

> Data-Driven Marketing in the Post-Cookie Era

NEARLY 70% OF MARKETERS SAY THEY FEEL UNPREPARED FOR THE THIRD-PARTY COOKIE TO GO AWAY. **REMOVE YOURSELF** FROM THAT 70% BY FOLLOWING OUR RECOMMENDED THREE-STEP PROCESS:

ONE.

Review and audit all existing campaigns and how much third-party data you are utilizing.

TWO.

Experiment and test other resources and types of data to see what strategies work best for you and your brand.

THREE.

Invest in solutions that do not involve third-party data but focus on zero, first-party, and second-party data from trusted sources. This could mean shifting away from open auction programmatic advertising to concentrate on making one-on-one deals with trusted partners.

