

Cookies are crumbling – your audiences should not

Stricter privacy regulations and the phasing out of third-party cookies are prompting the hunt for and evaluation of alternative forms of targeting. And with Google planning to eliminate third-party cookies in the second half of 2024, significant change is just around the corner.

CLIENT CHALLENGES

Precision	Reach	Impact
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Ensuring precise addressing of audiences that is still scalable and delivers on marketing outcomes.

COOKIELESS, BUT NOT CLUELESS

What esome offers you:

- **Market expertise** to consult you on your individual needs regarding cookieless targeting, frequency capping & measurement
- A range of cookieless solutions with **partly exclusive data and partnerships**
- Evaluation of possibilities and **testing of different data sets with optimization** along your target KPI
- For clients to leverage our **data & insights**

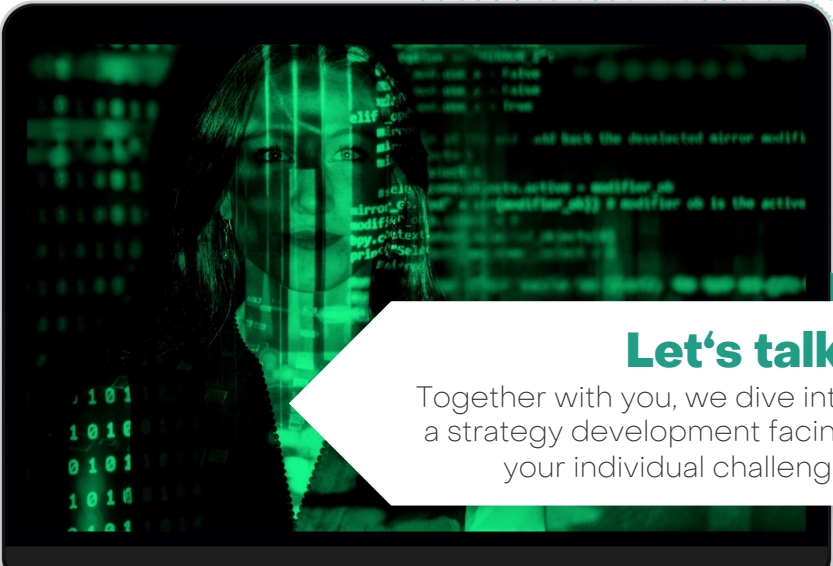
What makes us unique are some of our exclusive cookieless solutions, e.g., granular post code data based on recent surfing behaviour.

Cookieless targeting options include:

- **Post code data**
- **First-party & log-in data**
- **Contextual targeting**
- **Geo data**

July **2024**

is when third-party cookies are expected to be completely phased out



Let's talk.

Together with you, we dive into a strategy development facing your individual challenge.