

Changing the Recipe

Updating Pardot Cookies from Third to First-Party Tracking

Intermediate | Admin



Lori Trzcinski
Consultant, Slalom

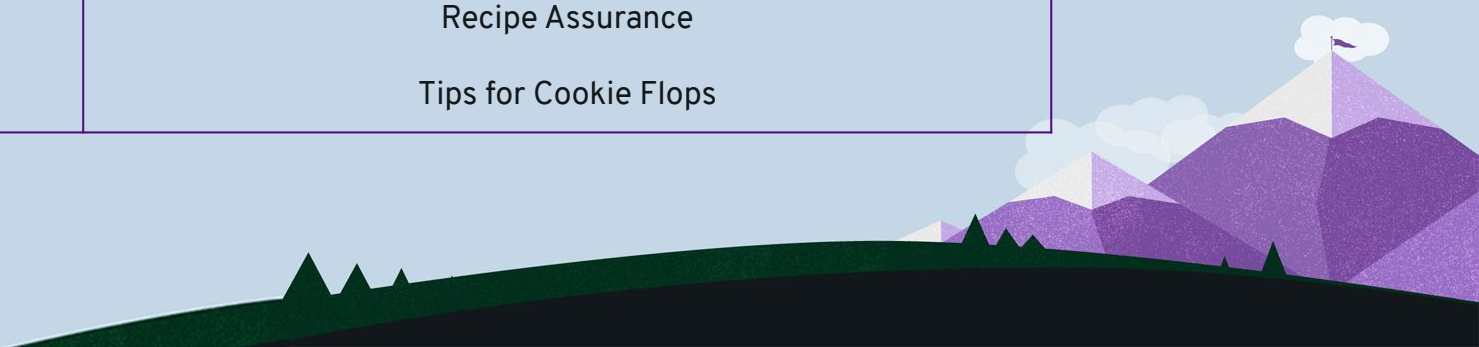
@mktg_lori
[linkedin.com/in/loritrzcinski](https://www.linkedin.com/in/loritrzcinski)



Agenda

What are we going to do?

Time	Topic Area
1:25-1:50 pm ET	What are Cookies Cookie Ingredients Steps to Bake Recipe Assurance Tips for Cookie Flops



What is a Cookie?

- Piece of code placed on a website that website's deliver to a visitor's browser
- Can specify length of cookie duration
- Track the pages/sites people visit once placed, including which pages and for how long



First vs. Third Party

Cookie Differences



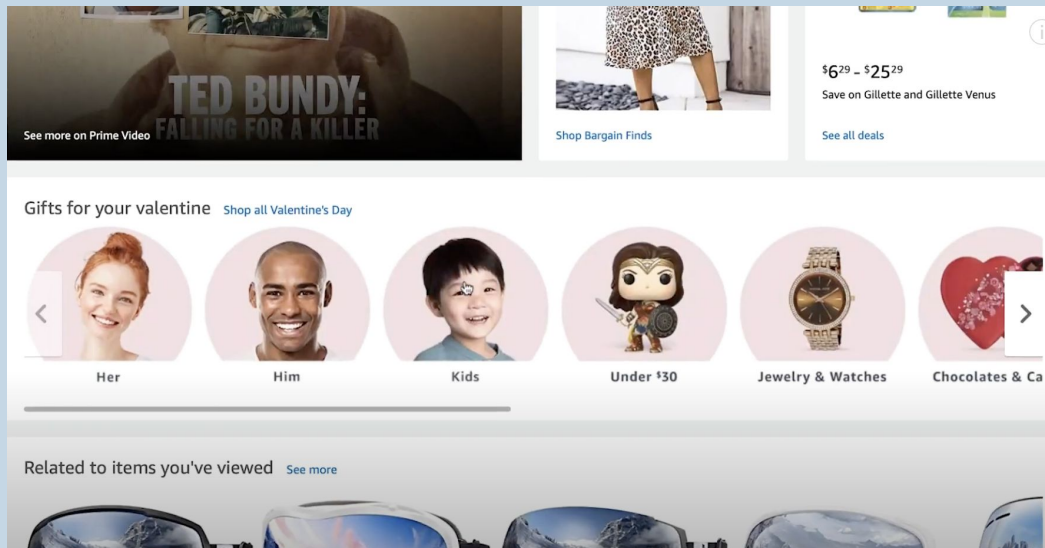
First Party Cookies

Tracking Cookies

Applied on a website you visited and enhance your experience on that specific site when you return to it.

