Busted! 6 Myths About Third-Party Cookies

If you're familiar with third-party cookies **(3PCs)**, you know that they're used to track user behavior across websites and apps. Marketers have used that data to target their prospects and customers with precision. If 3PCs are going away, so will all the important marketing strategies that rely on them — right? The reality is… it's not that simple. Before you panic or ditch your retargeting campaigns, let's debunk five common myths about 3PC deprecation and what it really means for your digital marketing strategy.

Myth 1

Third-party cookies are being completely eliminated.

Truth: Google is phasing out 3PCs, not immediately eliminating them. Chrome will continue to use 3PCs in narrowing capacities until at least the end of 2024 . And remember: Cookies, or the gathering of consumer information, are certainly not disappearing as a whole.

Myth 2

Programmatic display advertising will cease to function.

Truth: While many programmatic audiences rely on 3PCs, there are several alternative solutions that are currently live or being actively tested. Non-ID-based forms of targeting, such as contextual targeting, do not depend on 3PCs and will continue to work in a 3PC-less world.

AdRoll already offers solutions like contextual targeting, a viable 3PC-less solution, and NextRoll continues to implement even more cookieless solutions; We've been a testing partner in Google's Privacy Sandbox and have contributed to the design and development of solutions like PAAPI.

Myth 3

All cookies and cookie-based attribution solutions are doomed.

Truth: Only 3PCs will be impacted by Google's upcoming changes — attribution solutions that use first-party cookies will continue to work as they do today. The only changes to attribution will be those models that use cookies to track individuals across multiple websites.

Myth 4

Consumers are unwilling to give companies their data.

Truth: 80% of customers say they are willing to provide their data to a company, as long as there's a good reason for doing so. When brands create a strong value exchange, consumers are likely to offer up information about themselves and their interests. This is first-party data that can then be used to target users with ads in the right place, at the right time.

Myth 5

3PCs are going away because of government regulations.

Truth: 3PC usage is fully up to the company that owns the web browser, not the government or another organization. As the demand for increased consumer privacy measures has grown, other web browser developers such as Apple Safari and Mozilla Firefox have already moved away from 3PCs. Google Chrome is now following suit in an effort to build new technology that protects online privacy while still giving businesses the opportunity to thrive.

Myth 6

All Cookies Are Bad.

Truth: Cookies make advertising more relevant. When advertisers get signals about your interests you get ads that are more relevant vs. random or spammy irrelevant ads.