

# How Michael Kors Uses ActionIQ to Thrive in a Cookieless World

In the face of third-party cookie deprecation — and the loss of data used for identifying and targeting consumers online — luxury retailer [Michael Kors](#) uses ActionIQ to help it consolidate and activate its first-party customer data.

## 🕒 CHALLENGE

Due to Apple and Google's measures to curb third-party tracking, Michael Kors had to overcome severe limitations on its growth strategies and ability to understand customer behavior — particularly with the majority of visitors using mobile browsers.

- **No Cross-Session Insights**  
Limited visibility into unknown visitors to digital properties, including app and web.
- **Limited Attribution**  
Less information for multi-channel customer journey tracking or marketing attribution due to shortened lookback windows.
- **Unidentified Returning Visitors**  
Less insight into returning website visitors and metrics related to repeat visits.

“One of the keys to success in a cookieless future is going to be first-party identification of visitors. With ActionIQ’s capabilities there, I’m breathing a little easier.”



SHARON KRATOCHVIL  
VICE PRESIDENT OF GLOBAL ANALYTICS  
**MICHAEL KORS**

## 🔗 STRATEGY

The obstacles Michael Kors was facing significantly restricted its ability to analyze visitor behavior to optimize for onsite conversions. Using ActionIQ, the brand is able to ingest all customer data to create audiences, extract insights and orchestrate customer experiences across top paid media channels, as well as walled gardens, demand-side platforms and ad networks.

- **Invest in Onsite Identification Tactics**  
Encourage users to self-identify earlier and add them to first-party data ecosystem.
- **Build Identity Partnerships**  
Integrate with identity partners to target consumers on addressable media outside the Michael Kors ecosystem.
- **Create a Durable Customer ID**  
Introduce server-side cookies to replace anonymous third-party cookies, enabling robust data collection on all owned properties to drive retargeting.
- **Orchestrate Personalized Experiences**  
Leverage durable ID to personalize experiences for unknown website visitors and collect additional identifiers.

## 📈 RESULTS

- **Reduced Customer Acquisition Costs**  
Michael Kors is able to efficiently retarget visitor audiences across addressable media, driving acquisition costs down.
- **Improved Attribution**  
Implementing a durable ID reduces limitations on lookback windows, enabling Michael Kors to conduct deep analysis of visitor behavior.

“I can actually rely on ActionIQ to do what it does for my known customers with my unknown visitors.”



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➔ [Contact ActionIQ](#) for a consultation with one of our expert team members to understand your options regarding third-party cookie deprecation and how to select the best approach for your business.



## About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. We concentrate on solving enterprise data challenges so that teams are empowered to create authentic customer experiences across all brand touchpoints. ActionIQ helps enterprise companies by connecting their first-party customer data, providing an easy-to-use interface for business users to access customer insights and enabling customer experience orchestration across channels. We are helping brands like The New York Times, Pandora Media, The Hartford, Shopify, American Eagle Outfitters and others grow customer satisfaction and revenue.

