

## Third-party cookies are ending: what does this mean?

Third-party cookies will end in **2023**



**64%** of the market share for all web users is held by Google. This has resulted in them being proactive to find solutions that maintain users' privacy and the web ecosystem, without affecting paying publishers.

30 privacy-preserving technology proposals were submitted to Google's **Privacy Sandbox**; Four have been chosen and are currently in development. These technologies will focus on:

1

AD TARGETING



2

AD DELIVERY



3

AD PERFORMANCE AND CONVERSION MEASUREMENT



4

USER PRIVACY



One of these new technologies, Federated Learning of Cohorts (FLoC), is reported to have at least **95% of the conversions per dollar spent** when compared to cookie-based advertising.

### ALTERNATIVES TO THIRD-PARTY COOKIES:

1

First-party data collection

2

Account-based marketing

3

Using reverse IP tracking

### WebInsights REVERSE IP TRACKING

Our website visitor automation software uses reverse IP tracking to deliver engaged opportunities directly to your sales, marketing, and account management teams.



#### OUR SOFTWARE:

- Identifies anonymous website traffic
- Automatically routes visitors through to existing CRM or marketing automation systems
- Leads the industry with 1.4 billion IP addresses
- Complies with all international privacy laws
- Optimizes first-party data collection and ABM strategies

Close more business than ever before, and drive business success with Web Insights. Real-time engagement; real-time success

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