



Google Announces New Approach to Cookie Deprecation

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RAMP Investors & Analysts -

Today [Google announced](#) that it no longer intends to fully deprecate third-party cookies, subject to consultation with regulators. We have three initial observations about the announcement:

- 1. Clarity is good for the entire industry.** The uncertainty with Chrome's third-party cookie deprecation timeline and the "will they or won't they" hand wringing has been a distraction for the digital advertising industry for several years now and, in many ways, has impeded the industry's progress. Now that there is clarity on Chrome's plan, the industry can move forward and embrace authenticated solutions — such as LiveRamp's Data Collaboration Platform and Authenticated Traffic Solution (ATS) – that enhance the performance of addressable advertising.
- 2. The direction of travel – toward authenticated addressability – remains the same.** In lieu of deprecating third-party cookies, Chrome intends to make it easier for consumers to opt-out of tracking and will introduce IP Protection to prevent covert tracking by websites. Ultimately, these changes may have the same or similar effect as deprecating third-party cookies, if Apple's ATT is any indication. So the direction of travel for the digital advertising industry is unchanged: Addressable digital advertising is moving off third-party signals and onto authenticated, first-party data.
- 3. Authenticated addressability delivers better performance for advertisers.** LiveRamp will continue supporting both cookies and authenticated solutions. Our research demonstrates – time and time again – that the combination of our first-party solutions – RampID powered by ATS – and cookies generates materially better performance for advertisers. For example, our case study with Omni Hotels & Resorts showed that using ATS and PAIR on Display & Video 360 generated a 4X improvement in conversion rate over traditional cookie-based targeting ([LINK](#)). In another case study, Indeed, the leading online job site, saw 54% growth in its re-targeting audience and 20% improvement in response rates with RampID compared to cookies ([LINK](#)).

For additional information, please see our [blog post](#).

As always, we're available to answer any questions. Thank you.

Regards,

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