



# Digital Marketing Success in the Future Privacy Focused Internet

---

**Jack Catton**

Digital Marketing Solutions Consultant /  
Sabre Hospitality Solutions

11 November 2021



# Objective of todays Academy

---

1. current and upcoming data privacy changes that impact digital marketing strategies and tactics
2. The steps that you can take to continue to find marketing success in the new privacy focused internet landscape

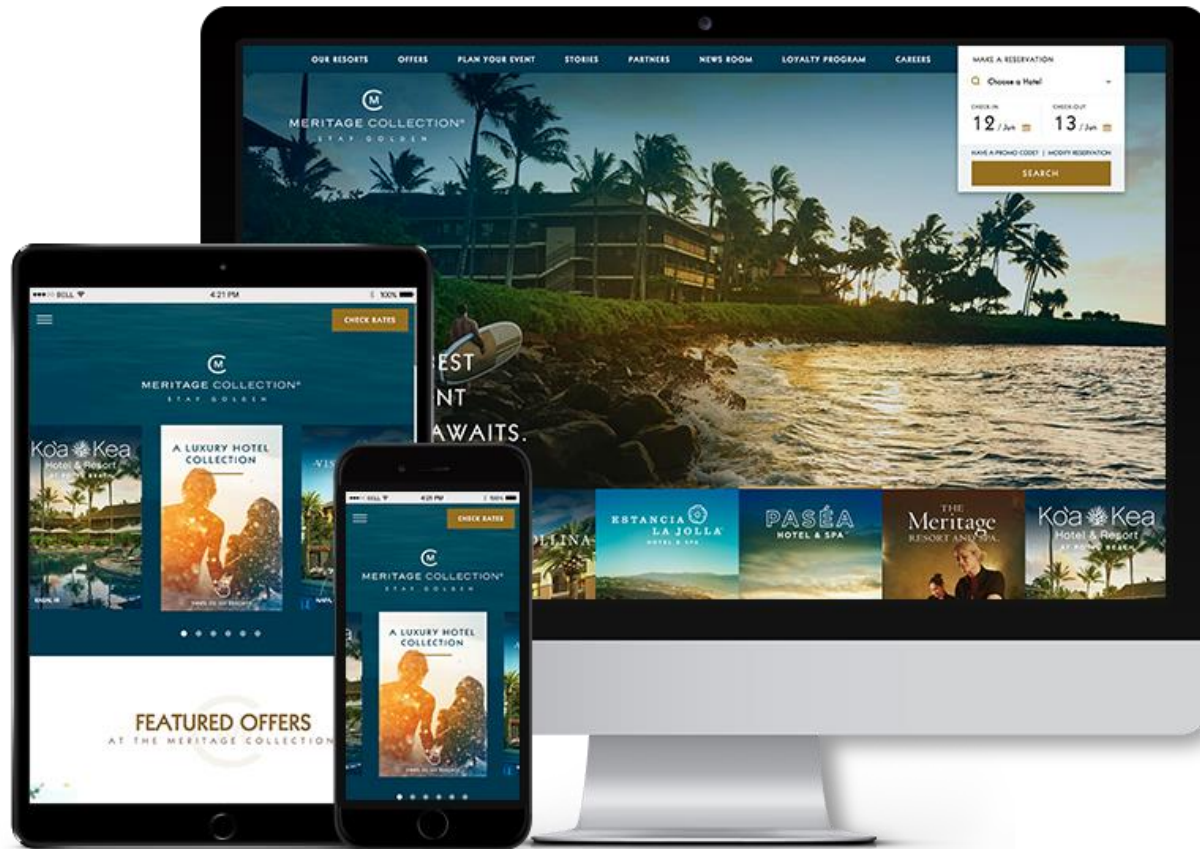
## Key Talking Points:

- Why is data privacy trending
- What changes to data privacy have already happened and their impact
- What privacy updates you should expect in the future
- Recommended best practices you can implement now to prepare for future success
- Q&A



# Sabre Hospitality Digital Experience

Better leverage digital advertising and your direct touch points to drive customer acquisition and engagement.



## Digital Acquisition

- Paid Search
- Metasearch
- Display & Social Media
- Search Engine Optimization
- Video Inspiration Advertising
- Referral Partnerships

## Reporting & Analytics

- Retailing Insights
- Custom Reporting
- Google Tag Manager and Analytics

Over \$124M in  
booked room  
revenue in 2021

# Who is this guy?

---

Jack Catton, Digital Marketing Solutions Consultant

- Over 13 years in digital marketing experience
- 10 years in hospitality sector digital marketing
- Based out of Asheville, NC
- Father of 2 littles
- Husband to Jess
- Likes long walks on the beach
- **On his first business trip in over a year!**





Why is data privacy trending?





