metarouter

Internet Cookies

The more data you track with 3rd-party cookies,
the slower your website and the more risk you take on.
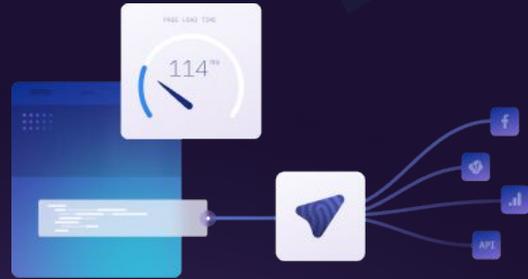
History of Cookies

Cookies are small pieces of text sent to your browser by websites you visit. The data stored in a cookie is labeled with an ID unique to you and your computer.

They began as a way for browsers to store data about who is visiting a website. For example, when your name and address autofills on a website you've visited before, that's thanks to cookies.

As technology evolved, however, cookies served additional purposes like personalizing marketing and advertising more effectively. This requires tracking a user around the internet in order to understand their individual shopping preferences and browsing patterns.

Current State of Cookies

Internet cookies are classified as either 1st, 2nd, and 3rd party cookies:

- 1st-Party Cookies. These cookies are added directly by the site a user is browsing. For example, if a user is browsing ESPN.com, ESPN will leave a cookie

- 2nd-Party Cookies. 2nd-party cookies are 1st-party cookies that have been shared or sold to another party. For example, a popular recipe site could share browsing data with a grocery store chain to drive ads.

- 3rd-Party Cookies. These cookies are collected by someone other than the organization whose site the user is browsing—often, an advertising or marketing tool fishing for user data. Modern browsers are moving to make 3rd-party cookies obsolete.

The Problem with 3rd-party Cookies

- Whether the change is desired or not, 3rd-party cookies will go away entirely in the near future, and your organization will need to have a plan to continue collecting user data.

- Third-party cookies are unreliable because they are dramatically impacted by modern browsers and ad blockers, which target them directly.

- They slow down page load time significantly because a site cannot load until all 3rd-party tools have finished collecting the user's data.

- Your organization loses control of compliance because you don't control all the data being gathered and used, even though you're ultimately responsible for a user's information as the 1st party.

- Since you have no control over how 3rd-party cookies collect data, inconsistencies likely exist across all your marketing and advertising tools.

Future of Cookies

1st- and 2nd-party cookies are pretty straightforward. These types of cookies are widely considered to be a necessary and appropriate way to manage user information.

But 3rd-party cookies rely on browser tags that an organization places on their website without a user's knowledge. Every new marketing or analytics tool (Facebook, Google, etc.) requires a new browser tag.

Since users have no way of knowing who is collecting their information, modern browsers are going to deprecate 3rd-party cookies in the near future.

This change will greatly disrupt the current system for marketing and advertising, which means MetaRouter will not only have an immediate impact but also a long-term advantage.

The MetaRouter Solution

- MetaRouter avoids 3rd-party pitfalls by storing all data in the 1st-party context

- As 1st-party data, information is owned by your organization, which means you have total control over compliance and decide exactly what information is sent to which vendors.

- MetaRouter streamlines data collection, replacing the work of dozens of 3rd-party tools with a single entity and significantly speeding up page load times.

- First-party data eliminates the duplication and disparity frequently seen in 3rd-party data stores, which leads to greater accuracy and consistency across your organization.

- Even if you use a tag manager or customer data integrator to streamline the process, each 3rd party makes its own calls for data. With MetaRouter, 3rd-party access is completely restricted.

No matter how the ID process changes for marketing and advertising tools once 3rd-party cookies are deprecated, MetaRouter will ensure that your organization is ready for the future. Find out more about the platform at docs.metarouter.io.

Sample User Session with Cookies

Identity Sync · Event stream
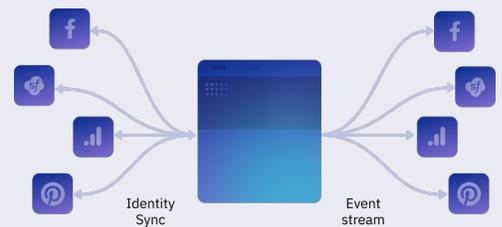
In any recurring session, cookies are re-synced, requiring numerous calls for data on every single page a user visits.

Sample User Session With MetaRouter

Identity Sync · Event stream
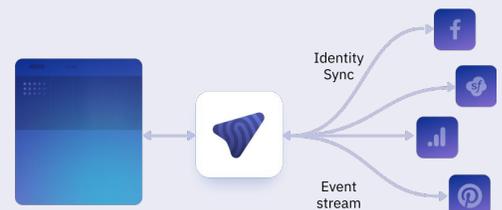
MetaRouter maps ID on only the first page a user visits but can still track them across the site.