



# Better personalization without cookies

## What's so "smart" about cookies anyway?

The impending loss of cookies and other personally identifiable information (PII) might be the best change that could happen to modern advertising.

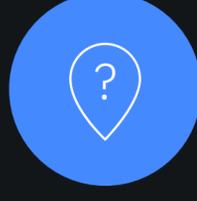
After all, cookies and other types of third-party data are often:



Faulty



Incomplete



Unreliably sourced

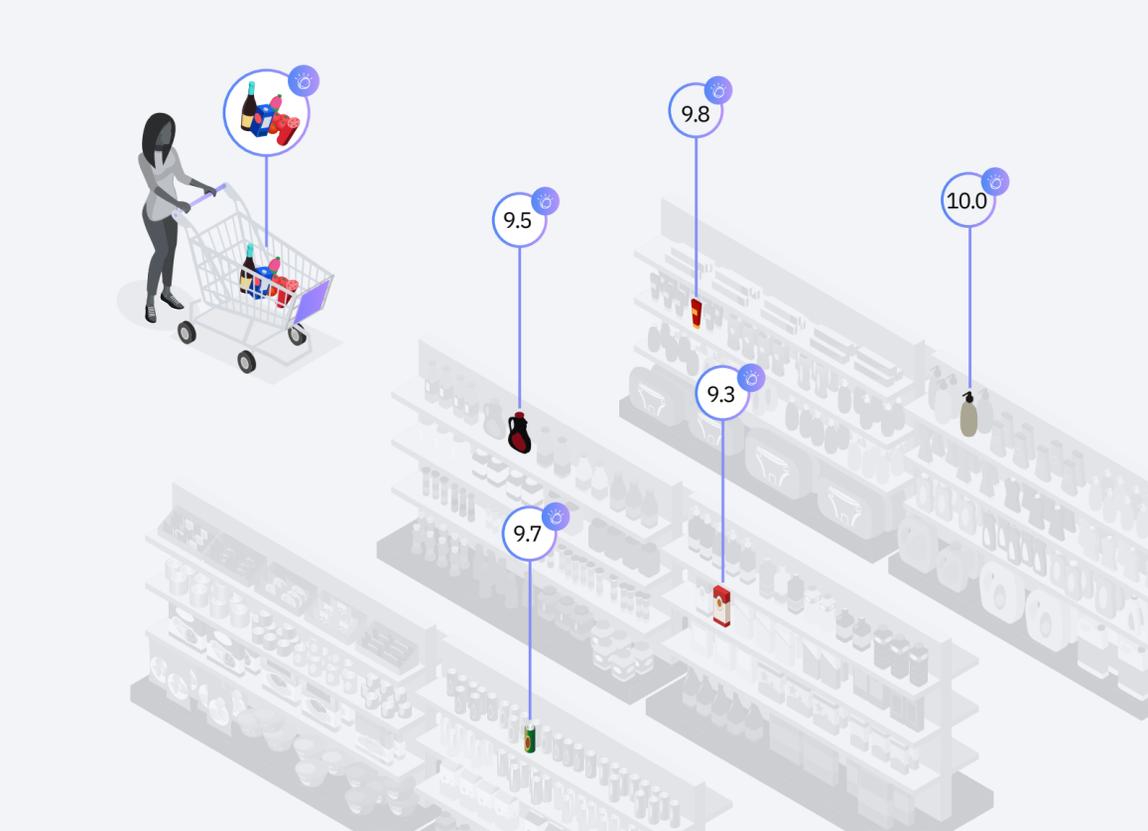
## We're overdue for a better solution.

Contextual marketing is about as traditional as it gets. Physical ads are placed in specific locations based on the habits and buying propensity of people in that area.



## Take contextual marketing to the next level.

Imagine if a grocery store could observe a shopper's behavior and rearrange itself to present items they're more likely to buy based on what they have already put in their cart.



## AI targets consumers in the moments that matter.

With AI, advanced contextual marketing can be achieved by analyzing how a person behaves in a digital space to anticipate their needs and preferences.

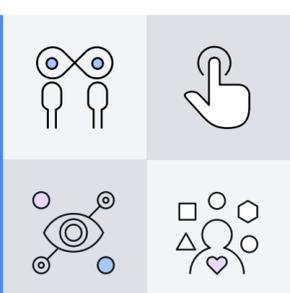


Advanced contextual marketing cares less about past choices your customers and prospects have made and more about what matters to them in this moment.

Adjustments are made automatically based off these insights to create a targeted experience without using cookies or other PII.

**The best part?** Decisions are based on actual user actions instead of questionable third-party data, supporting more personalized interactions in a transparent, privacy-forward manner.

To achieve better results, we must break the cycle of using the same tech in the same way.



Want to learn more about the cookie-less landscape?

[Watch our video.](#)

Ready to see how advanced contextual marketing can help you get closer to your customers? [Contact us.](#)

