

# NetElixir™ Cookieless CORNER

## Did you know?

Google Chrome accounts for almost 63% of the global web browser market share. Google's decision to deprecate third-party cookies on Chrome will disrupt the entire digital marketing ecosystem.



### Your Holiday Strategy In The Cookieless World

It's not too early to start preparing your holiday strategy for success!

[Read More →](#)

### Google Analytics 4 & Cookieless Tracking

GA4 is a crucial tool for your business to use now.

[Read More →](#)



### Insights from our partners at Google:

Maximize the potential of YouTube, especially for crafting unique creative content. YouTube amplifies search by driving a higher search volume and conversion rate. YouTube offers a full-funnel marketing strategy and diverse audiences to engage consumers at every stage of the buying process.

## Upcoming Events

NetElixir is hosting a live webinar, sharing key takeaways and insights from Google Marketing Live. Learn what Google's latest announcements mean for your brand!

[Learn More →](#)



## Cookie Tip Jar

Create and execute a well planned first-party data strategy, making use of your email strategy, predictive audiences powered by machine learning, and close-loop attribution in systems like Amazon ads, Google shopping, and social commerce.

### NetElixir

Global Headquarters  
3 Independence Way  
Suite #203  
Princeton, NJ 08540

