



What is all the fuss about a cookie?

We are finding an increasing demand of modelling customer data based on various attribution models—Multi-Touch Attribution.

Conceptually, this is a fairly easy task using first-party cookies on your website to track the granular details of your customer. But, the difficulty is having the power of your first-party cookie flow through your stack of technologies to pull in data that is relevant to you. We all want to measure and understand where our successes are coming from and frankly, that's what we have been doing for years.

We help large revenue organizations with their strategy and technology. We are known for driving organizations to a Revenue Operations business model. Revenue Operations utilizes the ideal attribution model that measures the entire lifecycle of a customer at every touch—up to closed opportunities and beyond to brand advocacy. That means Marketing, Sales, and IT are all working together in tandem.

How come this sounds so easy but I can't get it done?

If a single cookie could solve all of your problems, we'd all be rich. Implementing the cookie is the easy part but you will need to bring together this concept across departments.

Driving positive change across your people, processes, and technology is how we will help you achieve true Revenue Operations so your initiatives become clearer, successes are more transparent and measurable, and legal risks are mitigated.

Want to talk more on this?

Reach out to our team of consultants at hello@couch-associates.com.

What is the difference between a first party cookie and a third party cookie?

First party cookies, from a security and compliance perspective, are not risky. This is your organization's cookie. It is completely legal and available to everyone.

It is third party cookies that are a bit trickier. The guidelines that are being put up with these cookies are because you have to tell people that you are not only consenting to visit my website but I have to let you know that you are also consenting to a stack of organizations that I have already given consent too.