Audit
Score
Plan
Identify
Roadmap
Execute

To help you on this journey, we've developed the **ASPIRE** framework, allowing you to dive deeper, and easier, into understanding the details behind what's coming.
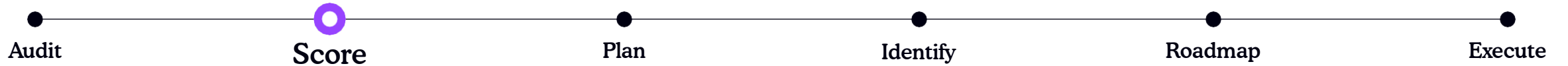
Let's start the future now

Audit ──── Score ──── Plan ──── Identify ──── Roadmap ──── Execute

Audit your channels, activation strategies, tech stack and data usage.

- Where are you using 3rd party cookies to target/personalize?

- How are you measuring your campaigns using third party cookies?

- How robust is your 1st party ecosystem? Do you have a large database of active/engaged customers, a unified profile, customer identification and tracking across your website/apps/channels?

- Do you currently have 2nd party relationships to enhance 1st party data?

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Score yourself to determine your maturity and level of readiness. This score will help you understand how far you are ahead or behind the game.

- **Data** – Collection, Organization, Management:
  - 1st party ecosystem.
  - 2nd party partnerships (direct or via clean rooms).
  - 3rd party usage.

- **Activation** – Dynamic Creative, Media: Desktop, Display and Video:
  - 1st party ecosystem.
  - 2nd party partnerships (direct or via clean rooms).
  - 3rd party usage.

- **Measurement** – Brand Lift Studies, Ad-Server Measurement and Multi-touch attribution :
  - 1st party ecosystem.
  - 2nd party partnerships (direct or via clean rooms).
  - 3rd party usage.

- **Organization** – Integration, planning and partnering across Data, IT and Marketing.

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Plan your foundation now — it should include these 3 key components:

1. **A financial impact analysis**
   Analyze the Financial Impact of these changes (3rd Party Cookies Deprecation/IP and email tracking restrictions): how will a CPA analysis affect how you manage your efforts and make sound decisions? A custom financial analysis to measure the revenue impact to the brand may help make your case for investment and quick action.

2. **1st party data collection strategy**
   Increase your first party data collection strategies. Utilize the "value exchange" to maximize engagement and the collection of 1st party data. Work to build that relationship and provide true value to customers to gain that level of connection as soon as possible. Plan for 2nd party data partnerships to help build a more advanced ecosystem, drive authentication, activation, and measurement use cases.

3. **Foundational tech requirements needed to execute**
   Understand the technology and the functional definitions of a Customer Data Platform, the difference between Publisher-based ID (via walled gardens) and portable or enterprise-wide IDs, and the definition of "clean rooms" and surrounding terminology. Map out an ecosystem to optimize across walled gardens and open web fluidly, utilizing identity across paid, owned, and earned. Understand how this can map into your current tech investments and what needs to be built.

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Identify partners who can provide you a complete picture of connected identity — or build a roadmap to find one.

- Without cookies, identity will be the key to unlocking your ecosystem per your plan above.

- Integrating, onboarding, and syncing data allows for that connection.

- Partner solutions can help fast-track your efforts. The time to research is now.

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Roadmap and test design:

- Build an actionable roadmap to pull all the components together: Data, Tech, Activation, and Strategy. Build the roadmap into short, mid, and long-term activities for capability development and stakeholder alignment.

- Marry your financial impact analysis to identify priorities — where you have to act first.

- Understand your benchmarks and their impact to measurement and attribution in order to create a new measurement structure. Create new measurement solutions, testing opportunities, and new benchmarks & proxies to quantify success.

- Ensure organization alignment and readiness — don't try and go this alone.

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Audit ⬤———Score ⬤———Plan ⬤———Identify ⬤———Roadmap ⬤———**Execute** ○

Execute your plan to develop a longer-term identity strategy, enterprise CDP, and data clean room.

- Focus on building your own ID leveraging partner technologies where applicable.

- Your enterprise CDP should help you manage across data customer profiles, ID, audiences, measurement, and data privacy and governance.

- Your enterprise CDP should be your single source of truth.

- Your plan must include an operationalization of data, technologies, and processes.

- Understand your benchmarks and their impact to measurement and attribution in order to create a new measurement structure. Create new measurement solutions, testing opportunities, and new benchmarks & proxies to quantify success.

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