



# Google FLoC :

How does Seamless Data Integration improve outcomes in the ever changing media landscape?

 RAWCUBES

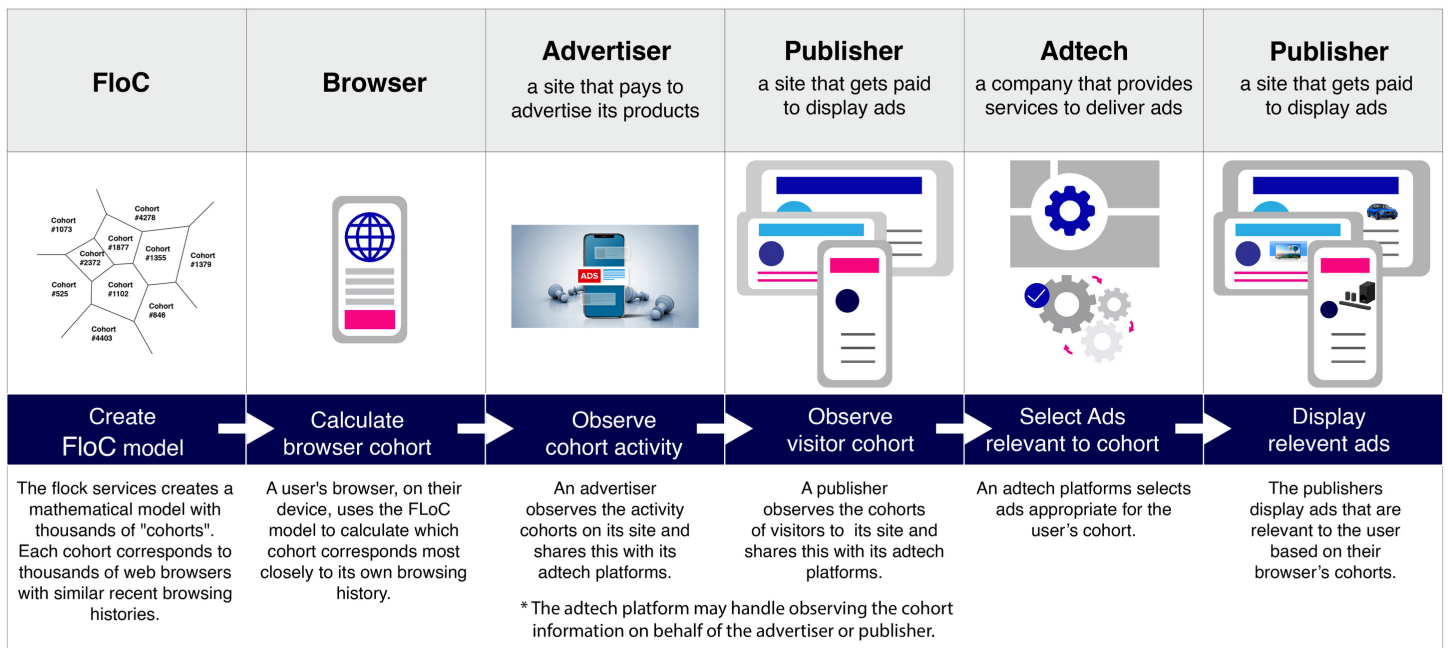
In the media landscape that is subject to frequent and unpredictable dynamic change, it is crucial for organizations to invest in a comprehensive data management software to manage these changes quickly and efficiently.

One such change is Google's "Federated Learning of Cohorts".

"Google FLoC" and "Cohorts" are the current marketing buzzwords and will present many challenges for advertising professionals going forward. Google's attempt to pursue data privacy as the motivation behind building cohorts accelerated phasing out of third-party tracking cookies from their Chrome browser. This has led many to speculate on how Federated Learning of Cohorts (FLoC)' algorithm affects marketers, analytics professionals and their agency partner's audience strategies and data workflows.

In a recent report, David Temkin, Google's Director of Product Management for ads privacy and trust said "Our web products will be powered by privacy-preserving APIs which prevent individual tracking while still delivering results for advertisers and publishers."

Even with the major shift in segmentation dynamics that are based on browsing activities with FLoC, advertising professionals should look towards innovative ways to leverage their first party data with this increasingly new media landscape of behavioral data found in Google's cohorts.



## What is Behavioral Data and First-Party Data?

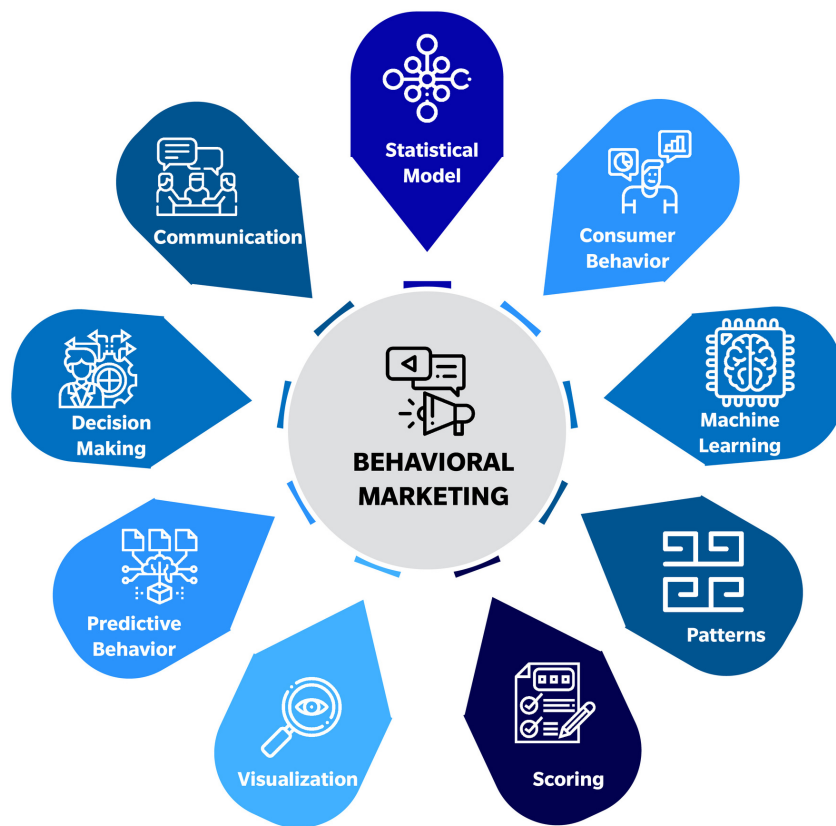
- How do they Benefit Advertising Professionals in Data Driven Decision Making?

