Since Google announced they will eliminate cookies in 2023, the online world has been scrambling to sort out solutions. It presents a serious challenge to marketers everywhere. This new and cookieless world demands a pivot to create consumer-centric, privacy-conscious alternatives to understand and act upon consumer behavior.

Consumers have a love/hate with personalization, but ultimately rely on it as a time saver. They’re about as desperate to ‘feel known’ as brands are to know them, as these stats bear out:

- McKinsey reports, “71% of consumers expect companies to deliver personalized interactions. And 76% get frustrated when this doesn’t happen.”
- That same report, found that 72% of consumers expect businesses to recognize them as individuals and know their interests.
- And tailored messaging is important to consumers as well, with 67% of consumers saying it was important, very important, or extremely important for brands to tailor messaging to their needs.

Fortunately, NetBase Quid®’s Intelligence Connector is ready to step in and pinch hit. We can help customers create custom audiences based on demographic and psychographic information. And we can provide rich demographic and psychographic information including what they are talking about, which helps define the marketing message to the consumer.

We can also identify what social media channels they engage with, where to best reach the audience, and identify micro influencers that the audience engages with to amplify your message. In the cohort targeting example below, we can now take customer email addresses and convert them to social handles to analyze at the cohort or group level, and then layer in audience insights about your customer base. Here’s how it looks and why you need to start planning for the Cookieless World heading your way now!
99% of cookies on the internet are used for showing targeted advertisements to consumers. This tactic has been effective—so much so, that 44% of marketers anticipate having to spend 5% to 25% more to reach the same audience without them.

But times have changed and consumers are fickle, and although they love the convenience that tracking offers, 41% of consumers don't want brands to use tracking cookies. They want to be known, but not in this way.

A 2020 study by McKinsey found that consumers were becoming “increasingly intentional about what types of data they share—and with whom.” And this groundswell has continued to expand, resulting in new privacy measures being adopted worldwide. This wouldn't feel so dire if consumers weren't also demanding personalized options, at scale.

And there’s the rub, without the convenience of third-party cookies, marketers need to cobble together the same insight with less intrusive capabilities. Many will rely on internal data like customer profiles that include third-party intel, such as age and gender, to spot similar buying patterns. This will take a lot of time.

Businesses will also be challenged to find new ways to micro-segment their customer base and potential customers by capturing deeper insights about them, such as interests or professions. These more revealing details are the stuff personalized communications are made of, and critical to identifying new consumer subsets that will otherwise be missed.

NetBase Quid®'s Intelligence Connector acts as a flexible and powerful SQL interface delivering continuous consumer and market intelligence to meet companies' business intelligence needs. Its analytics-ready data is sourced from social media, news and blogs, companies, and patent data—and can combine with businesses' internal data and other insight/data sources to inform impactful, data-driven decisions.

It rapidly and accurately transforms large amounts of unstructured data into custom metrics, integrating seamlessly with custom data science models. And then we've designed an end-to-end solution to the cookie-less problem, as visualized and explained in further detail below:
A company provides email addresses of customers for a given segment or micro-segment. From there, if not already done, NetBase Quid® hashes the contact list using SHA 1, 2 and MD5 and encrypts the data for further use.

The hashed contact list is mapped with other third-party databases, revealing Twitter handles of the segment. We then create an A3D topic per segment using those handles, capturing and aggregating public tweets for analysis.
Cohorts are then overlaid by “certified themes” which act as filters providing a layer of deeper segmentation.

For example, defining themes of value, price, quality, and taste/flavor, we can see mentions filtered by each theme in the Beer and Wine topics and displayed in a crosstab analysis below.

We can further dig into specific conversations and sentiment, revealing actionable insight that can drive new product ideas, campaigns, and consumer connections—all within specific cohorts:

Theme creation is a super quick process, with can be done with either a Boolean search or by including or excluding terms.
This is incredibly valuable insight, of course, as surfacing data on how your customers talk about your products, or about your brand, helps you understand them better. And when you understand their behavior, you can reach them more in more authentic and meaningful ways. Creating meaningful connections increases your brand loyalty odds in an increasingly fickle consumer landscape.

