

# Reaching Brand Eligible Patients Without Cookies

*The Time is Now.*

Consumers have become more aware of their lack of privacy online. They are demonstrating their knowledge by demanding the right to limit how they are tracked. Companies have therefore been forced by regulators to provide consumers with the right to choose what information they share with advertisers. With the ability to opt out of tracking, the advertising market is responding with innovation. Clearly, identity resolution technology is evolving.

## DEPRECATION OF THIRD-PARTY COOKIES

Consumer privacy concerns and ever changing state privacy laws have led to stricter protections of user privacy. The current industry browser-based method of tracking has increased scrutiny of how third-party cookies are collected and shared to those third parties. This has driven legislation to address the use of this data<sup>1</sup>. With regulations set forth by the CCPA, ePR, and GDPR, website operators are now required to notify users of the information they collect, who it is shared with, and how they can opt out. Pressure from these regulations has resulted in various web

browsers eliminating the use of third-party cookies or planning to eliminate them.

Apple was one of the first major players to make privacy a priority; they eliminated the use of third-party cookies in their Safari browser in 2020<sup>2</sup>. Last year they introduced App Tracking Transparency<sup>3</sup>, which allows users to choose whether an app can track their activity among various apps and websites for advertising purposes. In 2021, Firefox introduced their Total Cookie Protection<sup>4</sup>, which prevents tracking companies from using cookies to track browsing from site to site. Google, the world's most popular browser<sup>5</sup>, with over 60% cookie usage in digital advertising, will eliminate the use of third-party cookies by 2024<sup>6</sup>.

## THE IMPACT OF A COOKIELESS WORLD

Google reported that publishers could see a loss on average of 52% of their revenue with the deprecation of third-party cookies<sup>7</sup>. Despite the potential significant loss in revenue, 78% of marketers globally have not tested solution in place to replace those cookies<sup>8</sup>.

For years, healthcare advertisers and pharmaceutical marketers have relied on third-party cookies to help track and measure their customers and brand eligible patients under intense regulatory scrutiny. The challenge to reach their target audiences without cookies on their devices will become even more challenging. This makes it imperative to start testing other solutions before being forced to do so.

### ALTERNATIVES TO THIRD-PARTY COOKIES

While there are various alternatives to third-party cookies, we will discuss three popular types.

#### *First Party Data*

First-party cookies are created and stored on a single domain. They are leveraged to identify users across pages on the same site, remember selected preferences, and alert consumers when they've left something in their shopping cart<sup>9</sup>. These cookies aren't shared with other sites or with advertising partners.

The information collected by first-party cookies is invaluable. As a marketer, they allow better analysis of user behavior, help improve brand messaging and create strong calls to action (CTAs)<sup>10</sup>. However, due to inventory and targeting, marketers are limited to the site which owns the first-party cookie. This makes campaigns significantly more difficult to optimize at scale.

The industry is rolling out a First Party, Unified ID 2.0 (UID2), an open-source framework that publishers, advertisers, and digital advertising platforms can use to establish identity without third-party cookies. This

would require users to directly provide consent to a publisher by providing their email address before a publisher can create a UID2 identifier. Although a viable alternative, this approach will take time, possibly years to fully implement.

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#### *Contextual Targeting*

This type of targeting focuses on reaching consumers around certain content. For example, allerg sufferers can potentially be reached on a gardening site. Since common allergies are pollen and dust, users

interested in gardening may or may not be a good fit for an allergy medicine target audience. Because this type of targeting relies heavily on a page's content for keywords and phrases; having any type of broad or diverse audience limits your targeting options<sup>1</sup>.

In other words, because contextual targeting is so broad, marketers will inevitably waste dollars on impressions from low value individuals who are simply on a site for a reason other than their health such as curiosity or going down a search rabbit hole.

#### *Publisher Provided Identifiers (PPIDs)*

In November 2021, Google launched PPIDs which enable publishers to assign identifiers to users based on their first-party data. Publishers can then share PPIDs with partners through Google's Ad Manager.

Google's PPIDs reveal how many times a user has logged in and the type of content they are consuming<sup>11</sup>. This allows creation of more customized ads and specific audience segments in their Ad Manager. However, just like first-party data, marketers are limited to only those publishers who supply PPIDs.

