FIRST PARTY
COOKIE TRACKING

DIGITALMARKETER lab

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If you've been hearing a lot about what the removal of Third Party Cookies means for marketers, but you're not sure what "cookies" means at all, here's a quick overview:

- **Cookies -** These are bits of code that collect information about a webpage visitor's preferences and behavior.

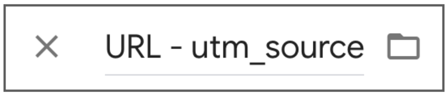
- **First Party Cookie -** First party cookies are directly stored by the website the user is visiting. They help to improve the user experience and capture information provided by the user.

- **Third Party Cookie -** Third-party cookies are installed on a website but used by separate (third party) platforms. They are mainly used for tracking and online-advertising (such as Google and Facebook's Pixel) purposes and they allow website owners to provide certain services, such as live chats.

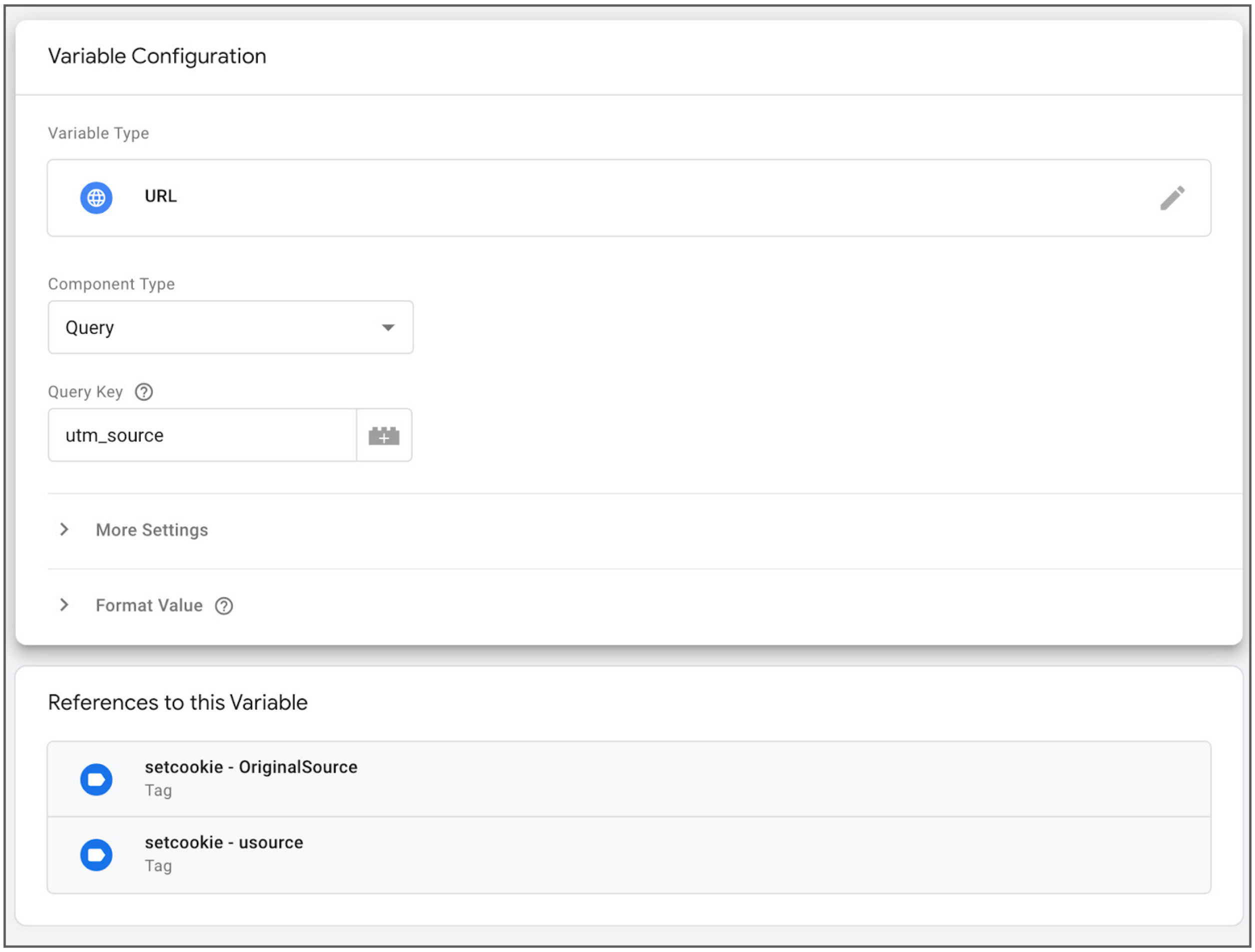
The increase in privacy measures by major brands like Google and Apple means losing access to some of the data that Third Party Cookies provide–unless you prioritize First Party data collection.