# A little “Historical” reference

2003 – The Can Spam Act is created to reduce spam messages and protect email privacy

2013 – Yahoo suffers a breach of 3 billion user accounts

2016 – The General Data Protection Regulation is passed in the European Union with Global implementation in 2018

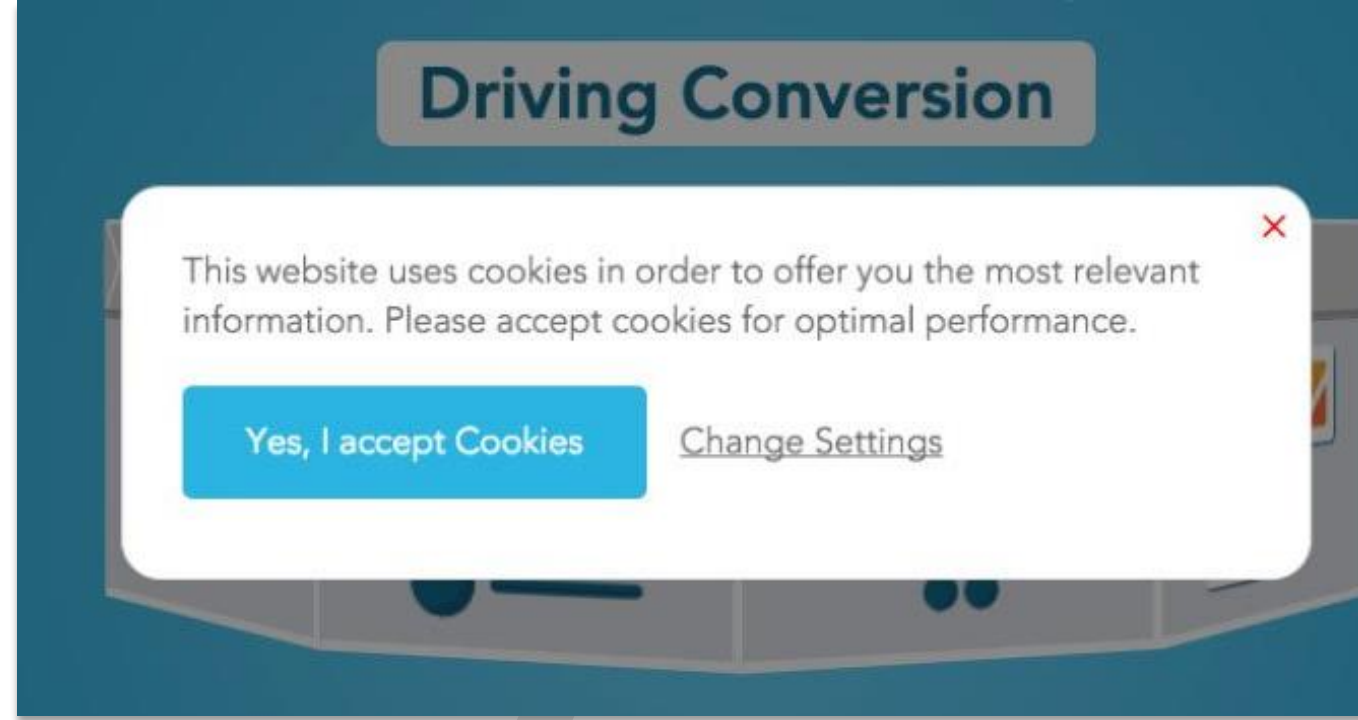
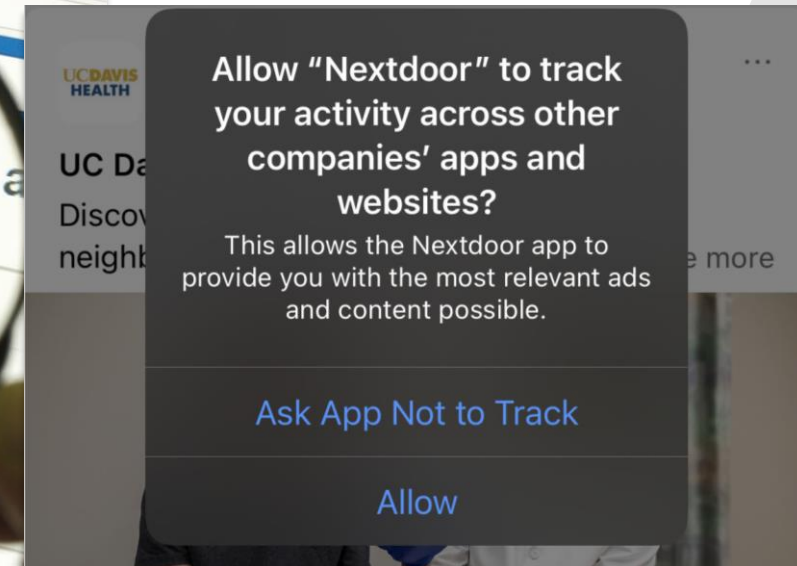
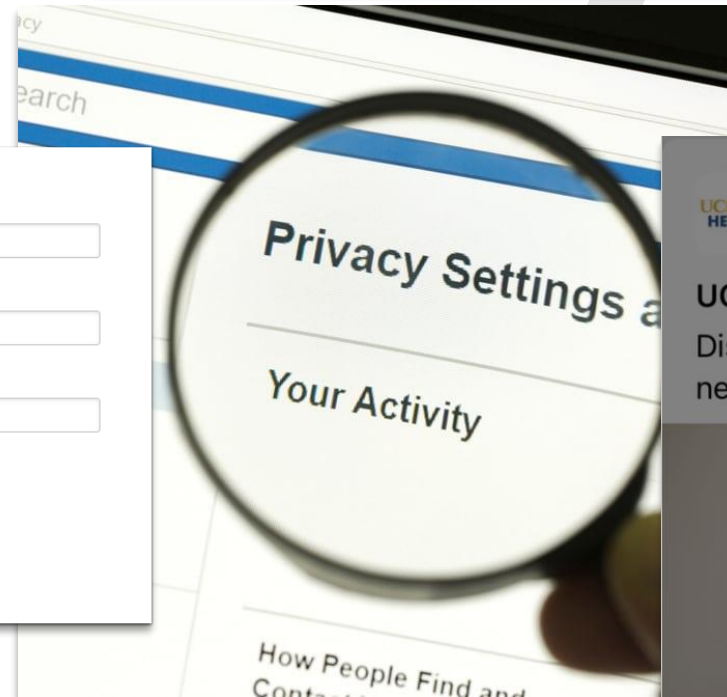
2005 – data breaches become big news. The first 1 million + record breach in history occurs

