



V12

DEMISE OF THE COOKIE AND WHAT'S NEXT FOR TODAY'S MARKETERS

Marketing tips & emerging alternatives
you can start implementing today.

SUCCESS KIT

CONTENTS

The end of the third-party cookie is fast approaching. Marketers have relied on cookies for years – so what exactly does this change mean and how will solutions evolve?

Our new success kit is full of blogs, articles, resources and webinars to help you understand what the demise of the cookie means for marketers and emerging alternatives you can start implementing today.



Blogs



Webinars



Videos



Additional Assets

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Blogs

End of Third-Party Cookies, Emerging Alternatives and What This Means for Marketers



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Navigating the New Cookie-Less World (Panel Discussion)



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The Data-Driven Advantage of First- and Third-Party Data



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The Cookie Countdown – 5 Alternative Strategies You Should Be Using Now



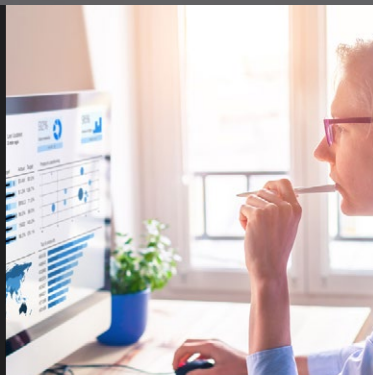
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Webinars

End of Third-Party Cookies:
What it Means
For Your
Marketing



WATCH NOW

[ON-DEMAND
WEBINAR]
How Customer
Identity Can Help
You Navigate
Today's "New
Normal"



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Videos

Navigating the
New Cookie-
Less World Part
#1 (Video Panel
Discussion)



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Navigating the
New Cookie-
Less World Part
#2 (Video Panel
Discussion)



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Additional Assets

View V12's library of marketing data and technology resources including case studies, marketing collateral and solutions guides



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NEXT BEST ACTION BY V12

View our collection of articles and blogs discussing strategies on how to thrive in today's new normal



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learn more about V12's marketing and technology solutions.

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