First party cookie tracking allows you to cookie URL parameters (like UTMs) and then retrieve them if a form is submitted. To do that, you'll need to have Google Tag manager installed (which creates the cookies) and have a form with hidden fields that you can "IFrame" on your website. There are other ways to retrieve cookies, but this is the easiest method and this resource will walk you step by step through setting up your own First Party Cookies.

#1 Create a variable for your URL query, in our case – utm_source



URL - utm_source



Variable Configuration

Variable Type

URL

Component Type

Query

Query Key

utm_source

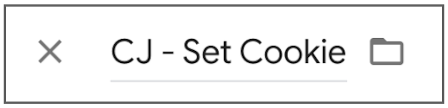
References to this Variable

setcookie - OriginalSource
Tag

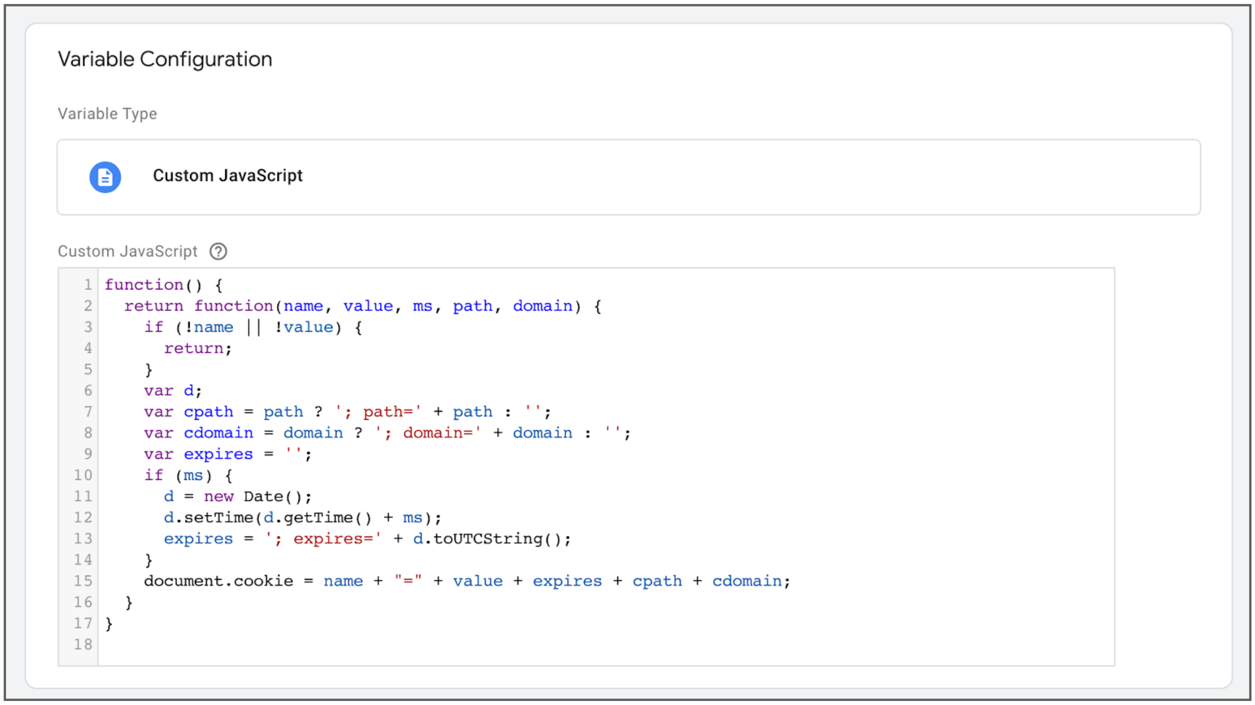
setcookie - usource
Tag

#2 Create a variable with Custom JavaScript that will set up the cookie.

