

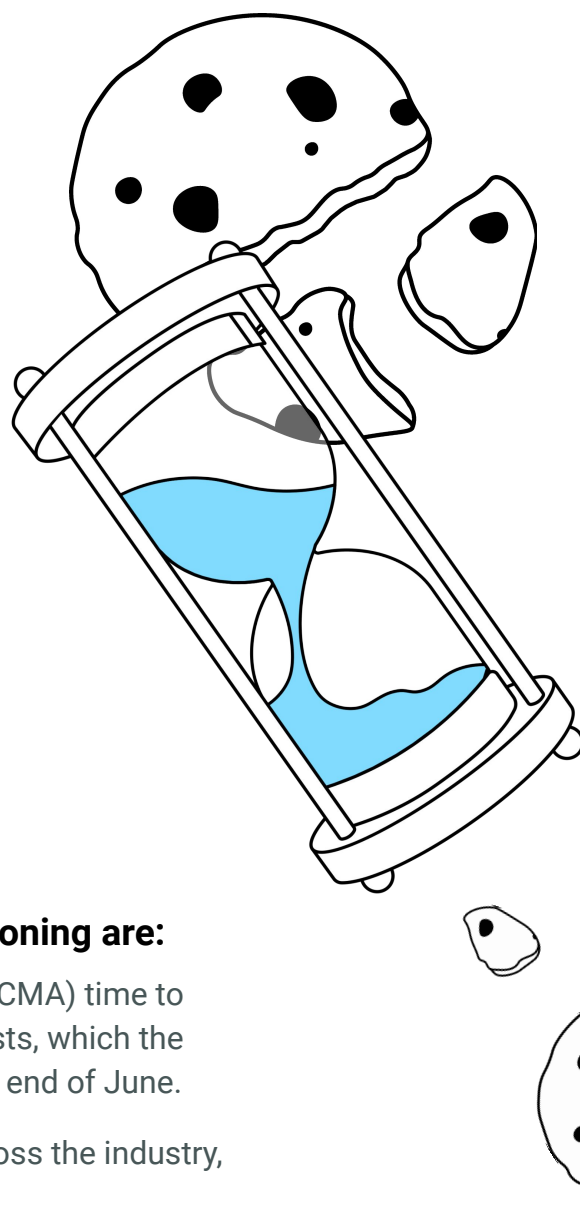
Google delays phase-out of third-party cookies... again

Now scheduled for 2025

Introduction

On Tuesday, April 23rd 2024, Google is delaying the end of third-party cookies in its Chrome browser...again.

Previously, cookie depreciation in Google's Chrome browser was scheduled to begin this summer, with third party cookies completely removed by the end of 2024. Google tested removing 1% of cookies for Chrome users in January 2024, as a way for them to measure how well their Privacy Sandbox solutions will replace this functionality across ad targeting and measurement. This experiment claimed to reveal the tangible impact and reality of what a 'cookieless future' might actually look like.



Google have stated that the rationale behind postponing are:

- To give the UK's Competition and Markets Authority (CMA) time to review all evidence including results from industry tests, which the CMA has asked market participants to provide by the end of June.
- To collect and reconcile divergent feedback from across the industry, regulators and developers.
- To give advertisers more time to adapt, recognizing that Q4 is a tough time to manage big changes, with an increase in code freezes and hectic schedules

So how should advertisers approach their plan for durable audience & data solutions?

If you haven't already begun preparing for the wider roll-out of Google's replacement of cookies with the Privacy Sandbox, the following are three essential steps you and your agency should be taking now:



01 Establish a clear roadmap before navigating uncharted territory

Regardless of whether cookies vanish today or in two years time, the fundamental aspects of third-party cookie deprecation (3PCD) will favor advertisers who are prepared. Utilize this time to test, learn, and devise a strategy.

Your tech stack stands as a cornerstone when preparing for the impending change. Centralizing first-party data offers insights into your audience, while integrating data sources provides comprehensive campaign effectiveness insights. You should:

- Seek platforms with advanced modelling capabilities and explore resilient audience solutions.
- Effectively harness first-party data with proper tagging and consolidate media efforts.
- Leverage emerging tech and implement robust measurement strategies. Evaluate ad performance contextually and synthesize data for holistic insights.



02 Take advantage of the delay and use it wisely

Stick to your roadmap and keep tabs on your progress, making note of any challenges you face. Don't hesitate to reach out for support from your agency or wider teams when needed. Stay flexible and adjust your plans and timelines to align with the demands of your business. Be curious and remain open to exploring new solutions and features that may surface during this transitional period, seizing opportunities for testing and innovation.



03 Stick to your roadmap and above all be patient

As we head towards a new cookieless world, there will undoubtedly be roadblocks as well as learnings along the way. Embracing new solutions and focusing on first-party data, while building a robust measurement stack that thrives in the post-cookie era will help you to achieve high-performance results in the long-run.

"The secret of change is to focus all of your energy not on fighting the old, but on building the new" — Socrates



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Want to learn more?

We will continue to work closely with Google to understand the impact of the cookieless era in real-time. Connect with our featured experts to take advantage of these changes to achieve high-performance results for your brand.



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