2015 – European publications report that US political campaigns were targeting social advertising by using data harvested from users' Facebook accounts without permission

2018 - several Facebook data breaches occur, causing Zuckerberg to testify before congress. California Consumer Privacy Act is signed into law

# Transparency is good

But it also created a more savvy consumer who was now aware of all of the different websites trying to track and capture their information

A registration form with three input fields labeled "Email\*", "First Name", and "Last Name". Below these fields is a checkbox labeled "I'd like to receive marketing emails" with a red arrow pointing to it. At the bottom of the form is a blue "Submit" button.

# 2020 – The global consumer demands even more

---



72%

The background of the infographic is a blurred image of hands typing on a laptop keyboard. Two blue circles are overlaid on the image, each containing a percentage and a statement. The first circle on the left contains '72%' and a statement about online tracking. The second circle on the right contains '81%' and a statement about the risks of data collection.

Of people feel that almost all of what they do online is being tracked by advertisers, technology firms or other companies

81%

Say the potential risks they face because of data collection outweigh the benefits





What's already changed?



# Big Tech takes big actions in 2021

---

What some perceive as an effort to build better brand confidence and trust. Other opinions see it as a means of taking more “control of the narrative” away from governing global bodies. Either way, big changes have already taken place and there are more to come.

## Breaking down the big three on data privacy



# Apple takes the lead with 2021 privacy updates

Apple's privacy updates so far have had substantial impact on social media marketing initiatives as well as traditional e-mail marketing tracking and is expected to have future implications



*Fun fact: Post release, 95% of IOS Facebook/Instagram App users opted out of having their behaviors tracked*

New Apple release in April included privacy update that almost entirely shut down Social Media behavioral tracking on IOS devices



An additional release in September of 2021 created a block on tracking e-mail views/opens on Apple mail

