Why Simply Having First-Party Data Is Only the Beginning

Although Google has pushed back its plan to remove third-party cookies from its market-leading Chrome browser to 2023, marketers are still feeling pressure to find new ways to identify shoppers online. Given the speed at which the technology, government legislation and the public’s attitude toward privacy are changing, however, finding a solution will require a… https://www.adweek.com/programmatic/why-having-first-party-data-only-beginning/