Why Your Digital Marketing Strategy Isn't Working

Cookies were first created twenty years ago to help make Internet surfing user-friendly. However, because of their ability to swiftly track users as they traveled the web, digital marketers quickly jumped on the bandwagon, adopting this approach to help create more targeted advertising campaigns. Since then, many issues have developed with regards to cookies, which are impacting their overall efficiency.

When cookies were first introduced, they were perceived as a beacon of hope for digital marketers. For the first time, advertisers could track consumers' website browsing behavior to more effectively market to their target audience. Now, tracking and targeting consumers has become increasingly challenging due to the mass knowledge of this technology, and the ability for anyone to prevent cookies from tracking on his or her browser.

At first, cookies worked to raise clicks and conversions, quickly becoming the go-to strategy for digital marketing campaigns. However, with the skyrocketing growth of mobile, consumer privacy concerns, government regulations and browser restrictions, marketers are finding it harder to consistently identify and accurately track individuals online. Dwindling clicks and conversions have left advertisers hungry for a more profitable way to target audiences.

To combat these issues, Tobe Direct has developed Tobe Digital Direct – a revolutionary approach to audience tracking that leverages hyper-targeted, geo-location technology to attract unique users at a specific household. The technology uses a geographical location in connection with web entry location, which eliminates the need for browser-based tracking.

Essentially unknown to marketers, web entry points are a critical tool because they cannot be deleted or blocked, and they stay connected to every target each time they go online. Unlike cookies, web entry points aren't harmful or invasive when used as a marketing tool to help consumers while on their path to purchase.

Marketers now have an unprecedented opportunity to provide extraordinarily relevant and targeted online ads to *only* their selected target.

Limitations of Cookie Tracking

Today's current browser-based methods are unable to reach unique users and provide verifiable accuracy. A cookie is supposed to represent a unique user, however, every unique user is connected to three or more cookies at a time.

To explain further, most marketers use a technique called cookie matching, where the data of a particular cookie can be sold and resold many different times. Unfortunately, there is no way of knowing if the shelf-life of that cookie has expired or if that cookie has been placed on someone else's browser. Therefore, there is no way to know whether an individual user who is connected to one cookie is the same individual connected to another cookie. Using this technique, it is nearly impossible for marketers

to know exactly whom they are actually targeting.

There are several other issues with cookie tracking that make it nearly impossible to identify and track individuals consistently online. Marketers face the challenge of being blocked at the user level, having the cookie "time out" and disappear after a brief lifespan, as well as other potentially harmful security issues.

Various external factors that have greatly impacted cookies' reliability and effectiveness are:

- **Government Regulations**: Regulators are now working diligently to enact more stringent "Do Not Track" and "Do Not Collect" legislations that could seriously restrict, if not entirely prevent, the use of cookies.

- **Browser Restrictions:** Search giants Mozilla and Google are putting serious restrictions on third-party cookie tracking.
    - Mozilla announced that it would enable a third-party cookie-blocking feature by default in a soon-to-be-announced version of Firefox.
    - Google may also be working on a new type of user tracking technology, which is threatening to replace browser cookies. Presently called AdID, the idea is that Google will take advantage of first-party identity through the Google login and then create a hashed ID unique to each partner it works with.

- **Internet Privacy:** While most cookie-based ad tracking operations are harmless (e.g. counting ad impressions, limiting pop-ups, etc.), third-party ad serving cookies have attracted a significant amount of controversy among online consumer privacy groups and other concerned parties. While most agree that the pervasive tracking and improved targeting increase the effectiveness of ads, the fact that there is no obvious consent given for such tracking leaves many feeling exposed and insecure.

The Tobe Digital Direct Difference

Tobe Digital Direct's groundbreaking, location-based technology replaces the crumbling and controversial cookie model with a fresh, new audience and targeting convention.

Target Unique Users at Specific Locations

The advantage of Tobe Digital Direct is that it targets consumers using web entry points, or triangular tracking intelligence, NOT cookies, to uniquely match a user's web entry point and home or business address, enabling direct focus on individual users. Because web entry points cannot be deleted or blocked, Tobe Digital Direct stays connected to every target, each time they go online. As a result, marketers can reach their online target 100 percent of the time.

With this unique approach, marketers can identify an online prospect from his or her business, local coffee shop, or home address. By reaching all stakeholders, marketers can influence whole-household or company-wide decisions. Moreover, marketers can build long-term household or business profiles without jeopardizing personally identifiable information (PII).

How it Works

Tobe Digital Direct has taken the direct marketing model and moved it online by referencing an individual's physical address and converting it to an IP address. This is done by using a proprietary data set and a system of highly complex algorithms.

What results is a highly accurate customer profile that marketers can leverage to then place advertisements directly on an individual computer by utilizing ONLY that individual's home or business address. What's more, they can target individual neighborhoods, block levels, census tract groups, or blanket regions as wide as an entire zip code. Here's how it works:

- Tobe Digital Direct's technology finds the web entry point for each target;
- Assigns each web entry point a unique privacy ID;
- Then sends display ads only to websites where a targeted ID appears.

The unique privacy ID is critical because it prevents individual computers from being personally identified. Unlike cookies, this technology is capable of providing an unprecedented level of detail and complexity without having to invade anyone's privacy to get it.

Know Who, When, and Where You are Targeting.

Who you target.

When your ads hit.

Where your ads are seen.
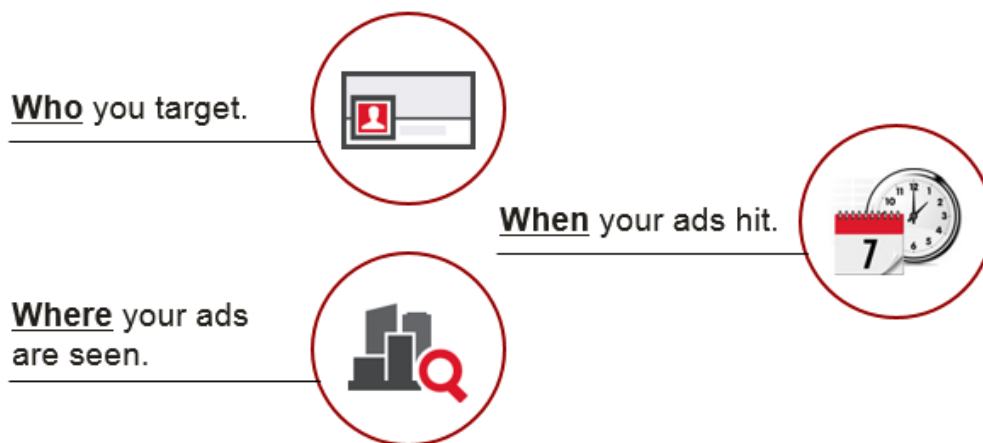
With this kind of insight, digital marketers have an unprecedented opportunity to not only reach their *exact* target, but to deliver that target with highly relevant and timely revenue-generating content.

Conclusion

Tobe Direct

With the odds increasingly stacked against cookie tracking, thought leading marketers are breaking away from conventional wisdom to acquire more reliable, effective targeting and tracking solutions.

Tobe Digital Direct enables a completely new paradigm for audience tracking. Unlike other targeting models, Tobe Digital Direct preserves net neutrality, operates outside the auspices of "filtering," avoids the need for cookies, software, beacons, or devices on a user's computer, browser, cache, or local loop. Most importantly, Tobe Digital Direct offers higher conversions, leading to increased revenues and an exceptionally positive return on investment.