Our trend widget surfaces top insights such as terms, hashtags, people, brands, and emojis that are generating conversations that matter—demonstrating volume and sentiment that could be building over time or that comes in intense bursts. Regardless of how it manifests it’s all very important intel to capture.

Surfacing the most relevant insights per cohort group, brands can:

- Understand values, preferences, and needs of cohorts along various cultural dimensions
- Use insights to reallocate resources to priority products and campaigns.
- Identify opportunities to create relationships with companies or influencers ahead of the competition.
- Distinguish between passing fads and legitimate trends, including which are new, emerging, sustained or reemerging.
It’s not enough to discover and track trends though, brands need to understand context to act.

From Intelligence Connector, users can click directly through to the NetBase Quid analysis to uncover some of that deeper context. For example, on a trend surrounding Craft Beer below, one could click the link below from the dashboard and ‘Go To NetBase Analysis’ to reveal why it is considered a “steady and emerging trend” with detailed info on the scores listed:

<table>
<thead>
<tr>
<th>Theme:</th>
<th>Craft Beer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trend Period:</td>
<td>90</td>
</tr>
<tr>
<td>End Date:</td>
<td>November 1, 2021</td>
</tr>
<tr>
<td>Trend Classification:</td>
<td>Steady &amp; Emerging</td>
</tr>
<tr>
<td>Avg. Emerging Score:</td>
<td>88.30</td>
</tr>
<tr>
<td>Avg. Overall Score:</td>
<td>79.15</td>
</tr>
<tr>
<td>Avg. Steady Score:</td>
<td>97.44</td>
</tr>
</tbody>
</table>

Go to NetBase Analysis
Top tip! Cask beer is really refreshing in this weather, honestly forget your crispy Pilsner, nothing’s going to quench your first like a @marblebrewers Manchester Bitter. You should all buy some.

5:26 AM · Jul 18, 2022

Replying to @jennypfaflin

I would like some Dovetail Weissbier to come to Boston, please and thank you. (The best beer I had in 3 days of @Thirsty_Pilgrim led drinking in Chicago)

5:09 PM · Aug 11, 2022

Replying to @mateovonchicago

Everything Dovetail makes. Helles Lager, Hefe.

Also don’t forget Whiner. That might be the best Chicago beer right now.

8:21 AM · Aug 26, 2021

Replying to @TheDonOfBeer and @Schlotzskys

I was once having a beer with Phil from WR. He said “there should be more grisettes.” I don’t know how such a hateful monster could have also made Ponderosa Gose, the best shower beer of all time.

4:09 PM · Jan 16, 2021
The Intelligence Connector helps companies make sense of the online cacophony that surrounds them—to understand the values, preferences and needs of specifically segmented cohorts and present them with the right message at the right moment. This sounds easy, but the nuance that informs this capability is what is missing from many brands’ processes, and particularly now as cookies are disappearing.

Many brands have depended on that insight to guide product placements and have yet to realize how deep that reliance goes and how extensively it impacts sales. Leading companies spanning every industry recognize the challenges on the horizon and have partnered with us to develop proprietary frameworks powered by our Intelligence Connector. They're planning ahead by creating new ways to understand and reach consumers once that switch is flipped, and they're left in consumer intelligence darkness.

In a cookieless world, don't leave yourself drifting without an alternative—**reach out** for a demo and get ahead of the change!

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NetBase Quid® delivers AI-powered consumer and market intelligence to enable business reinvention in a noisy and unpredictable world.

Our platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering brand, agency, and consulting services customers to make smart, data-driven decisions accurately, quickly, and efficiently.

Learn more at [www.netbasequid.com](http://www.netbasequid.com)