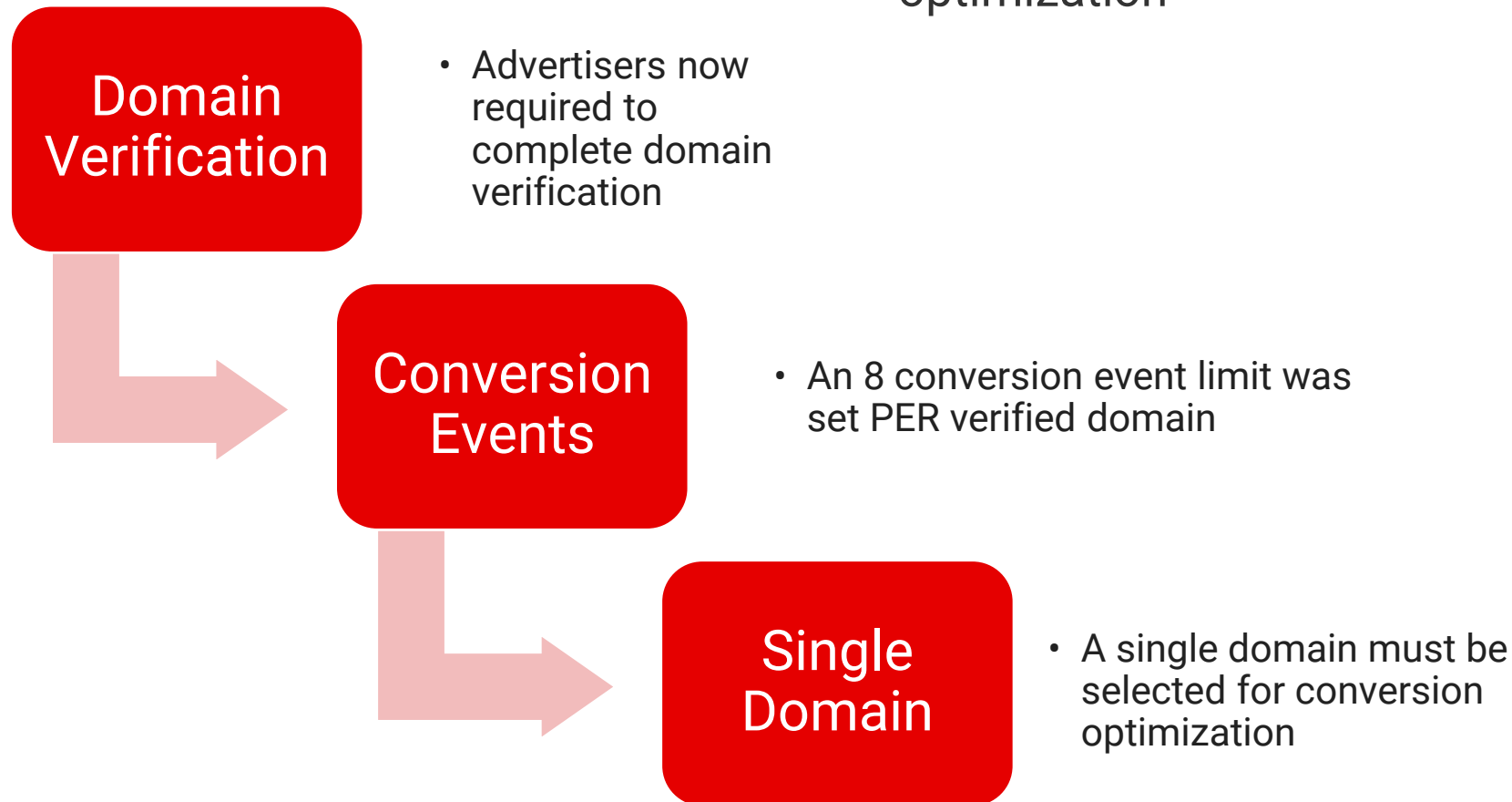


It's expected Apple's action on e-mail tracking will be something adopted by most major e-mail providers in the future



# Facebook quickly follows Apple

Directly on the heels of Apple's April 2021 release, Facebook without notice updated their privacy policy which established a new unique first party data definition for marketing optimization



# The impact of the Facebook release

---

## Key Impacts

The community booking engine is verified, so tracking functions as it should

---

Conversion optimization is essentially not possible on community booking engine, only unique domains to brand

---

This is the first instance of optimization constraints to a community domain. There may be more coming

---

What's community vs. unique domain?

Community example:

**Cavallo Point:**

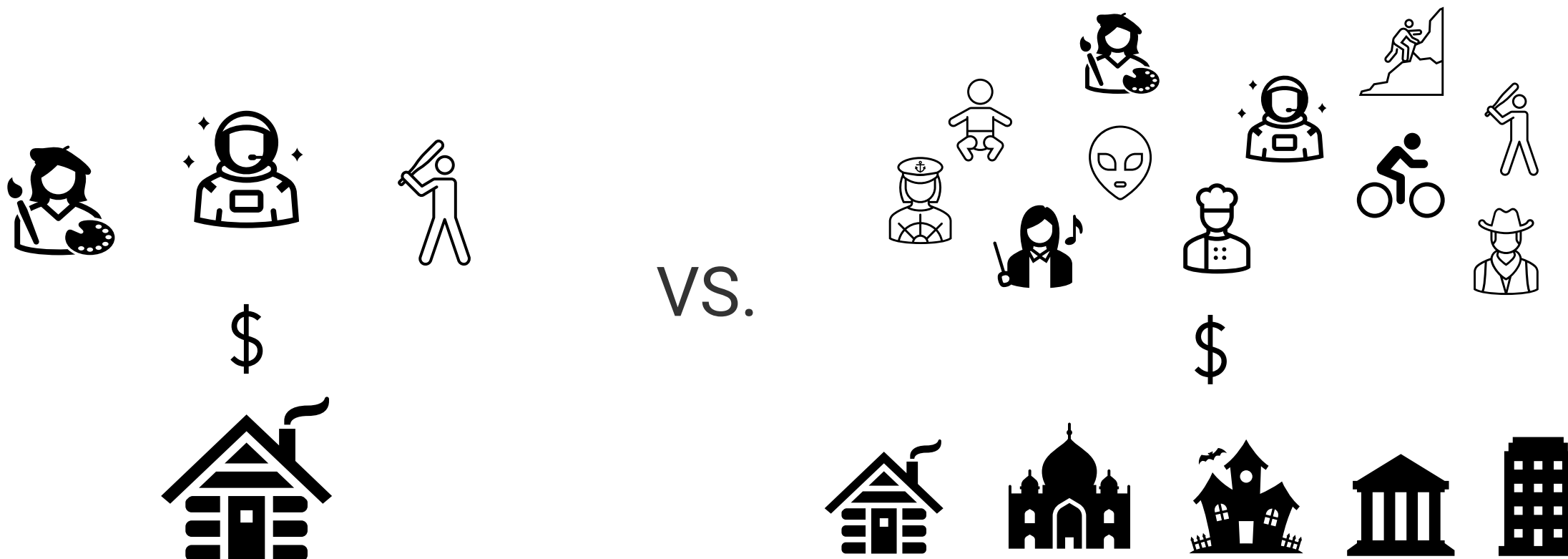
[Be.synxis.com/?&chain=10237&hotel=26855](http://Be.synxis.com/?&chain=10237&hotel=26855)

Unique example:

[Reservations.mohonk.com/?](http://Reservations.mohonk.com/?)

