

NetElixir™ Cookieless CORNER

Did you know?

Google plans to automatically upgrade all Smart Shopping campaigns to Performance Max campaigns by July? Performance Max campaigns will be the default campaign for the 2022 holiday season, so it's best to start testing and using this ad type to learn your brand's best practices.



Your SEO Strategy in the Cookieless World

Go organic! Optimize your content so consumers find your brand organically through search engine results for sustainable revenue growth.

[Read More →](#)

Who Killed The Cookie?

Learn the history of third-party cookie deprecation and how concerns over user privacy drive global change.

[Read More →](#)



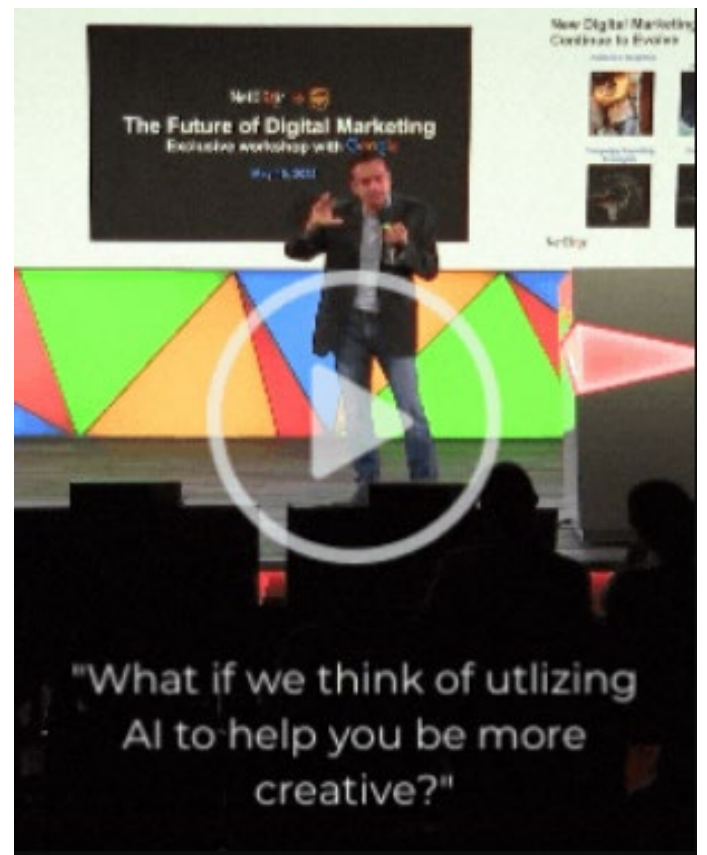
Insights from our partners at Google:

There are over 3.6 billion searches a day on Google by customers who are looking for solutions, products, and insights. By knowing how, when, and what your customers are searching for, your brand can be ready to meet their needs and expectations.

ICYMI

What does the future of search marketing hold for you? A new search marketing strategy, one that embraces AI-powered insights, a full-funnel approach, and a focus on engaging high-value customers. Rewatch our webinar for the latest insights and updates.

[Watch Now →](#)



Cookie Tip Jar

High-quality creatives and content has never been more important for the future of search marketing. Between Performance Max campaigns and improved RSAs, Google's algorithm will pull content from high-quality assets to automatically create new ads. This tech assumes that your ad asset and website has high-quality on-site content.

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