



Third-Party Cookies:

Third-party cookies give marketers the power to retarget engaged visitors, create cross-channel campaigns, and see which of their ads perform best. If they're a key ingredient in a marketer's pantry, what's their shelf life? Are they here to stay?



Satisfy Marketers' Sweet Tooth (for Data)

Third-party cookies help marketers understand users' behavior and serve them relevant ads.



Contextual is Still Sweet

Contextual targeting, which serves ads based on website content vs. user behavior, remains a personal way to engage customers.



Secure Cookies Become Superior

HTTPS becomes the [secure, preferred channel](#) for web traffic. Websites + advertisers implement secure cookies to track sensitive info.



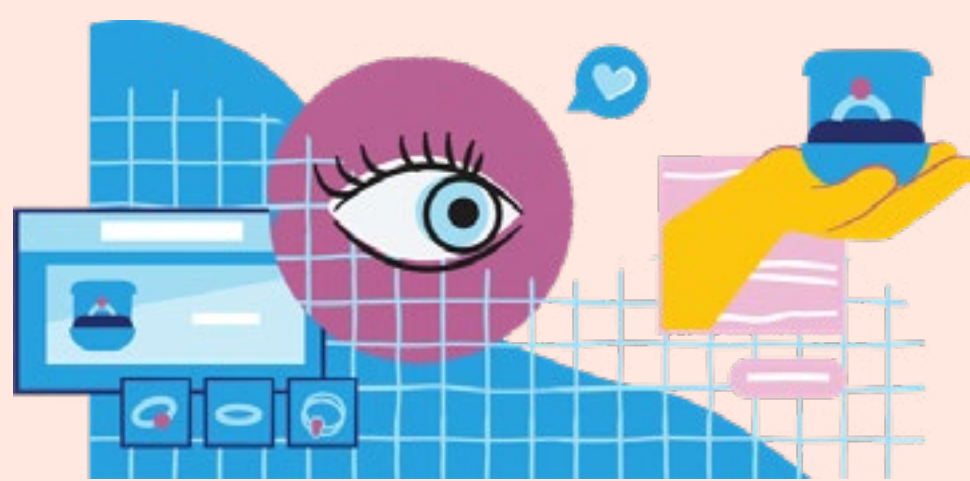
2017: An Apple a Day Keeps the Cookies Away

Apple starts to set privacy expectations for its customers with the Intelligent Tracking Prevention program; it helps to identify and block third-party cookies, limiting data available to advertisers.



Cookies Get Boxed Out

Browsers like [Safari](#) and Firefox start to block third-party cookies. Legislation, like [GDPR](#) and [CCPA](#), is put forth to help regulate and protect data.



Privacy is #1

Brands see the value in protecting consumer privacy while still ensuring relevant content for their customers; contextual ads gain more momentum than before.



Platforms ♥ Privacy too

Attribution updates like those from [Apple](#) and their App Tracking Transparency (ATT) program and the data privacy updates on Meta social platforms leave marketers' bellies rumbling for data.

A Lotame analysis found, "42% of marketers believe that the loss of cookies will decrease revenue, with 57% expecting a drop between 10% and 25%."



A Smaller CookieJar: Get Ready

Browser privacy wars accelerate. [We'll likely see less third-party cookies in the future.](#)

A Future With Less Third-Party Cookies

User privacy remains a top priority for AdRoll; while third-party cookies are the current standard, we continue to find privacy-preserving replacements for the future. Here are a few actions to take today for a future with less third-party cookies.

1. Invest in channels that rely on [first-party cookie data](#) instead.
 - Email
 - SMS
 - Organic social
2. Invest in a partner with cross-channel capabilities, like [AdRoll](#).

3. Dive into contextual targeting.
 - Not sure where to start? [Check out this quick-start guide.](#)
4. Ensure your website is HTTPS.
 - Seriously. Do that right now. [Here's Google's easy guide.](#)