The code will stay the same for all cookies which means there is no reason to duplicate it.



CJ - Set Cookie


Variable Configuration

Variable Type

Custom JavaScript

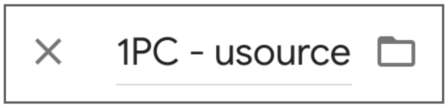
Custom JavaScript

```
function() {
  return function(name, value, ms, path, domain) {
    if (!name || !value) {
      return;
    }
    var d;
    var cpath = path ? '; path=' + path : '';
    var cdomain = domain ? '; domain=' + domain : '';
    var expires = '';
    if (ms) {
      d = new Date();
      d.setTime(d.getTime() + ms);
      expires = '; expires=' + d.toUTCString();
    }
    document.cookie = name + "=" + value + expires + cpath + cdomain;
  }
}
```

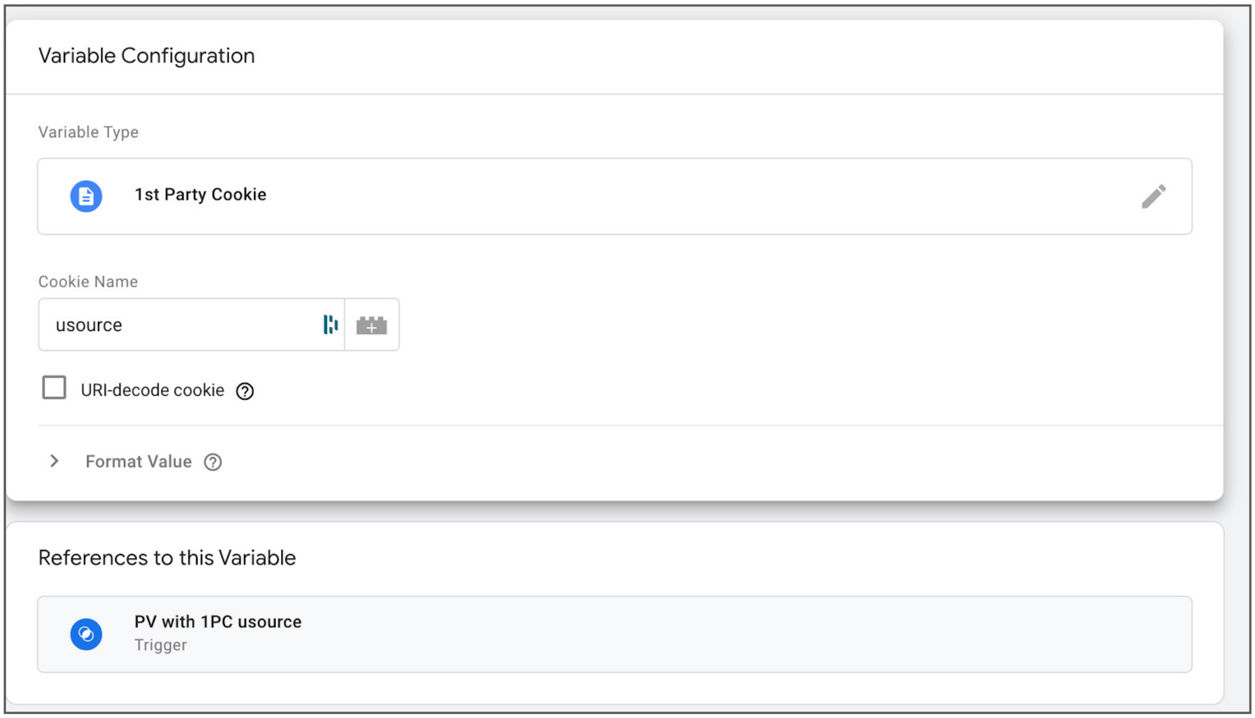
```
function() {
  return function(name, value, ms, path, domain) {
    if (!name || !value) {
      return;
    }
    var d;
    var cpath = path ? '; path=' + path : '';
    var cdomain = domain ? '; domain=' + domain : '';
    var expires = '';
    if (ms) {
      d = new Date();
      d.setTime(d.getTime() + ms);
      expires = '; expires=' + d.toUTCString();
    }
    document.cookie = name + "=" + value + expires + cpath + cdomain;
  }
}
```

*Note: Use the Select Tool to highlight and copy the code

#3 Create a variable for your 1st Party cookie and give it a name.



