

# How Web Optimisation Tools Will Be Affected By A Cookie Less Future

I cannot imagine a web without cookies, the only thing that comes to my mind when I think of a cookie less future is one word and one word only which is restrictions, restrictions. Cookies are used to track the users as they navigate through the web but that can only happen if the user accepts the cookies. I for one thought that cookies are harmful to my devices, sometimes users also don't accept cookies because they are concerned about their privacy.

Well cookies benefit everyone when I say everyone, I include the users, researchers, designers, and developers. The cookie less future will take major toll on businesses as there will be a downside on the personalisation of web experience becoming less common with more and more irrelevant and boring ads shown to the users, for because data collection won't be easy as some of the information will be hidden.

Monitoring the user's navigation will be difficult, third-party cookies makes the consumer to understand their users better, so the end of third-party cookies will offer transparency to the user, but it will affect the internet as well as the Digital Marketing. Google search engines uses the user's cookies to personalize and optimize their search experience, based on data from the pages they previously accessed most and the searches they perform whenever they use Google.

With the cookie less now replacing the third-party cookie this means that advertisers will have to find and develop new strategies to collect the necessary data from the users, and the social media platform will need to adapt to the new strategy tactics on collecting the user data. To develop new strategies, take a whole lot of research, time and money, adaptation also won't be easy for the advertisers as they will be adopting new mechanisms.

The ban of the third-party cookies the internet users will have much greater clarity and confidence when using the internet. User browsing experience will be less personalized and irrelevant to their interests at least until the marketing industry adapts new transformation.

The marketers won't have the cookies to rely on for collecting the necessary information from the user, they will use the direct from the user to collect the data, like running a research based on satisfaction survey and social media polls. After all the aim to build a closer and more direct relationship with consumers without compromising their data protection.

A/B testing is another marketing practice impacted by a cookie less Internet. A test user could visit the site multiple times during a test. Because there are no cookies and the test user is always seen as new, he could be shown the B version one visit and the A version another visits.