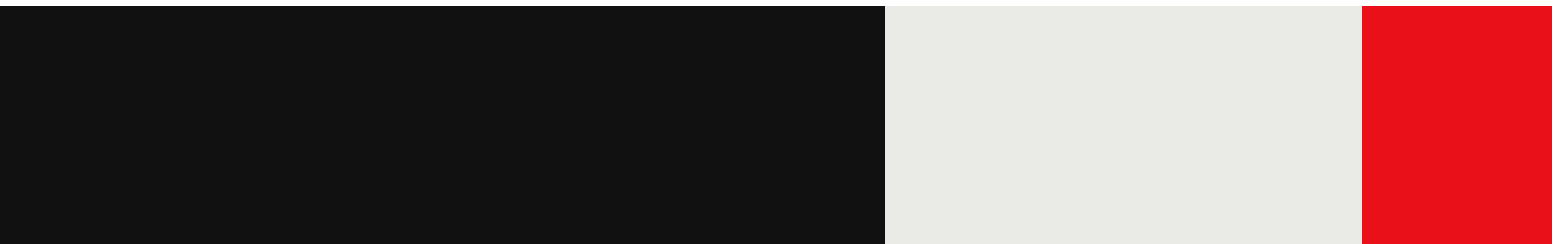


# Study: Cookie deprecation delay defies marketer expectations

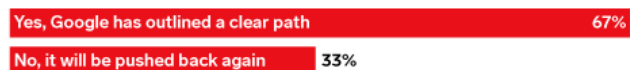
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## Marketing Professionals Worldwide Who Believe the Deprecation of Cookies in Chrome Will Occur in 2024, Aug 2023

% of respondents



Source: ID5, "The State of Digital Identity 2023," Oct 31, 2023

283772

Insider Intelligence | eMarketer

**Key stat:** 67% of marketers thought third-party cookie deprecation in Chrome would occur this year, according to August 2023 data from ID5. [Google just announced](#) that it was delaying this timeline to 2025.

### Beyond the chart:

- The delay is in response to feedback from marketers that the industry was not prepared to pivot to Google's Privacy Sandbox.
- Google's latest timeline is unclear, but the company says it will outline a new timeline on April 26.
- Despite another delay—Google's original phase-out date was in 2022—cookies will go away eventually, and marketers will need [first-party data strategies](#) that involve either collecting identifiers themselves or [partnering with data-rich companies](#) for when that happens.

### Use this chart:

- Emphasize the significance of Google's latest third-party cookie news.
- Plan for the cookieless future.

### More like this:

- [Google delays deprecation of third-party cookies once again](#)
- [The digital ad industry's overreliance on cookies could create a crisis](#)
- [5 charts on how third-party cookie deprecation will change ad buys](#)
- [Cookie deprecation won't change advertisers' preferred transaction methods](#)

*Note: Respondents were asked, "Do you believe that the deprecation of cookies in Chrome will take place in 2024?"*

*Methodology: Data is from the October 2023 ID5 report "The State of Digital Identity 2023." 197 marketing professionals worldwide were surveyed during July-August 2023. Respondents include brand/agency, publisher, DSP, SSP, data platform, and others.*