Kepler Perspective

What Chrome's Delay of Deprecating 3rd Party Cookies Means for Marketers

7.6.21

Google Chrome Announcement

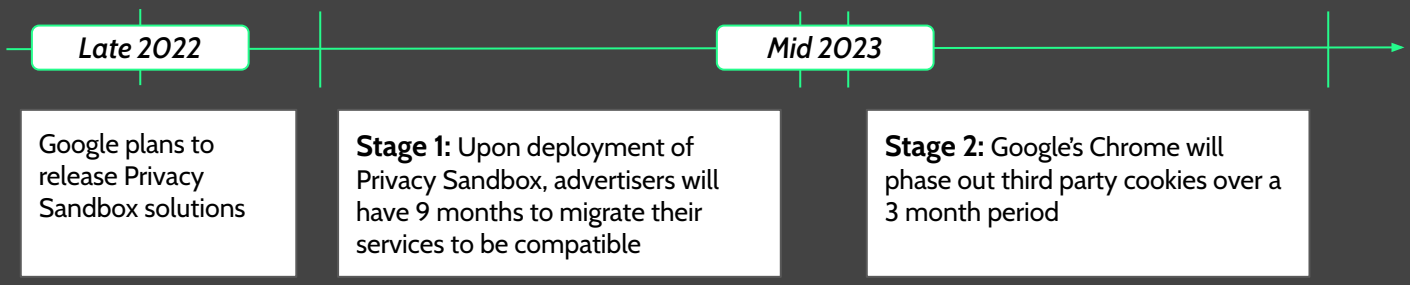
6.24.21: Google's Chrome team delayed the deprecation of 3rd party cookies in the Chrome browser until late 2023, nearly 2 years after the original date of early 2021. Expect frequent updates to the Privacy Sandbox.

Kepler Perspective

This is an expected delay given the slowed progress in alternative solutions in part by increased regulatory scrutiny, especially with GDPR in the EU. The delay does not signal any wavering in Google's consumer and privacy-first vision. While this gives cookie-dependent tools more time, it is critical to continue planning for a cookieless future through experimentation and an investment in first party data.

Google Privacy Sandbox Product Roadmap

The Privacy Sandbox is a Google-led initiative to facilitate online advertising while preserving privacy, without the use of third-party cookies



How Privacy Sandbox Supports Business, Locally

Chrome as a "sandbox":
With Privacy Sandbox, key user behaviors and ad exposures are stored 'locally' in the Chrome browser as an alternative to 3P cookies, while retaining measurement and targeting without exposing user identities.

There are two primary frameworks proposed within Privacy Sandbox to date:

- FLoC: Anonymous, aggregated audiences (cohorts) with similar browsing behavior
- TURTLEDOVE: API signals sent to ad networks with limited user data to inform ad auctions

Kepler will monitor and provide regular updates.

Experiment and Prepare for a Cookieless Future

Customer Data Collection

On-site authentication: Adjust on-site customer flow to collect customer information earlier

Customer Data and Portability Systems

1P data tools/CDPs: Onboarding first party data will improve targeting, measurement, and optimization

Measurement Strategy and Tools

Testing and Modelling: Balance results from MMM, lift testing, and modelling of partial platform signals

Expanded, Predictive Targeting

Cookieless & 1PD Modelling: Contextual signals, publisher-curated audiences, custom algorithms