

Preparing for a Cookieless Future

Insights and strategies for
early success

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More than half of the online world is already in the shade

57%

of the open web is
cookieless

20%

of users delete cookies
after a few days



61%

of Quantcast campaigns in
Canada have a cookieless
strategy

4x

growth in cookieless
adoption with Quantcast
Canada

Learning 1

Testing solutions is essential



MBNA saw a 38% higher approval rate for credit card applications in cookieless environments.

Learning 2

Embrace changes to measurement



Yokohama Tires redefined KPIs, leveraging reach to scale their acquisition strategy effectively.

Learning 3

Cookieless spaces are less competitive



Inventory reliant on third-party cookies comes at a premium, costing 80% more than cookieless.

Future-proof your campaigns today

Start testing now

It's the best way to understand and optimize your approach.

Consider different measurement strategies

Adapt KPIs and goals to align with cookieless strategies.

Leverage early adopter advantage

Benefit from lower costs and competition for innovation and growth.