1PC - usource



Variable Configuration

Variable Type

1st Party Cookie

Cookie Name

usource

☐ URI-decode cookie

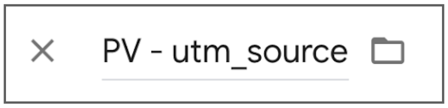
Format Value

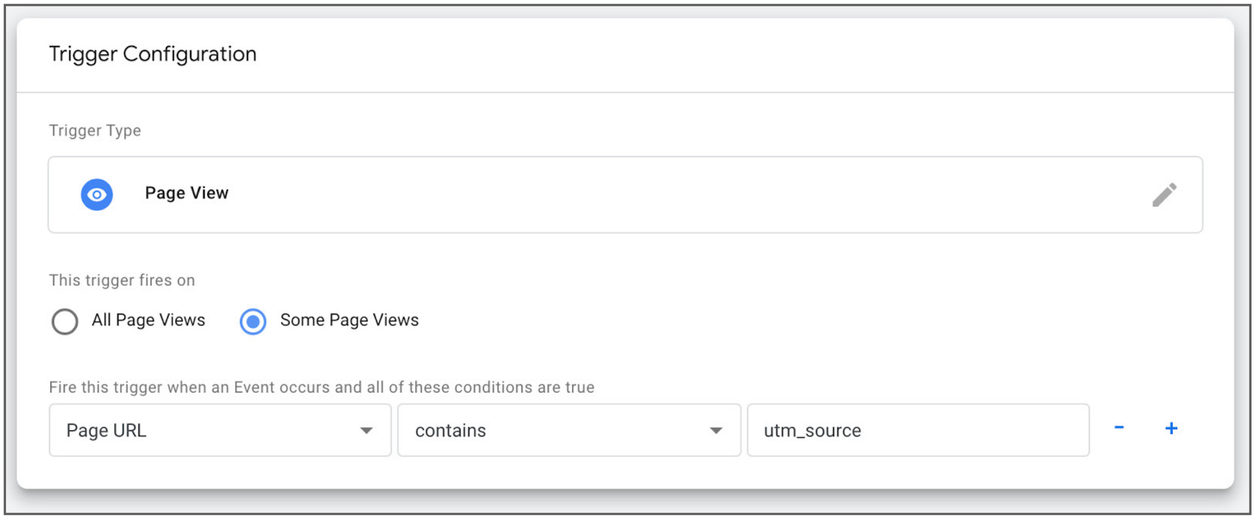
References to this Variable

PV with 1PC usource
Trigger

#4 Set up a trigger that will define when you want to run the script.

In this example, we will be creating a usource cookie when there is a utm_source in the URL query.


