
April 26, 2024

Question of the Week:

“Despite Google’s recent delay, how do I reduce my dependency on third-party cookies?”

Why This Matters: On April 23rd, 2024, Google announced that they are yet again delaying the deprecation of third-party cookies



Sampling of headlines on Google's Impending Cookie Deprecation

ADWEEK 4/23/24
Google Delays Cookie Deprecation for the Third Time

techradar.pro 2/1/23
Google says it will definitely ditch cookies...by 2024

MARKETING DIVE 7/28/22
Google again delays third-party cookie deprecation. Now what?
Despite the tech giant's latest shift, advertisers shouldn't delay plans to develop and implement a cookieless future.

adexchanger 6/24/21
Google Grants A Third-Party Cookie Reprieve, Delays Deprecation By Two Years

The Verge 1/14/20
Google to 'phase out' third-party cookies in Chrome, but not for two years

Definition: What is a 'cookie'?

- ▶ **Unique identifiers** that can assign an internet browser or device to an individual
 - ▶ allows a website to **recognize a specific user** and their online behaviors
 - ▶ **remembers information** that the user may have **previously entered**



Solution: Leverage future-proofing technology like Universal IDs which offer a privacy-focused alternative for targeting

- ▶ While Universal IDs have been around for several years, the increased adoption and interoperability of Universal IDs will play an important role in enhancing audience targeting and measurement capabilities



Multiple Universal IDs

Universal ID (UID) - Unique identifier that allows publishers and advertisers to recognize and authenticate users across publishers, platforms & devices, providing a holistic view of audiences.

There are several Universal IDs in the marketplace that can serve as a futureproof way to target and measure audiences for CTV and programmatic campaigns.

Universal ID Examples

 theTradeDesk

UID 2.0



Open ID

/LiveRamp

Ramp ID

Download VAB's ['What's the Deal with Viewership Data Collection?'](#) to learn more.

Universal IDs can help marketers to...



Eliminate dependency on 3rd party cookies



More seamlessly partner with publishers and data providers to match first-party data on PII in a privacy compliant and secure manner



Achieve greater precision in audience targeting



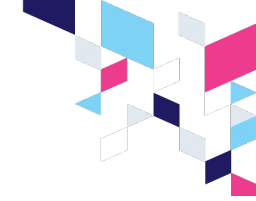
Increases accuracy of cross-channel measurement



“The identity problem is not Google's problem to solve. **It's yours.** Google did not create our dependency on cookies, **we did.**”

John Halley, President, Paramount Advertising
IAB ALM 2024

Want more? VAB has a wealth of resources available that can prepare you for a cookieless future



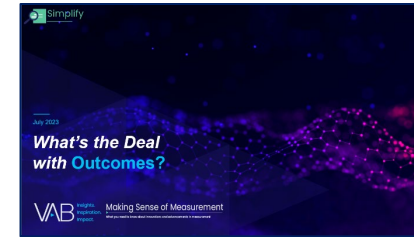
What's the Deal with Viewership Data Collection?



What's the Deal with Identity?



What's the Deal with Engagement?



What's the Deal with Outcomes?



What's the Deal with What's Next in Measurement?



Data-Driven Opportunities in a Cookieless World



Advanced Measurement Solutions Directory



New Year's Resolutions #3: Embrace Innovation



Reaching the Right Audiences



Unlocking Brand Growth with Audience-Based Buying

Learn how to future-proof your campaigns at www.thevab.com



About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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