Cookie Crunch: Performance Marketers' Preparation (or Lack of) for Deprecation

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When Google deprecates third-party cookies from Chrome—as it says it will—in the second half of 2024, performance marketers will lose yet another signal to track potential customers, after Apple and others have retired cookies in recent years.

While performance marketers—including big brands looking to drive sales and direct-to-consumer (D2C) brands spending more on lower-funnel efforts than brand-building—rely most on signals to target ads and allocate media spend, these advertisers are doing the least to prepare for the cookie apocalypse, according to more than half a dozen industry sources.

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