### Understanding Behavioral Data

Behavioral segmentation is the process of sorting and grouping customers based on the behaviour they exhibit. These behaviours include the types of products and content they consume and the cadence of their interactions with an app, website or business. With probabilistic onboarding, Google will utilize first-party data and behavioral data to probabilistically generate groups aligned with modeled interests and propensities, namely the cohorts. The data generated will be used to form identifiers or ID's that will not be traced back to individual users. With a comparison of one user cohort against another, advertising professionals can assess which segment is more valuable and therefore should be targeted with specific campaigns related to the cohorts.

*"91% of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them".*

- Accenture.



## Leverage First Party Data

With strategic investment and positioning of existing first-party data through CRM data, surveys, customer feedback rewards programs; advertising professionals can curate a holistic customer data strategy. After acquiring relevant and accurate data, advertisers can personalize their campaigns to a sizable audience instead of advertising across the web with less precision. This is where the shift from Google brings advertising professionals a chance to channel their focus from the quantity of their data (no. of impressions) to the quality of their data (personalized impressions) that enhances ROI. The informative insights gained from this data segments into beneficiary groups and assists advertisers to target them with differentiated and customized marketing strategies.

*“More than 50% of consumers are willing to share information on products they like in order to get personalized discounts.”*

# Goodbye Cookies! Hello Combined Data Intelligence

- How do advertising professionals build intelligence with combined data

A basic concept understood at the highest level of data science is that your data is stronger together, intelligently mapped and accessible to all. With an effective data management process, essential analytical information is deployed throughout the organization. This is an essential measure to ensure analytical information is intelligently and visually mapped for the advertising professionals, corporate executives, business managers that helps drive operational decision-making and strategic planning.

Following the guidelines of Google's FLoC, advertising professionals can prepare and formulate their strategy beforehand to incorporate the newly acquired data from the cohorts and build a data lake. Rawcubes' proprietary software DataBlaze connects to both Google data, first-party data and any other data source using pre-built connectors. With multiple run-time features, DataBlaze can combine the data from these sources simultaneously. With these features organizations can build their data environment swiftly in a measurably less time while increasing business insights from combining cohort data with other data sources.

## Believe what you experience!

DataBlaze is designed to assist data-driven professionals to swiftly shift their focus on data integration when a need for dynamic change in the industry arises. With DataBlaze' automated pre-built data strategies, organizations can accomplish their business goals even with the ever changing data landscapes by leveraging their newly acquired data sets quickly and efficiently:

## Seamless Data Integration

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With Cohort data in place, DataBlaze' pre-defined connectors can expedite data integration for organizations. Google FloC data can be connected to various other data sources with just a click, seamlessly ingesting structured and unstructured data. DataBlaze can segment different data sources i.e. the data gathered through numerous cohorts, standardize and map business terms of the data automatically to make it easier for consumption. Plus point! It builds insights without writing a single line of code.

## Knowledge Graphs for Augmented Data Discovery Process

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As Google's Federated Learning of Cohorts has made an evident shift in the data outlook, advertising professionals need an effective data strategy to chart out each cohort's preferences and build meaningful patterns out of the data. Our Knowledge Graph makes sense of it all by quickly connecting terms and relationships much faster like the human brain does rather than creating tables and elements. DataBlaze uses machine learning (ML) and artificial intelligence (AI) models to automatically discover the terms and relationships from the data generated through various cohorts depending upon their behavior.

Simply put! Knowledge graph allows all business users to discover data driven insights quickly and easily.

## Turnkey Analytics

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DataBlaze builds Data Lakes swiftly and effortlessly while reducing the time it takes for analytical models to be built; from hypothesis to production deployment. This way all business users can answer complex questions from the data swiftly and easily. With an end to end data management system, turnkey analytics requires measurably less investment in return for improved outcomes. As Google has decided to push away third-party cookies, it will leave advertising professionals left scrambling for insights from analytics.

Turnkey Analytics is the solution that advertising professionals will need to overcome these challenges.

In conclusion, to make data driven decisions and increase operational efficiencies according to the market shifts, organizations need a comprehensive data management software. DataBlaze automates and streamlines data processes giving an advantage to organizations by saving hundreds of hours and reducing the cost.

**Accelerating meaningful data insights result in lesser opportunities missed!**

For more information, please visit [www.rawcubes.com/](http://www.rawcubes.com/)