It allows companies to customize their content you are directly exposed to.

Example: Shop on Amazon and see suggested products based on your previous search and purchase history on Amazon.com.



Third Party Cookies

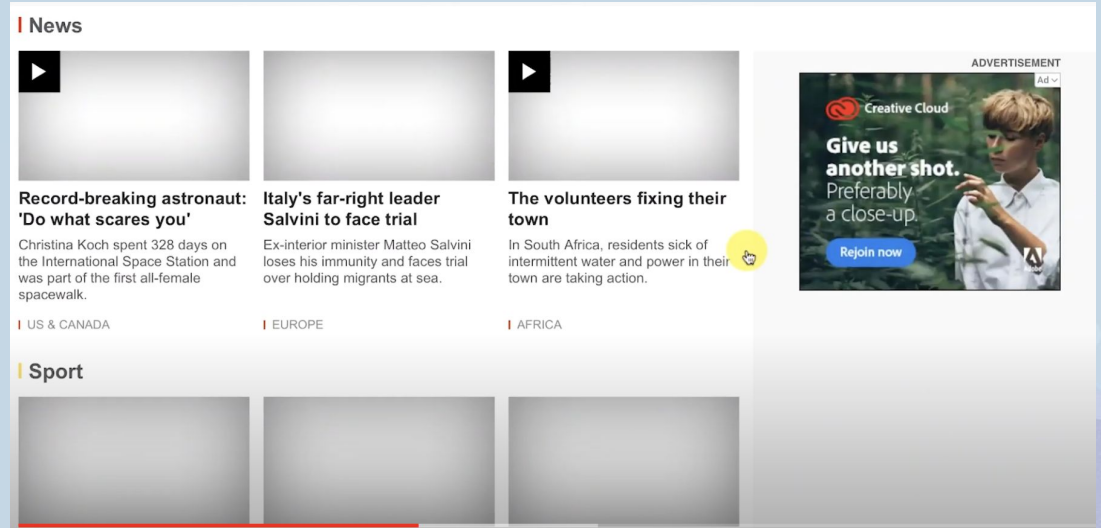
Tracking Cookies

Not placed by domain or website, but rather, placed by advertisers to retarget you with messaging based on your behavior online.

Limitless advertising.

The ads that follow you around the internet no matter which website you are on.

Example: Adobe Creative Cloud ad on YouTube.com.



The screenshot shows a news website layout. On the left, there is a 'News' section with three video thumbnails. The first video is titled 'Record-breaking astronaut: 'Do what scares you'' with a sub-headline 'Christina Koch spent 328 days on the International Space Station and was part of the first all-female spacewalk.' Below it, the region 'US & CANADA' is indicated. The second video is titled 'Italy's far-right leader Salvini to face trial' with a sub-headline 'Ex-interior minister Matteo Salvini loses his immunity and faces trial over holding migrants at sea.' Below it, the region 'EUROPE' is indicated. The third video is titled 'The volunteers fixing their town' with a sub-headline 'In South Africa, residents sick of intermittent water and power in their town are taking action.' Below it, the region 'AFRICA' is indicated. On the right, there is an advertisement for Creative Cloud. The ad features a young boy looking at a camera and says 'Give us another shot. Preferably a close-up.' with a 'Rejoin now' button. The ad is labeled 'ADVERTISEMENT' and 'Ad'.



 Marketing Week

The death of third-party cookies is inevitable, the death of ...

The death of third-party cookies is inevitable, the death of effective digital advertising is not. Collaboration, transparency and privacy is the...

Mar 18, 2021



 PR Week

What's the next course for marketers now cookies are off the ...

For every second over the past two decades, third-party cookies have ... A staple of online advertising, the small blocks of data that help...

3 weeks ago



 Forbes

How Marketing Can Move Forward As Third-Party Cookies ...

Last year, Google announced it would join Apple's Safari and Mozilla's Firefox in blocking third-party cookies in its Chrome web browser.