# Conversion Optimization?

Facebook allows 8 events you can optimize against PER UNIQUE Domain. So if you want conversion optimization for guests that book your hotel, your hotel needs a unique domain. Otherwise, your conversion optimization is based on guest that book any hotels in the community







What changes are coming?

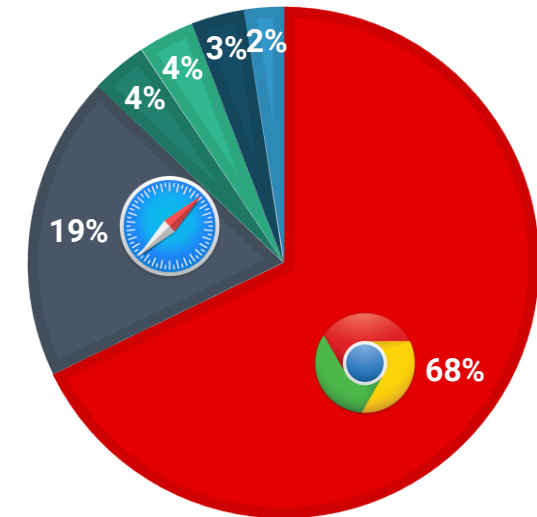


# Google's 2023 plans

Now let's look in the not so distant future at another major advertising player and some big changes they have coming on data tracking and privacy

## INTERNET BROWSER MARKET SHARE (GLOBAL)

■ Chrome ■ Safari  
■ Edge ■ Firefox  
■ Samsung Internet ■ Opera



Announced for 2021 but pushed out to 2023, Google will no longer allow 3<sup>rd</sup> party cookie based tracking on Chrome or Google search engine

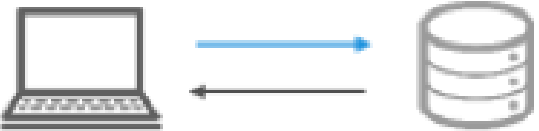





During the same release they will also no longer allow 3<sup>rd</sup> party data to be used for campaign targeting



All community SBE hotels that plan to deploy Google advertisements, should consider having a unique domain in order to USE SBE data for targeting..... Like Retargeting!

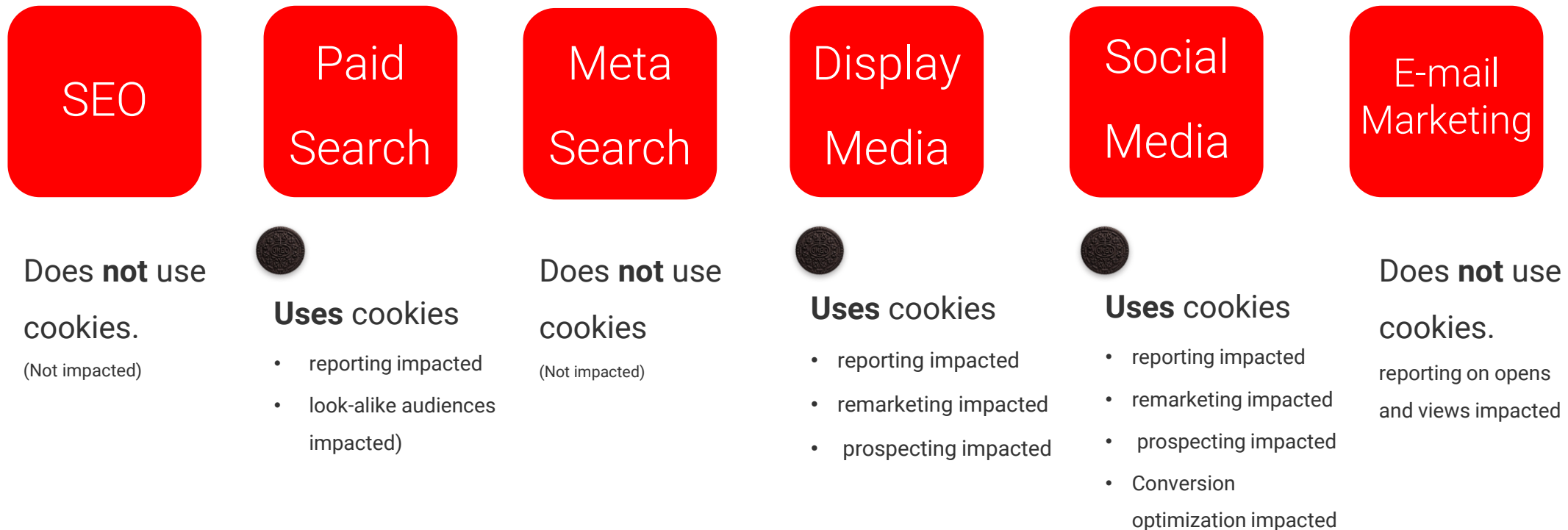
With the phasing out of 3<sup>rd</sup> party cookies, marketers will have to rely on their 1P data even more