PV - utm_source


Trigger Configuration

Trigger Type

Page View

This trigger fires on

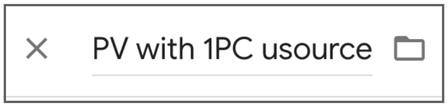
○ All Page Views ● Some Page Views

Fire this trigger when an Event occurs and all of these conditions are true

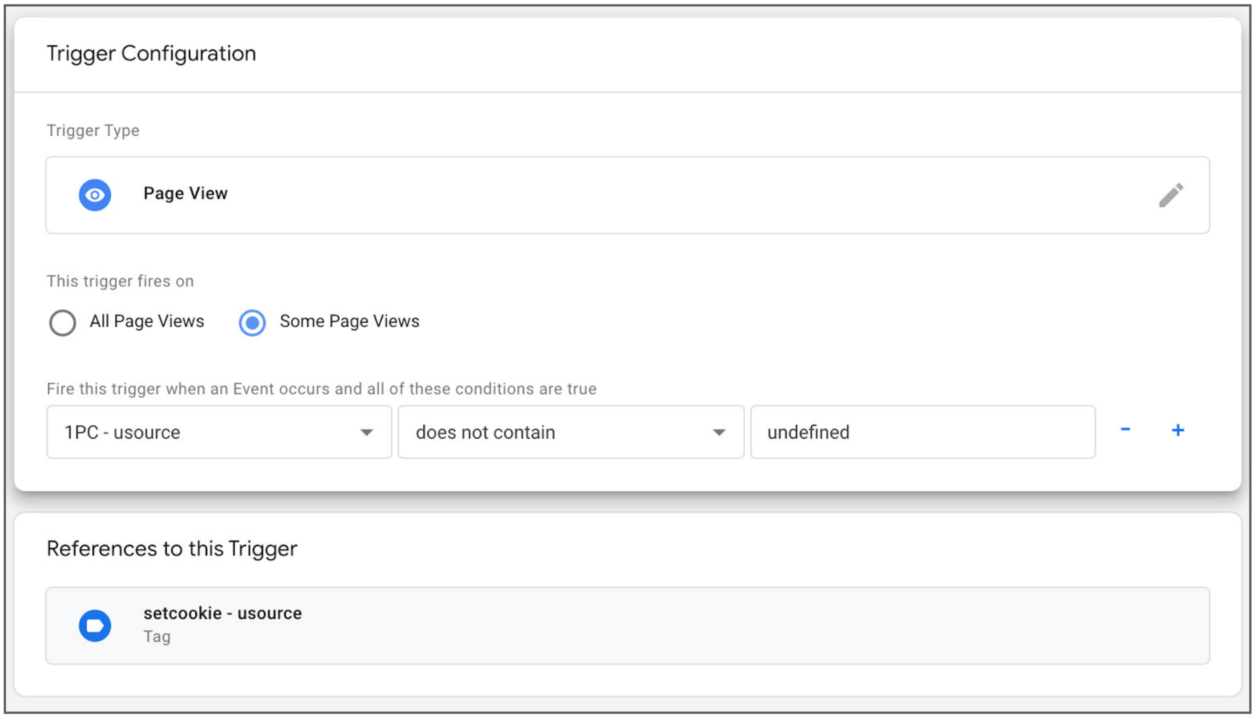
Page URL	contains	utm_source

#5 Set up a trigger that defines when you want to prevent your script from running

(when there is already a 1st party cookie in place).