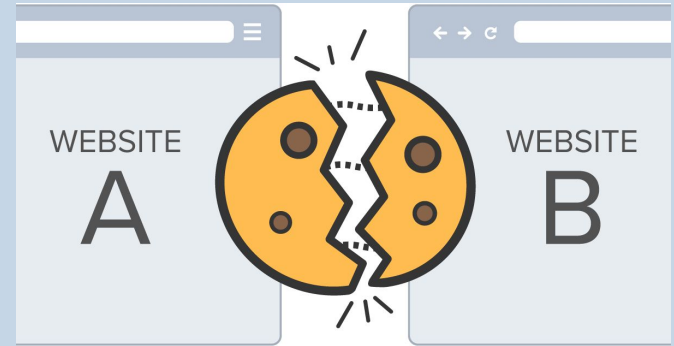
May 4, 2021



How Does This Impact Pardot?

What You Need to Know

- Unable to track visitors anonymously across domains
- Applies to all platforms whether using Pardot or another
- Two visitors created when a visitor visits two separate domains since cross-site tracking is eliminated
- Conversion activity (form/landing page) will need to be completed on both to link the individual
- Assets will need to be aligned by domain to best track engagement, but can help to better align this data





Your Cookie Ingredients

How to Implement the Change in Pardot

Cookie Ingredients

Items to Gather Before Baking

#1 Make sure your tracker domain is a subdomain associated with the same root domain as your website.

pardreamin.com

 marketing.pardreamin.com

 marketing.sercante.com



Cookie Ingredients

Items to Gather Before Baking

#2 Tracker domains are all HTTPS enabled

#3 Make sure your tracker domains are SSL-enabled

<https://marketing.pardreamin.com>

✓ Default

ENABLED

HTTPS

Unknown



#4 Communicate with your website/IT team





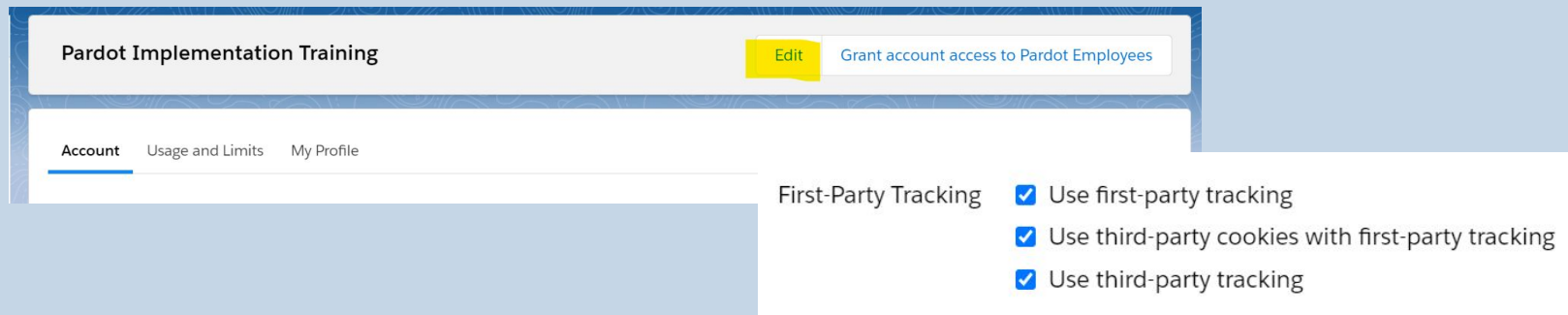
Steps to Bake

How to Implement the Change in Pardot

Steps to Bake

#1 Enable the Settings in Your Account

1. Open the Account Settings page.
 - In Pardot, click the cog in the top right-hand corner, and select Settings.
 - In the Lightning app, select Pardot Settings.
2. Select Use first-party tracking
3. Save Account



The screenshot shows the Pardot Account Settings page. At the top, there is a header for "Pardot Implementation Training" with an "Edit" button and a link to "Grant account access to Pardot Employees". Below this is a navigation bar with "Account", "Usage and Limits", and "My Profile". The "Account" tab is selected. The main content area shows "First-Party Tracking" with three checked options: "Use first-party tracking", "Use third-party cookies with first-party tracking", and "Use third-party tracking".

