

Press release Merkle – a dentsu company

A Guide to Marketing Without Cookies

Whitepaper from Merkle provides advertisers with know-how for online marketing with first-party data

Frankfurt/Geneva, 14 October 2021 – [Merkle – a dentsu](#) company provides insights into a future without third party cookies and highlights key strategies for future-proof digital marketing with the use of first-party data in their current free whitepaper “Preparing for the cookie-less era”.

As of 2023, Google will block the use of third-party cookies on Chrome. This will change the entire advertising ecosystem – not only for consumers, but also for advertisers and website operators. Companies and marketers will be challenged to implement an identity strategy and build a data-driven, connected tech stack.

Myriam Echo, Head of Digital Vision and Transformation at Merkle DACH, and co-author of the whitepaper says: *“The cookie-less future is a great opportunity to reimagine a more personalized, human online experience combined with greater control, transparency and respect for privacy”.*

The whitepaper summarises rudimental and explicit facts on third-party cookies, why they are being abolished, the difference between first- and third-party cookies and advice on sustainable strategies in dealing with customer data. The research also covers the past and current state of cookies, including the recent announcement made by Google for a cookie-less future.

The whitepaper is available for free download [here](#).

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About Merkle

Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 12,000+ employees worldwide and 1,200 in the DACH region, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the region as well as Eastern Europe. Our digital enthusiasts combine their expertise in Digital Transformation Strategy, MarTech Platforms, Creation, User Experience (UX), Customer Relationship Management (CRM), Data, Commerce, Mobile and Content Management System (CMS). Together we inspire transformation. We dream, we do, we deliver.

The company has offices in Switzerland, Germany and Austria as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined dentsu, forming the largest brand within the group. For more information visit <http://www.merkleinc.ch> and follow us on [LinkedIn](#).

About dentsu international

Part of dentsu, dentsu international is made up of six leadership brands - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM and creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. <http://www.dentsu.com>