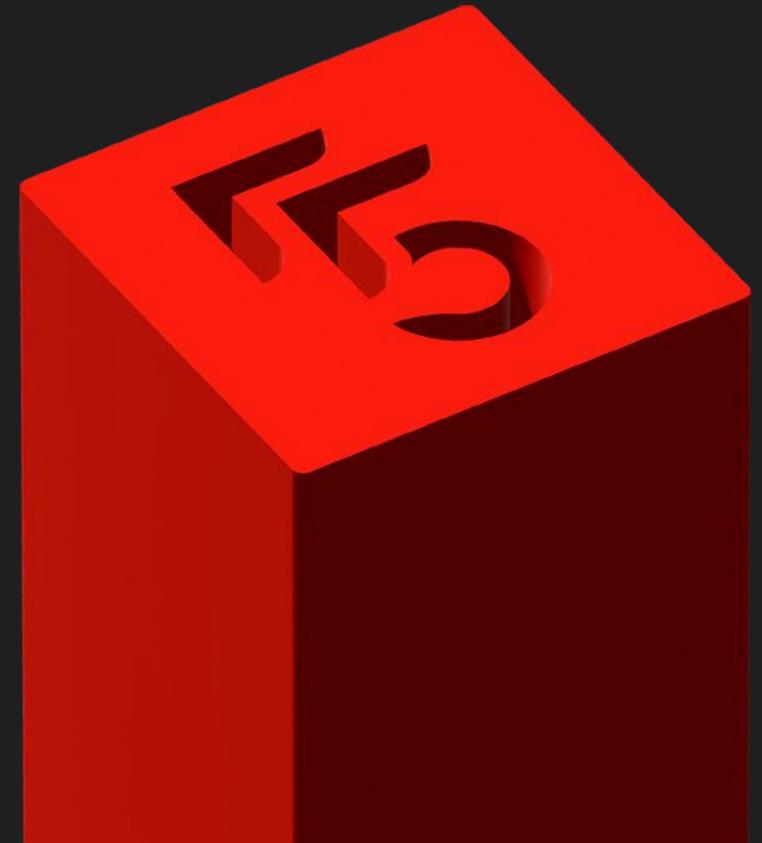
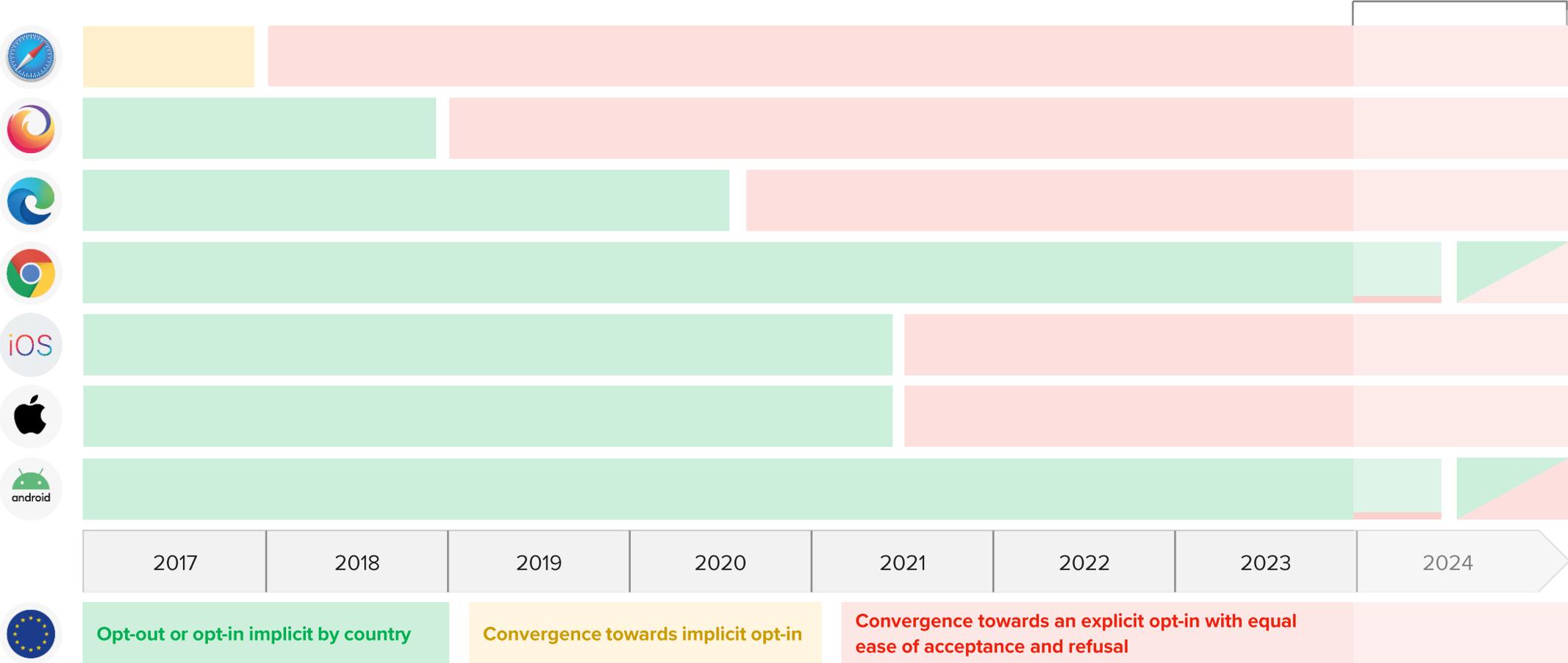