Pardot Implementation Training [Edit](#) [Grant account access to Pardot Employees](#)

[Account](#) [Usage and Limits](#) [My Profile](#)

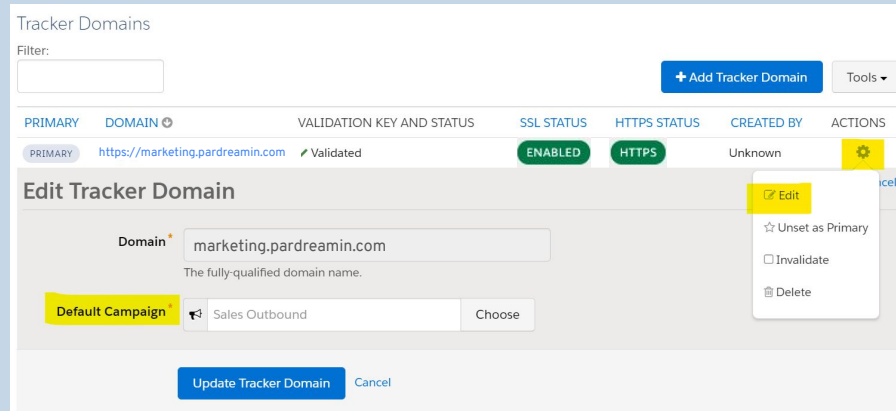
First-Party Tracking

- Use first-party tracking
- Use third-party cookies with first-party tracking
- Use third-party tracking

Steps to Bake

#2 Update your tracker domain

1. Open the Domain Management page.
 - In Pardot, select Admin and then Domain Management.
 - In the Lightning app, select Pardot Settings, and then Domain Management.
2. Edit the tracker domain.
3. Choose a default campaign.
4. Click update tracker domain.



Tracker Domains

Filter:

[+ Add Tracker Domain](#) Tools ▾

PRIMARY	DOMAIN	VALIDATION KEY AND STATUS	SSL STATUS	HTTPS STATUS	CREATED BY	ACTIONS
PRIMARY	https://marketing.pardreamin.com	Validated	ENABLED	HTTPS	Unknown	Edit Unset as Primary Invalidate Delete

Edit Tracker Domain

Domain ^{*}
The fully-qualified domain name.

Default Campaign

Steps to Bake

#3 Implement your new tracking code

1. Open the Domain Management page.
 - In Pardot, select Admin and then Domain Management.
 - In the Lightning app, select Pardot Settings, and then Domain Management.
2. Scroll to the Tracking Code Generator and select the domain you want to generate code for.
3. (Optional) Override the default campaign.
4. Copy the code.
5. In your web page HTML, paste the campaign tracking code before the closing body tag.

Tracking Code Generator

Tracker Domain

marketing.pardreamin.com ▼

Override Default Campaign

Choose
Clear

Tracking Code [🔗](#)

```

<script type='text/javascript'>
piAid = '229762';
piCid =
piHostname = 'marketing.pardreamin.com';

(function() {
  function async_load(){
    var s = document.createElement('script'); s.type = 'text/javascript';
    s.src = ('https:' == document.location.protocol ? 'https://' : 'http://') + piHostname + '/pd.js';
    var c = document.getElementsByTagName('script')[0]; c.parentNode.insertBefore(s, c);
  }
  async_load();
})();

```

Don't forget to remove your old code!

Checking on Your Cookies



Recipe Assurance

How to Check if your First-Party Cookies are Working

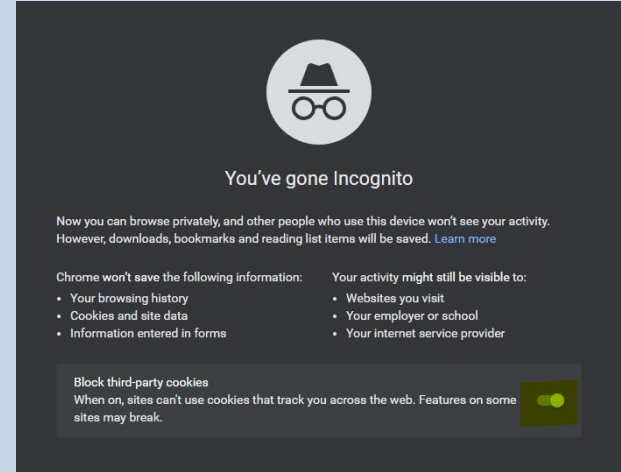


Recipe Assurance

How To Check That It's Working

#1 Use Google Incognito to Check

1. Open Google Incognito and make sure 'Block third-party cookies' is turned on
2. Go to your website and click on pages that have the first-party tracking code



Recipe Assurance

How To Check That It's Working

#2 - Option A - Check Your Pardot Visitors

Go to your visitor report. (Prospects > Visitors) and make sure that you see a visitor created at the time that you tested.