PV with 1PC usource



Trigger Configuration

Trigger Type

Page View

This trigger fires on

○ All Page Views ● Some Page Views

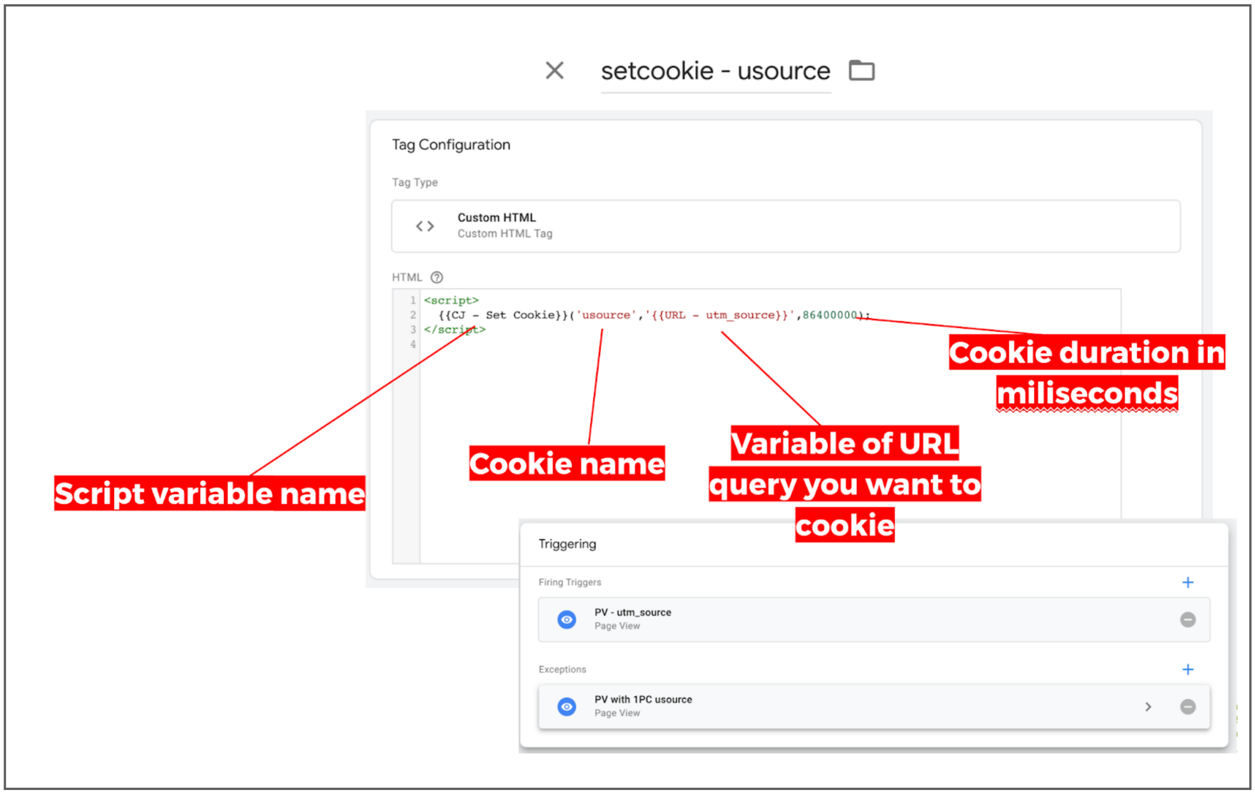
Fire this trigger when an Event occurs and all of these conditions are true

1PC - usource	does not contain	undefined

References to this Trigger

setcookie - usource
Tag

#6 Set up a Tag that will execute the script on your trigger event.



setcookie - usource

Tag Configuration

Tag Type

Custom HTML
Custom HTML Tag

HTML

```
<script>
  {{CJ - Set Cookie}}('usource','{{URL - utm_source}}',86400000);
</script>
```

