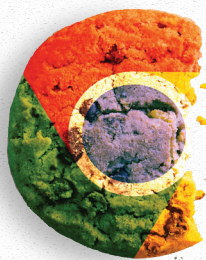


How to Embrace the Cookieless Future...



...with Google Tracking Protection

Don't panic.

There are already instances where Google is supporting cookieless tracking. For example, Performance Max (PMax) campaigns leverage machine learning to optimize campaigns without using cookies. While there are still unknowns about how PMax campaigns work, they are proof that the transition to cookieless is possible.

Ensure your site works without third-party cookies.

While Google Tracking Protection can be disabled if there are problems, a seamless user experience is an important factor in building trust with audiences.

Begin to diversify your data sources.

By using first-party data — such as data from email subscriptions, loyalty programs, and other touchpoints — you can collect more reliable data that you control. As an agency, we're collaborating closely with our Clients on how to responsibly collect, store, and use first-party data in this moment of transition and beyond.

Build direct relationships.

Strengthen your relationships with customers by providing personalized content on other channels, including email and social.

Explore additional targeting methods.

While cookies have been a key aspect of targeting, they are not the only way to target audiences. Alternative methods of targeting may rely more heavily on contextual or behavioral targeting, lookalike audiences, and cohort analysis.

Use artificial intelligence and machine learning to build new audiences.

As with any recent technology change, AI and ML are here to help. Taking advantage of tools with AI built-in will allow you to create new audiences, such as lookalike audiences, to target.

Be respectful of the data you collect.

Whether users turn cookies back on or not, their data is important to them. Be respectful and responsible about how you use collected data and target audiences, no matter where the data came from. No one wants to be spammed with ads, even if the product is relevant.