

How web optimisation tools will be affected by a cookie less Future

Cookies have long been used to track users as they move across websites and devices. As consumer privacy became a hot button issue, web browsers started restricting cookies.

When we talk about a cookieless future, were talking about the end of third-party cookies.

It is possible to build a web with cookies and big data in a transparent and secure way. But To do that, we need to reshape the way the internet and Digital Marketing have worked on In recent years.

Below, we will look at how the end of cookies will affect Google, advertisers and users themselves in the coming years.

For Google

Google, through its chrome browser, has joined the cookieless movement. But the company itself knows it will be affected.

After all, Google's search engine uses users' cookies to **personalize and optimize their search experience**, based on data from the pages they access most and the searches they perform.

For Advertisers

For Advertisers, the end of third-party cookies is far from the end of online advertising

But it is undeniable that this change brings important impacts, such as **reducing the user data available and adopting new mechanisms**, with more transparency and security Assurance for users to obtain data

For Users

For users, a cookieless future in web marketing tends to bring more security to their data while browsing the web. This is the intention of this whole movement. On the other hand, the impacts to online advertising could also mean a browsing **experience that is less personalized and relevant to your interest**, at least until the marketing industry adapts to this transformation.