

The Cookieless Future



5 Steps to Help You Prepare

1. Understand the changes in data privacy, what's happening and when



2. Discuss options with your data partner



3. Strategize your short-term and long-term approach



4. Start testing cookieless solutions now

5. Monitor & analyze campaign performance, compare cookieless results to cookie-based campaigns



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Learn more at dstillery.com/go-cookieless