

We are all about to face a cookieless future. And, according to IAB, 66% of the digital industry is not adjusting their measurement strategies to combat the loss.

To be successful, we need to write new rules. It all starts with getting your data infrastructure in order. There are steps you can take today to make the transition seamless for your brand — and your customers.

## 5 Tips To Prepare For The Cookieless Future Now:

**1**

Build trust with your customers through authentic and transparent storytelling so they're more comfortable sharing their information.

**2**

Organize your owned first-party data so you have more control over how you communicate with and personalize messaging for your customers.

**3**

Use Google Analytics 4 for event-based tracking and audience creation that inherently complies with privacy regulations and shares relevant consumer insights.

**4**

A robust, full-funnel approach will drive the most sustainable growth, as specific channels won't be successful if they work in silos.

**5**

Say no to average by relying on real-time data-driven insights to market to your high-value customers where and when they expect you.

**Welcome to the world of responsible marketing with NetElixir!**