In summary, there are options to replace third-party cookies, but given the growing pressure to find an alternative, it's imperative to find a scalable and deterministic way to identify brand eligible patients across their online journey. The following section will provide an overview of how Medicx is addressing the deprecation of cookies and the opportunity for enhanced deterministic targeting.

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### THE MEDICX SOLUTION

Over the past two years, Medicx digital marketing experts have been testing the use of multiple identifiers on our [Micro-Neighborhood® Targeting](#), consumer targeting, and campaign measurement platforms, as well as general use by clients for their own internal platforms, to help create a solution that checks all the boxes for healthcare marketers. Working closely with our safe harbor partners, we have tested, identified, and delivered privacy-compliant cookieless identifiers that work to execute campaigns across all browsers and devices. Our testing showed no reduction in scale or reach across our audience segments. We also have seen 62% gains in post-campaign exposure match rates to patient-level tokens that will increase sample sizes and provide strong statistical confidence in performance measurement. Through this partnership, we have developed a product that uses other identifiers to help convert our audience segments into relevant audiences across all media channels and empower robust campaign measurement.

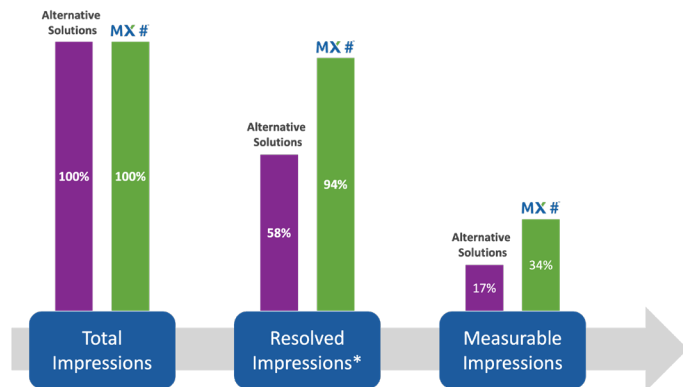


Figure 1. Impressions Matched to Medicx Audience

Our cookieless solution, [MX#™](#), was developed using industry-proven integrated data sources and a patented and time-tested IP address-based technology being leveraged by over 120 pharmaceutical brands in their programmatic and omnichannel programs. MX# consists of connecting first-party identifiers, such as device IDs, mobile advertising identifiers (MAIDS), and IP location, to a physical street address in a privacy-compliant method. This approach completely eliminates the need for cookie dependencies and results in significantly higher match rates when connecting our [Micro-Neighborhood®](#) audiences and other audiences to online consumers (fig. 1), as well as tracking tags used in offline campaign performance and ROI measurement.

We have seen 62% gains in post-campaign exposure match rates to patient-level tokens that will increase sample sizes and provide strong statistical confidence in performance measurement.

MX# integrates across publishers, data providers, media agencies, and delivery platforms to solve the need for accurate patient targeting and measurement in a post third-party cookie world. We ensure it maintains privacy compliance by using third-party safe harbor partners. Medicx conducts annual expert

determinations utilizing independent third parties to ensure and certify an extremely low risk of reidentification for HIPAA compliance.

## CONCLUSION

While Google has delayed the timing of going cookieless, other channels have already removed them or don't use them at all, such as Connected TV (CTV). Medicx differs by focusing exclusively on life

sciences offering a significant improvement in reach and resolution to high value patients, including those with rare diseases and cancers, which creates larger pools for enhanced performance measurement, audience quality, script lift analysis, and ROI confidence. In addition, MX# is integrated with our analytics software that combines real-world evidence and the ability to measure a wide array of promotional channels.

To learn more about our enhanced method to reach brand eligible patients, contact one of our experts by visiting <https://medicxhealth.com/solutions/mx-identity-resolution> or emailing us at [info@medicxhealth.com](mailto:info@medicxhealth.com).

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## REFERENCES

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\* Resolved Impressions = Number of delivered impressions that resolved to an ID

## About Medicx Health

Medicx Health leverages real world evidence with innovative SaaS analytics to drive clinical and commercial strategy and execution with measurable ROI for hundreds of life sciences brands. The company's patented Micro-Neighborhood® Targeting technology fuels the industry's highest quality performance for consumer and healthcare provider audiences. Medicx uniquely supports brand and agency clients to plan optimized audience targets, execute efficient omni-channel engagement, as well as measure performance across all channels in a single closed-loop and privacy-compliant environment. Visit [medicxhealth.com](https://medicxhealth.com) to learn more.