

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:

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### 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.