			
First-party Data Most Durable	Third-party Data	First-party Cookies More durable	Third-party Cookies
Data owned and collected by your company. This can include data collected from a website or data collected offline.	Data owned and collected by someone other than your company.	A type of cookie for storing data in a user's web browser. This type of cookie will continue to be allowed in Chrome (example: your website cookies)	A type of cookie for storing data in a user's web browser. This type of cookie will be disallowed in Chrome in 2023



# User privacy is reshaping how you successfully advertise digitally

All of these changes put together creates a scenario where most traditional digital marketing methods deployed by hoteliers will be impacted in one way or another





# Recommended best practices



# Go get yourself a private label SBE domain

Get your social conversion optimization back, and ensure that with even the strictest definition of 1<sup>st</sup> party data, you will be covered for what's to come

## *The Benefits*

### **Improved tracking between hotel website and booking engine**

- *Eliminates the requirement for cross-domain configuration and issues associated with it. All user engagement stays on brand.com*

### **Improved integration with 3<sup>rd</sup> party ad platforms like Facebook Ads**

- *Hotels will be able to verify and configure conversion events for their own domain (ex. mohonk.com), these are automatically applied to the private label SBE subdomain (ex. Reservations.mohonk.com)*

### **Recommended best practice to prepare for rapidly evolving and more restrictive data privacy world (The "Cookie-less future")**

- *3rd party cookies are already blocked by default in many major browsers and Chrome will soon follow*

### **Improved integration with cookie management platforms (such as OneTrust)**

- *User 1<sup>st</sup> party cookie preferences selected on the website are more easily shared with the booking engine, assuring the user's data privacy consent is honored without need for additional prompts*

### **Foster brand trust/ better user experience**

- *Consumers are more likely to trust a booking engine with the hotel brand name in domain versus a name they are not familiar with*

# Additional details on private label

---



Minimal Cost to acquire  
a private label

How long it takes is  
dependent on who  
creates the sub domain.  
Expect about 45 days

Sabre Hospitality  
Solutions can assist with  
setting up a private label  
for your hotel. Reach out  
to Historic Hotels or Jill  
Knox with Sabre for  
more details



# Review your Google Analytics setup

Google is already rolling out updates to apply to your existing GA setup to ensure privacy readiness for your data moving forward

## Browser Changes

### Global Site Tag



Allow measuring conversions with cookies set on your domain (1p cookies)

## Regulatory Changes

### Consent Mode



Lets customers share user consent status & adjust tags behavior; enables conversion modeling

## Browser & Regulatory Changes

### GA4



Future of Google Analytics – more scalable, more durable, intelligent business predictions and impact

## Browser Changes

### Enhanced Conversions



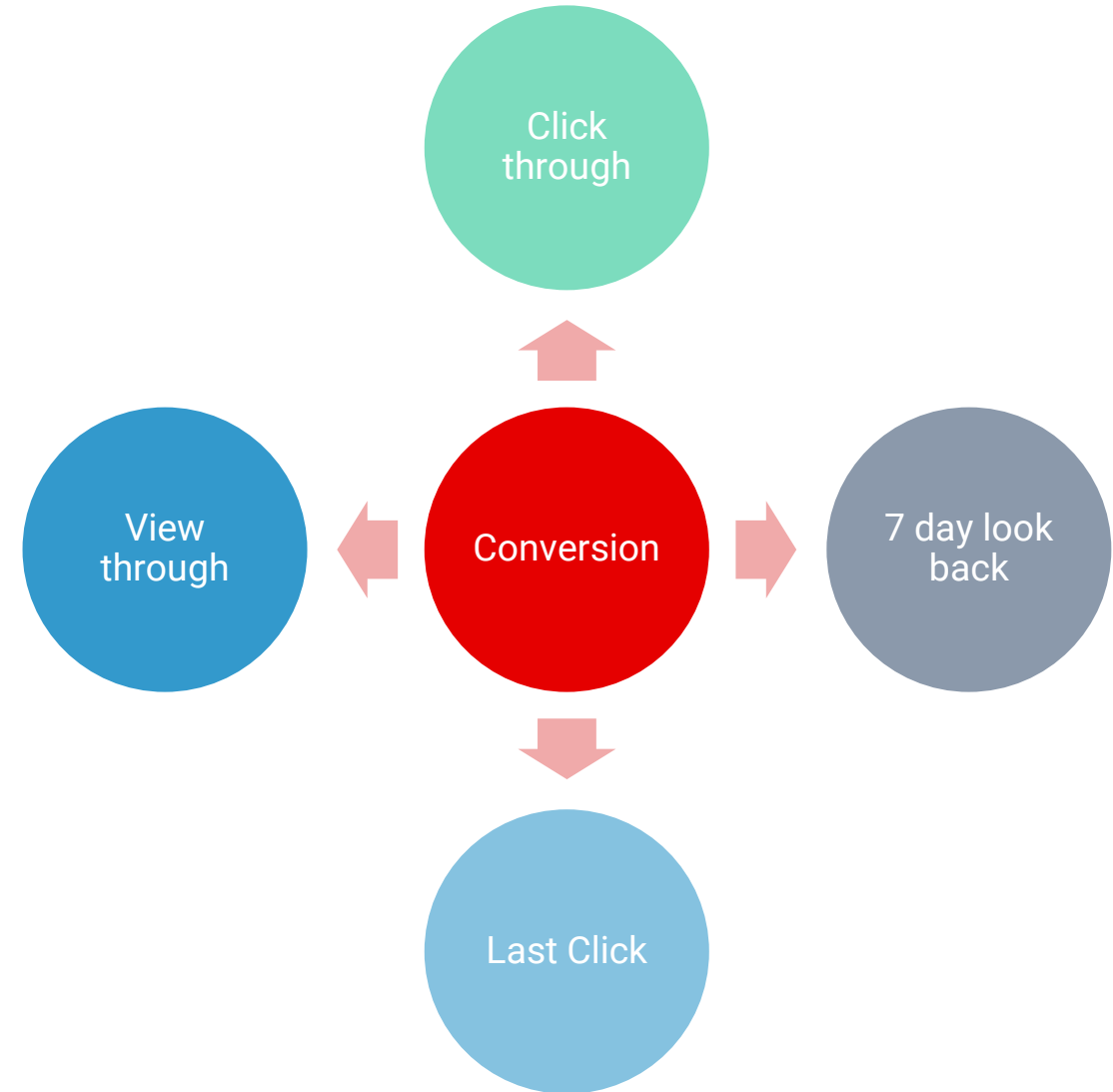
Enables more accurate conversion measurement by increasing observable data and improving quality of conversion modeling

