


# Chapter 10


## Post–Cookie Marketing Strategies for Total Quality Management in Hospitality

**Mehak Jonjua**

 <https://orcid.org/0000-0003-0123-8355>

*Sharda University, India*

**Ashish Raina**

 <https://orcid.org/0000-0001-5812-5920>

*CT University, India*

### **ABSTRACT**

*Digital advertising is changing a lot, especially with the decline of third-party cookies and stricter privacy rules. Present study looked into how post-cookie attribution models can work in this new privacy-focused landscape, with a special focus on hotels and service industries. The research used an interesting approach that involved testing different methods across twelve companies. They compared the traditional cookie-based models with newer techniques like using first-party data and privacy sandboxes. They wanted to see which methods were most reliable for understanding customer behavior and improving conversion rates. To get a better picture, they also conducted surveys and deep interviews with various teams—marketing, legal, and IT—to see how working together can lead to better outcomes. The results provided valuable insights on how companies can adapt their marketing strategies while respecting customer privacy. This study offers a useful roadmap for organizations as they navigate the transition to a cookieless world.*

DOI: 10.4018/979-8-3693-8608-8.ch010

## INTRODUCTION

Digital advertising is changing quite a bit right now, mainly due to the end of third-party cookies and stricter privacy laws like the GDPR in Europe and the CCPA in California. For a long time, third-party cookies were essential for digital marketing, letting advertisers track what users did on different websites and giving them a way to measure the effectiveness of their campaigns. But as more people become concerned about their privacy and how their data is used, marketers—especially in areas like hospitality—need to find new ways to measure success that respect these privacy concerns.

In the hospitality industry, where creating a great guest experience and building trust are crucial, this change can have a big impact. Marketing strategies need to adapt and focus on high quality and customer satisfaction. This means that techniques like using first-party data (data you collect directly from your customers), privacy-focused approaches, and different ways to measure marketing impact are becoming vital for staying connected with customers while also being respectful of their privacy.

This study looks at how these new privacy-friendly ways of measuring success can work effectively in the hospitality sector under current regulations. It also examines what changes organizations may need to make, like teamwork between marketing, data, legal, and tech departments. Ultimately, the goal is to help hospitality businesses maintain accountability and focus on their customers' needs in this shifting digital landscape.

## REVIEW OF LITERATURE

### **Third-Party Cookies: A Transition to Suffocation in Hospitality Marketing**

For years, third-party cookies have served as a cornerstone of digital advertising by enabling cross-domain tracking and conversion attribution (Huy, T., & Wilmont, I. I., 2023, p. 7). These small data files, placed by external domains, allowed advertisers to trace users' behavior across multiple websites—building behavioral profiles and driving targeted ad impressions. In sectors like hospitality, where personalized guest engagement and predictive marketing are key competitive tools, such tracking capabilities were instrumental in delivering tailored offers, retargeting campaigns, and dynamic content across digital channels.

However, a convergence of regulatory, technological, and societal forces has accelerated the demise of third-party cookies. Privacy frameworks such as the

38 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/post-cookie-marketing-strategies-for-total-quality-management-in-hospitality/401538](http://www.igi-global.com/chapter/post-cookie-marketing-strategies-for-total-quality-management-in-hospitality/401538)

## Related Content

---

### Discovering the Nexus between Market Orientation and Open Innovation: A Grounded Theory Approach

Gul Denktas-Sakar, Cimen Karatas-Cetinand Omur Yasar Saatcioglu (2014). *Transcultural Marketing for Incremental and Radical Innovation* (pp. 1-42).

[www.irma-international.org/chapter/discovering-the-nexus-between-market-orientation-and-open-innovation/90393](http://www.irma-international.org/chapter/discovering-the-nexus-between-market-orientation-and-open-innovation/90393)

### Using Conjoint Methodology to Address Textbook Needs: A Case of Iranian EFL Context

Jaleh Hassaskhah (2013). *International Journal of Technology and Educational Marketing* (pp. 1-14).

[www.irma-international.org/article/using-conjoint-methodology-address-textbook/76357](http://www.irma-international.org/article/using-conjoint-methodology-address-textbook/76357)

### Multi-Sensory Experience: The Basic Building Blocks

Anuj Pal Kapoor, Raveena Guptaand Harsh Verma (2024). *Sensible Selling Through Sensory Neuromarketing* (pp. 68-82).

[www.irma-international.org/chapter/multi-sensory-experience/353585](http://www.irma-international.org/chapter/multi-sensory-experience/353585)

### Understanding the Intention to Use Virtual Currency in a Gamified E-Commerce Context

Anoop George, Manu Melwin Joy, Muhammed Sajid.and Muhammed Nowfal S. (2022). *International Journal of Online Marketing* (pp. 1-14).

[www.irma-international.org/article/understanding-the-intention-to-use-virtual-currency-in-a-gamified-e-commerce-context/288425](http://www.irma-international.org/article/understanding-the-intention-to-use-virtual-currency-in-a-gamified-e-commerce-context/288425)

### Importance and Role of Retail Brands in a Non-Food Market: A Case Study of DIY Retailing in Spain

Gonzalo Moreno Warleta, Mónica Díaz-Bustamante Ventiscaand María Puelles Gallo (2020). *Global Branding: Breakthroughs in Research and Practice* (pp. 314-340).

[www.irma-international.org/chapter/importance-and-role-of-retail-brands-in-a-non-food-market/231792](http://www.irma-international.org/chapter/importance-and-role-of-retail-brands-in-a-non-food-market/231792)