

# THREE THINGS WE NEED TO DO AS AN INDUSTRY TO MAKE THE PRIVACY SANDBOX WORK FOR ADVERTISERS

We've always believed that there would not be a silver bullet for a cookieless world and that a multi-signal approach would be required by advertisers to navigate effectively in the future.

Apple, Firefox and others have already removed 3rd Party Cookies (3PC); however, we still have access to use these signals within Google Chrome, the world's largest browser. However, the elevated 'user controls' approach announced recently by Chrome will lead to more users rejecting 3rd Party Cookies. This means that 3rd Party Cookies can no longer be depended on as the overarching signal for targeting, measuring & optimising digital advertising across all browsers and has cemented our belief that we will be operating in a multi-signal ecosystem moving forward.

Alongside other signals, browser-based technologies will play an increasingly important role; not only for targeting cookieless audiences but also for bridging across the entire web ecosystem regardless of cookies (e.g. measurement). Google Chrome's Privacy Sandbox is the most comprehensive set of technologies so far, providing a range of APIs which enable use cases across and beyond advertising for a privacy forward internet.

## KEY CHALLENGES AND STRATEGIES



### SIGNAL AVAILABILITY

Rapid adoption of Privacy Sandbox APIs is essential for wide web reach, with advertisers needing scalable testing opportunities and industry-wide collaboration to scale ad tech and enable cookieless testing.



### ADVANCED ADDRESSABILITY

Topics and Protected Audience (PA) APIs from Privacy Sandbox are key for retargeting and prospecting but require innovative solutions beyond cookies. Advertisers and partners must find new ways to use these APIs with additional signals for effective targeting.



### EFFECTIVE ATTRIBUTION

Adapting to a multi-signal approach demands new standards, with the Attribution Reporting API (ARA) facilitating cross-partner attribution. Advertisers and ad tech must focus on meaningful interactions and develop privacy-aligned measurement solutions.

## ACTION POINTS FOR ADVERTISERS

### EVALUATE YOUR EXPOSURE

Understand where your marketing plans are reliant on 3<sup>rd</sup> Party Cookies to assess your risk, and identify your most important use cases.

Work with your ad tech partners to understand how they are evolving their tech and what this means for how you buy and measure media.

### INTERROGATE YOUR PARTNERS

### TEST EARLY AND START AHEAD

We believe those who test into new technology (of which Privacy Sandbox is just one) will get a head start in a world with less cookies.

In conclusion, the transition to a world with fewer cookies requires a concerted effort from all industry stakeholders. By embracing collaboration, innovation, and proactive testing, advertisers can navigate these changes effectively, ensuring a privacy-first, efficient digital advertising ecosystem for the future. [YOU CAN READ THE FULL BLOG HERE.](#)