

A woman with long, wavy blonde hair, wearing a bright orange suit, is smiling and looking at her smartphone. She is surrounded by several concentric orange dashed circles.

Prepare your hotel's digital marketing strategy for a post-cookie world

4 steps to understand and adapt to a transitioning digital advertising landscape



WHAT EXACTLY IS FIRST-PARTY DATA?

It's data collected with proper consents and disclosures from your audiences.

- Data from a brand's website
 - CRM and PMS data
- Newsletter and other brand subscription data
- Data from past hotel stays

As Google and other providers look to phase out cookies, the use of **first-party data** will be crucial to meet and better target desired traveler audiences. With a **privacy-first approach**, companies can build transparency and trust while creating successful digital campaigns.



#1 Discuss and consult: Work closely with your legal advisors

For a property to collect and process data, they need to understand the consent, data usage and disclosure rules and regulations. As these vary from one location to the next, properties must consult with their legal advisors directly. Remember to issue the required [legal documentation](#).

- [Terms and conditions](#)
- [Privacy policy](#)



#2 Disclose: Inform the public of your data collection and usage details within your legal and disclosure documentation

Although this may vary per jurisdiction, data collectors generally share:

- What data is the property collecting?
- Why is it being collected?
- How is the data being collected?
- Where will the data be used?
- Vendor or partner data policies, when applicable



#3 Develop brand trust: It leads to quality data collection

[Per a recent study](#) examining data and marketing strategies, brand trust is selected as the second most important purchasing factor following price. When consumers trust a brand, they are **2x** as willing to share their personal information, enabling brands to build stronger and more targeted digital campaigns.



#4 Deepen your knowledge: Tech updates

Stay on top of industry trends and get in touch with your digital campaign manager to explore opportunities. Only the brand can determine and instruct their partners on how they wish to proceed.

What comes next?

- Explore new technologies that use identity resolution.
- Review the latest tracking and analytics methodologies.
- Learn the advantages of using a cookie consent management tool in conjunction with a CRM tool.

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or speak to an Amadeus representative today.

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