could you use to test those sources of data?

5. Martech evaluation:

- Is your technology stack optimized to get the most out of your first-party data?
- Do your tools allow the flexibility to collect, combine, protect, and deploy the information?