# Reset your performance indicators

---

Attribution based modelling is becoming fundamentally different. Make sure you have set the right expectations for yourself and other stakeholders on what success looks like

*Example: Apple's latest release no longer allows advertisers to have access to views/opens data for e-mail campaigns. These metrics were popular key performance indicators for many years. Now's the time to think about throwing those out and focusing on other things like clicks and conversions.*



# Do you use a digital marketing agency?



**If the answer is yes, have a conversation with them about how they plan to navigate these new privacy restrictions as it relates to your campaigns**

Key Points –

Campaigns reliant on 3<sup>rd</sup> party cookie tracking or data?

Attribution based tracking changes?

Google Premium Partner?



# Make sure you do the basics well

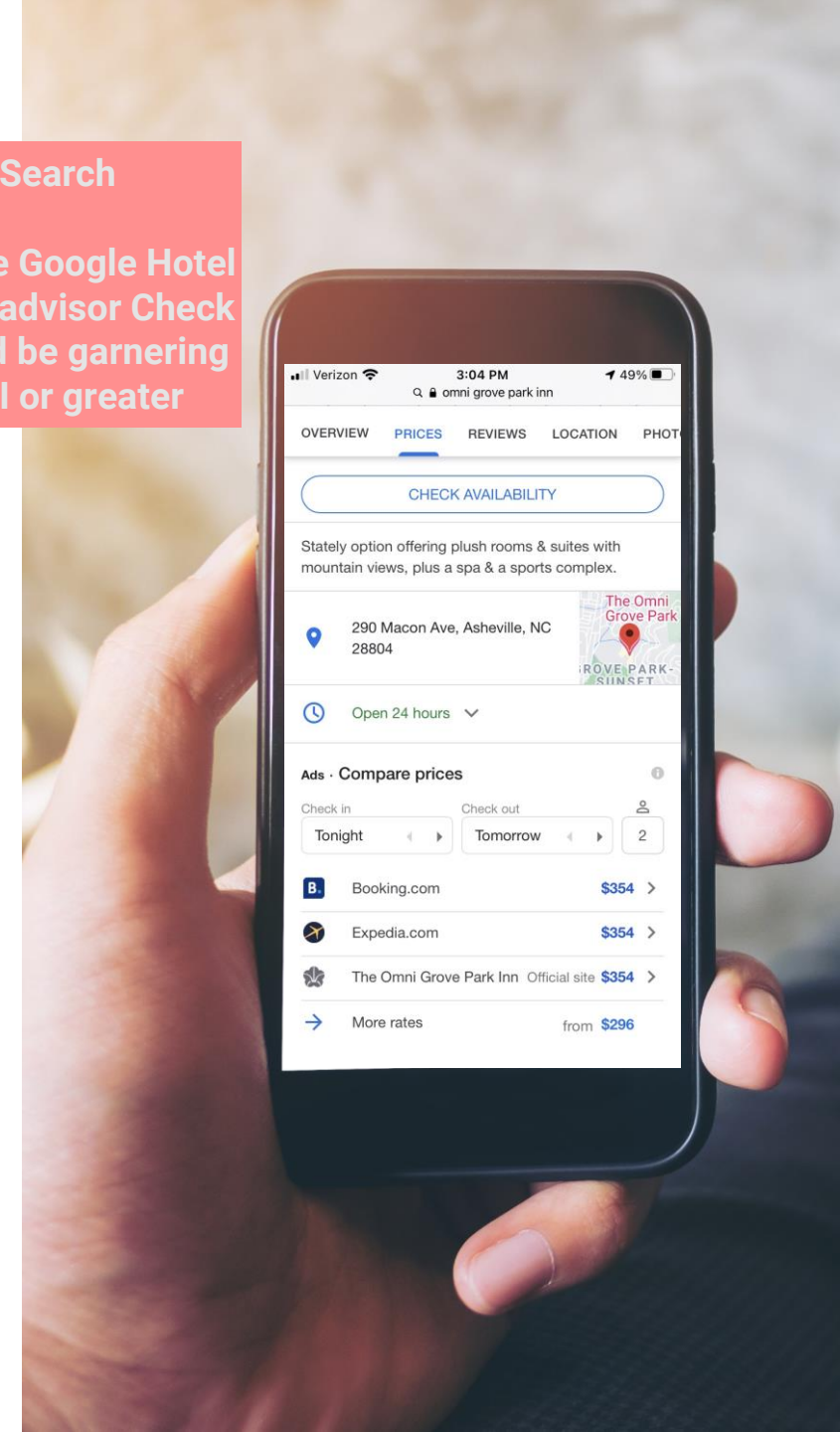
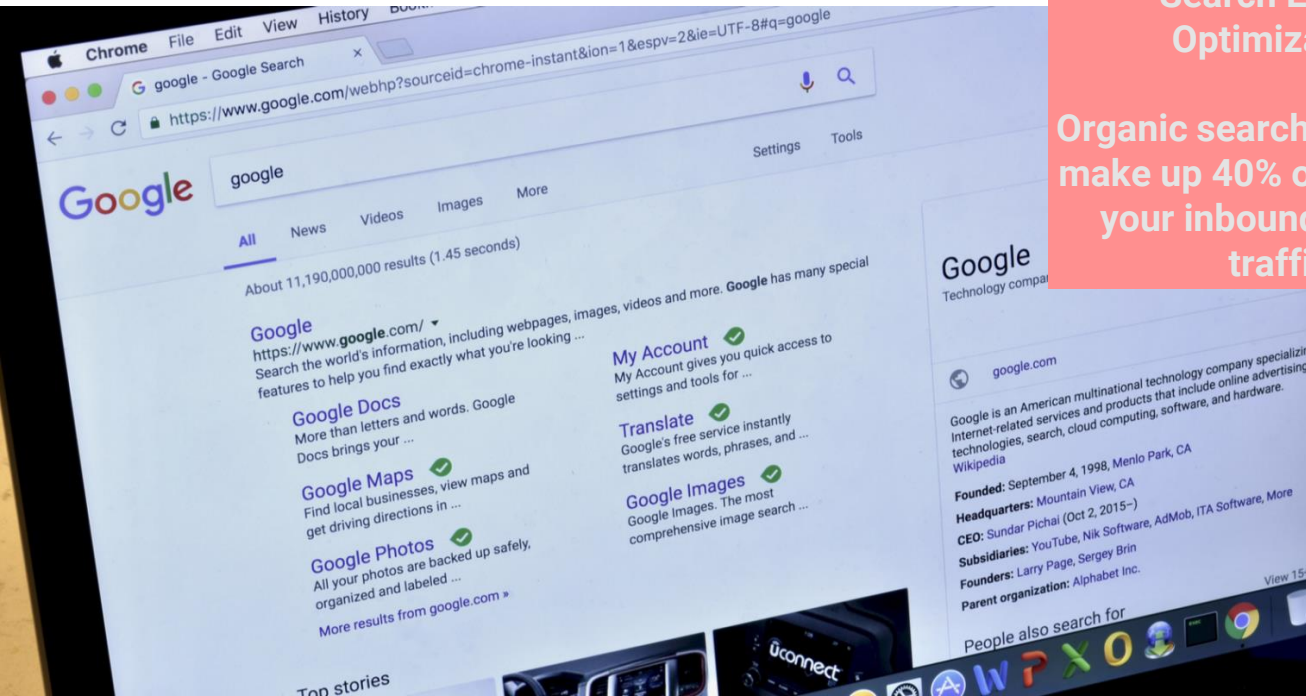
Things will continue to evolve with data privacy, but certain digital marketing tactics are not affected by these and are easier to future forecast ROI.

## Meta Search

Channels like Google Hotel Ads and Tripadvisor Check Rates should be garnering a 10:1 ROI or greater

## Search Engine Optimization

Organic search should still make up 40% or greater of your inbound website traffic





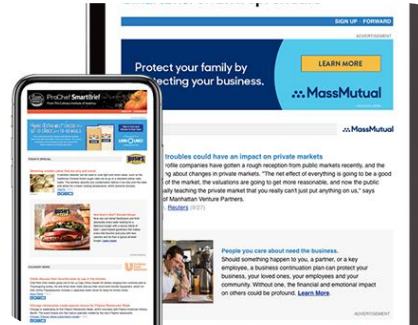
# STAY INFORMED

---

There is constant evolution as it pertains to new data privacy releases. Many have been previously put in place before many understood the impacts and implications. Find data sources you trust on this topic and keep in touch to stay ahead of the curve.



Webinars



Newsletters



Agencies



Solutions  
Consultant?





Thank you!

Q&A is open

