Google’s Announcement to Delay Cookieless Timeline

April 24, 2024

Google announced that it is delaying its timeline for fully deprecating third-party cookies in Chrome from 2H 2024 until early 2025.

This delay does not change our strategy or market approach. LiveRamp is, and has been, prepared for the deprecation of third-party cookies for some time with the build out of our Authenticated Traffic Solution (ATS) and our investment in clean room technology to enable secure first-party data collaboration. We’re ideally situated to help the industry — our partners, customers, and stakeholders — transition to cookieless solutions that are already outperforming cookies — today.

Please see this blog post for additional discussion and details.

As always, we’re available to answer any questions.

Best,

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