

In a surprising move, Google recently announced its decision to delay the elimination of third-party cookies in its Chrome browser. This represents a significant pivot from its previous stance. This shift has created a buzz in the marketing world, where anticipation of a cookie-less future has driven many recent strategies.

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We asked nine experts how marketers can adapt to the upcoming loss of third-party cookies. Here's what they told us.

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This upcoming cookieless world will have a significant impact on the digital marketing industry, and it's important for marketers to understand the implications of this decision and prepare for it.