Reminder on third-party
cookies from fifty-five

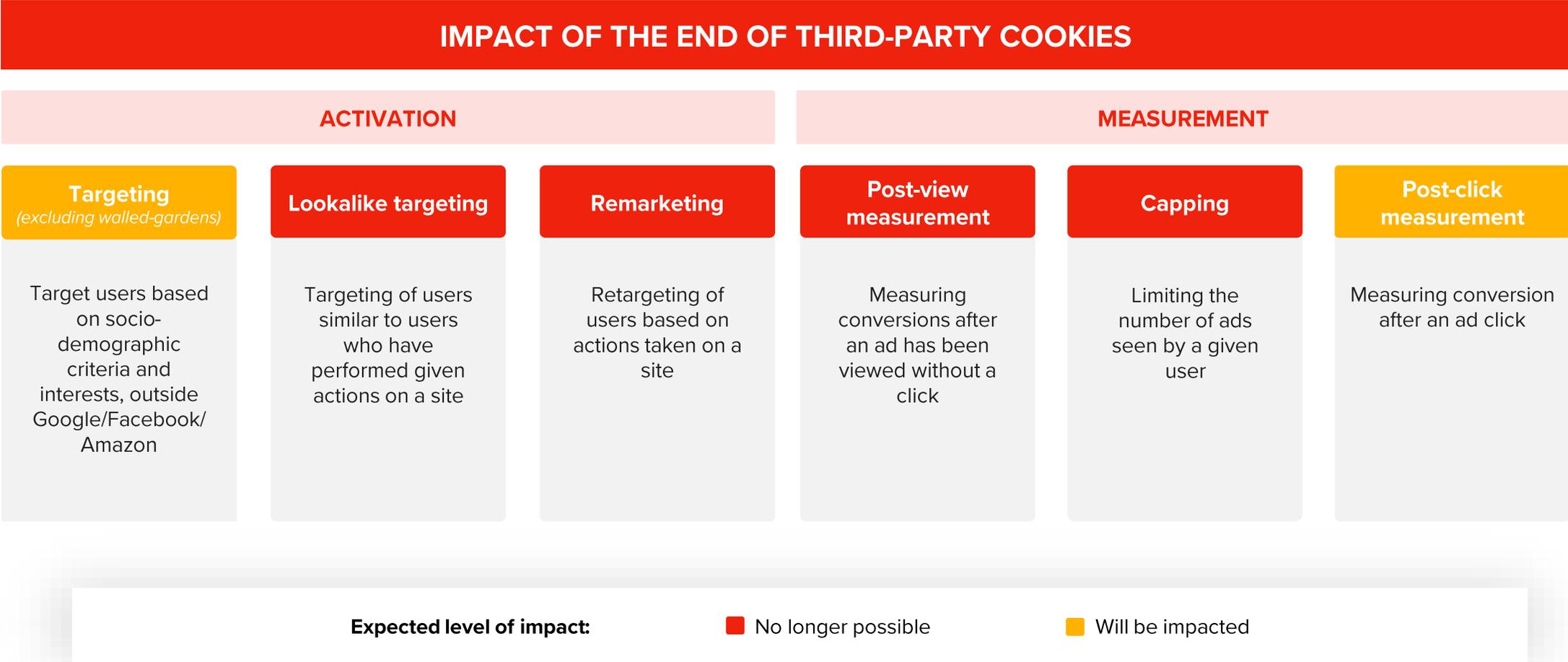


From the end of Q3 2024, third-party cookies will no longer be progressively supported on Chrome, until the complete extinction of third-party cookies at the end of 2024!

What's the roadmap for 2024?



The end of third-party cookies will have a major impact on targeting, retargeting and media measurement



The end of third-party cookies and regulatory restrictions on data are forcing advertisers to rethink their approach to digital marketing



Capitalize on 1st party data - your own or that of your partners



Deploying more resilient and secure data infrastructures



Diversifying targeting methods