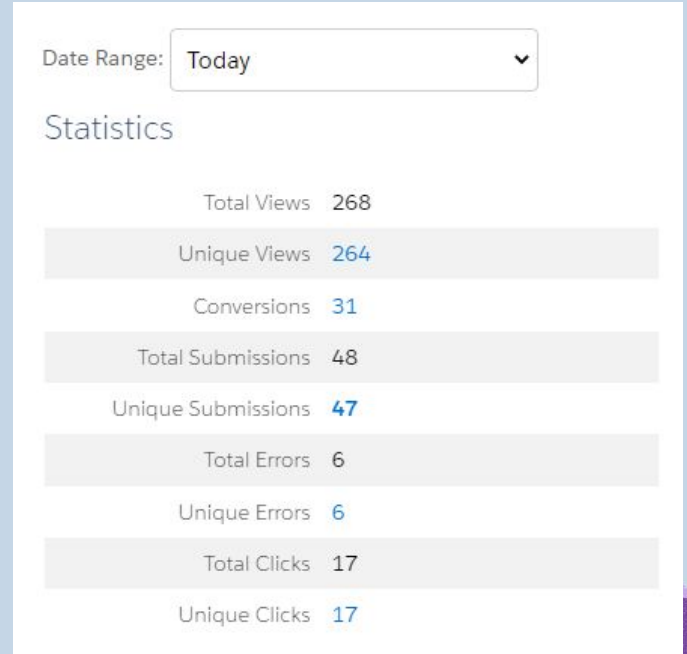
PROSPECT	NUMBER OF VISITS	PAGE VIEWS	SOURCE	HOSTNAME	FIRST PAGE VIEW	LAST PAGE VIEW
Create / associate	1 visit	2 pages			Aug 23, 2021 5:14 AM	Aug 23, 2021 5:15 AM

Recipe Assurance

How To Check That It's Working

#2 - Option B- Check Your Pardot Form Views

- Note current number of form views
- Visit pages that have the form and tracking code
- Did the views increase by 1?



Didn't
Turn Out
Great?





Tips for Cookie Flops

Getting Better at Baking

Tips for Cookie Flops

Considerations

#1 Make It Easier By Using First Party Tracking for One Brand

- Not necessary, but easier to keep straight
- If more than one, ensure files/assets are same domain
- Brand differentiation through file/folder structure



Tips for Cookie Flops

Considerations

#2 Double-Check Your Pardot Settings




- First-party tracking checkbox is checked
- Tracker domains are all HTTPS and SSL-enabled
- A default campaign has been associated to each first-party vanity URL



Tips for Cookie Flops

Considerations

#3 Make Sure Your Domains Align with Your Tracker Domains

Domain	Tracker Domain	Does It Align?	Result
pardreamin.com	go.pardreamin.com		1st visitor created
thespotforpardot.com	go.forpardot.com		No visitor created
sercante.com	go.sercante.com		2nd visitor created

Tips for Cookie Flops

Considerations

#4 Review Your Website

- Third-party tracking code removed from website
- First-party campaign tracking code is placed in the web page HTML before the closing body tag





Align Your Brand(s)



Review Your Pardot Settings



Validate Your Root & Subdomains



Verify Your Website Code



Thanks for listening!



loritrzcinski



mktg_lori

You can find me on the social media links above
or email me at lori.trzcinski@slalom.com



Thank You To Our Sponsors

TITLE SPONSORS



SERCANTE

PLATINUM SPONSORS



feedotter

SAASCEND



terminus



GetFeedback™



QUALIFIED

GOLD SPONSORS

velir

THE SPOT
FOR PARDOT by SERCANTE

SILVER SPONSORS

FIONTA

CLOUDTEGIC