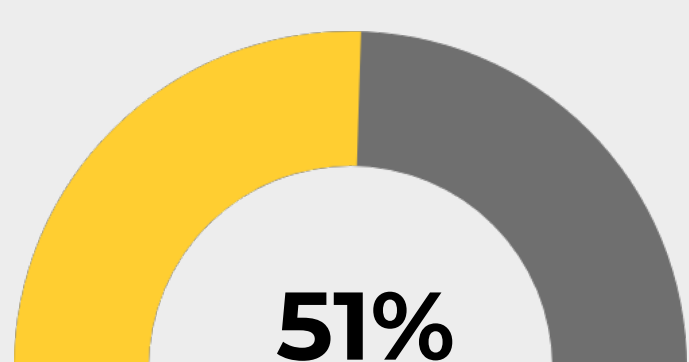
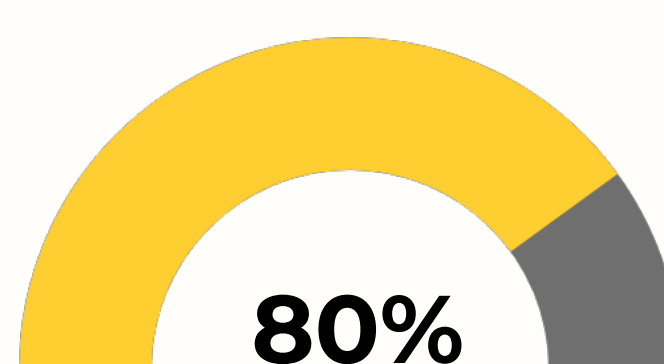


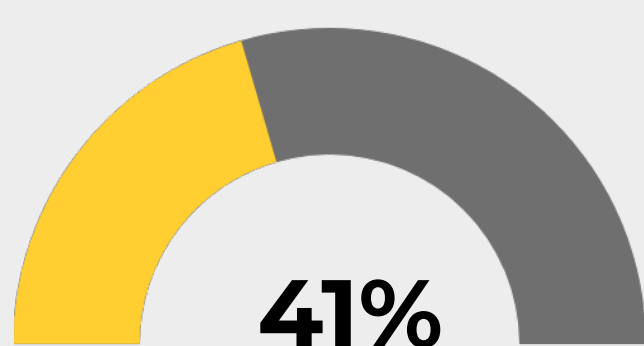
Google is phasing out third-party cookies on the Chrome browser in 2023
Are your teams prepared?



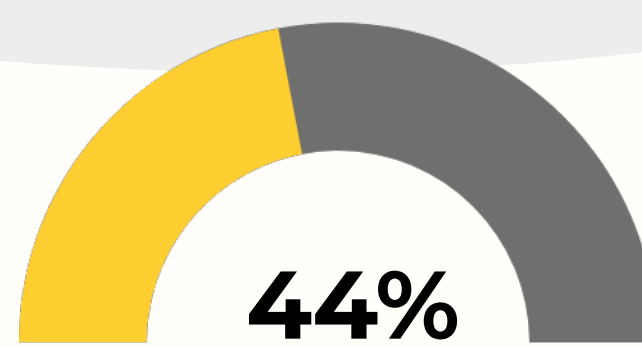
of marketers believe the end of third-party cookies will impact their marketing strategy
(Copper's 2021 Marketing Relationships Survey)



of marketers rely on third-party cookies to engage their target audience across channels. *(2020 Epsilon survey)*

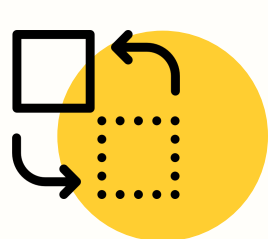


of marketers say their biggest challenge will be their inability to track the right data *(GetApp)*



of marketers say they'll need to increase their spending by 5% to 25% to reach the same goals as 2021. *(GetApp)*

What this means for digital marketing:



Changes to how marketers target audiences



Threat to online performance



Complete reallocation of marketing budget

This is not the end of audience targeting

What can marketers do instead?