Script variable name

Cookie name

Variable of URL query you want to cookie

Cookie duration in miliseconds

Triggering

Firing Triggers

PV - utm_source
Page View

Exceptions

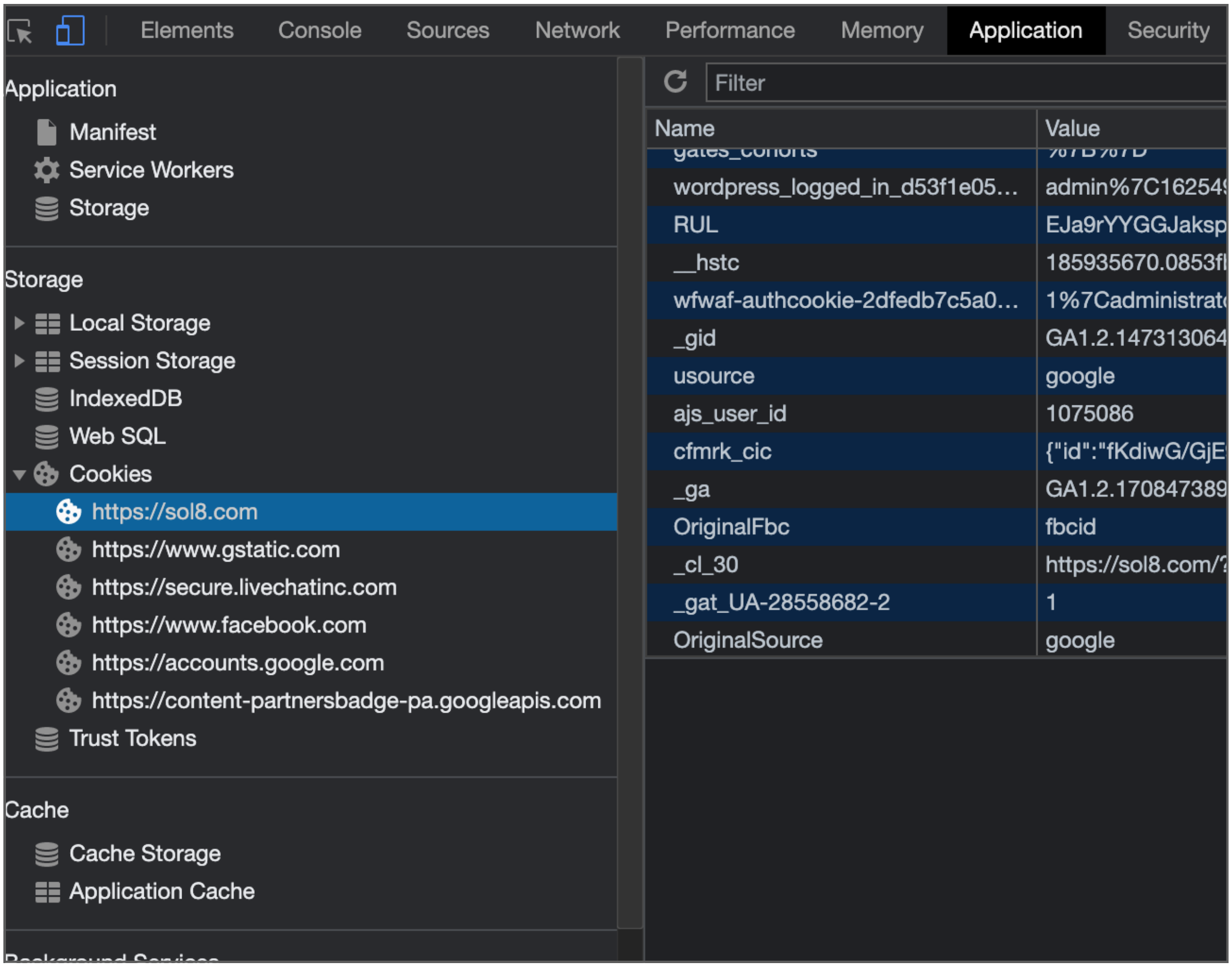
PV with 1PC usource
Page View

```
<script>
  {{CJ - Set Cookie}}('usource','{{URL - utm_source}}',86400000);
</script>
```

*Note: Use the Select Tool to highlight and copy the code

#7 Save your changes and run a test to see if it works.

Open www.yourwebsite.com/?utm_source=google, refresh the page and check your browser's cookies. You should see your cookie name + value



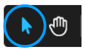
Name	Value
gates_cohorts	%7B%7D
wordpress_logged_in_d53f1e05…	admin%7C16254
RUL	EJa9rYYGGJaksp
__hstc	185935670.0853f
wfwaf-authcookie-2dfedb7c5a0…	1%7Cadministrat
_gid	GA1.2.147313064
usource	google
ajs_user_id	1075086
cfmrk_cic	{"id":"fKdiwG/GjE
_ga	GA1.2.170847389
OriginalFbc	fbcid
_cl_30	https://sol8.com/?
_gat_UA-28558682-2	1
OriginalSource	google

#8 You can now capture these cookies when a form is submitted.

This is done using JavaScript + your iframe form with hidden field(s). In this case, “utm_source”.

```
<iframe id=”myIframe” width=”100%” height=”500px” frameborder=”0” ></
iframe>
<script type=”text/javascript”>
window.onload = function readCookie(usource) {
    var nameEQ = usource + ”=”;
    var ca = document.cookie.split(‘;’);
    for(var i=0;i < ca.length;i++) {
        var c = ca[i];
        while (c.charAt(0)==’ ‘) c = c.substring(1,c.length);
        if (c.indexOf(nameEQ) == 0) return c.substring(nameEQ.length,c.length);
    }
    return null;
}
</script>
<script>
var usource = readCookie(‘usource’);
let myIframe = document.getElementById(“myIframe”);
let endpointform = “www.iframe.com/form”;
let url_string = window.location.href;
let url = new URL(url_string);
let myUrl = endpointform+”?utm_source=”+usource;
myIframe.src = myUrl;
</script>
```

*Note: Use the Select Tool to highlight and copy the code



You can modify the above code to include more cookies, or to capture cookies not via iframe, but from the URL query directly by using window.location.href = myUrl; instead of myIframe.src = myUrl;