



# B2B APPLE COOKIE CRUMBLE

A Delicious Digital Marketing Strategy for Your Cookie-conscious and Apple-loving Buyers

The holidays are around the corner, and we wanted to share our recipe for a delicious apple cookie crumble that is sure to sweeten your **DIGITAL MARKETING STRATEGIES**.

## PREP: PRIVACY-CONSCIOUS CONSUMERS

Before baking an apple cookie crumble, B2B marketers must acknowledge the new limitations in their kitchens. The average B2B buyer is much more cyber savvy and looking to work with companies that value their new, healthier diet of privacy protections. As a result, the old way of baking a digital marketing strategy has fermented, giving rise to new ingredients for email marketing tactics.

Google, following Firefox and Safari, is cutting the fat in its efforts to **BLOCK THIRD-PARTY COOKIES** from its Chrome web browser by 2023.

Apple is sweetening the deal with their heart healthy **MAIL PRIVACY PROTECTION** feature.

Marketers can help support current clients' and future buyers' healthier lifestyles with this special strategic treat.

### APPLE COOKIE CRUMBLE

**Bake Time:** 365 days a year (366 in leap-year altitudes)

**Servings:** Sustaining and infinite

**Yield:** A digital marketing strategy built on trust and enhanced by personalization and relevancy

#### Ingredients:

- 1 cup first-party data
- 1 cup zero-party data
- 2 tablespoons of clicks and engagement metrics
- Equal parts contextual advertising and data point research (locations and keywords)
- 1 pound of authentic content creation
- *Bonus ingredient for extra sweetness — a pinch of new technologies like reverse IP tracking*

More than  
**57%**  
of U.S. consumers would give up customization for greater privacy.

—The Conference Board and Nielsen, Consumers' Attitudes about Data Practices

## STEP 1: GATHER YOUR DATA

**MAKE SURE TO USE ONLY THE FRESHEST AND MOST RELIABLE DATA.**

- Cleanse your data by developing a plan for when/what to archive or purge from the system.
- Keep track of data expiration dates and customer engagement levels to avoid spoiled / inactive accounts.
- We also recommend using a sprinkling of **TELEMARKETING**.

**68%**

of marketers have outdated data.

—Demand Gen Report, 2021 Database Strategies & Contact Acquisition Survey Report

## STEP 2: MIX AND BAKE

- Add your first-party and zero-party data.
- Gently fold in engagement metrics with your emails by tracking clicks.
- **BLEND IN** contextual advertising, reverse IP tracking and data points research.
- Combine the mixture with **AUTHENTIC CONTENT CREATION** and knead until dough is smooth.
- Put into a proofing drawer, allowing for the customer trust to rise.
- Bake 365 days a year (366 in leap-year altitudes).

#### Zero-party data:

The data an organization receives directly from the user by opting-in or completing a survey

#### First-party data:

The data gained from a user visiting a website or through email engagement

## STEP 3: ENJOY!

Your subscribers, prospective customers and current clients will enjoy the sweet, delicate flavors of an organization they can trust while indulging in your products and services. You get to savor gathering reliable data that will continue to build brand awareness, a positive reputation and qualified leads.

**76%**

of buyers expect more personalized attention from marketers to develop an intimate relationship with your brand.

—Litmus, 2021 State of Email