



Privacy Sandbox Readiness Checklist for Marketers

Initiate

- Get your ad tech provider and agency on a conference call. Ask them about what post-cookie digital ad solutions they offer and whether they're building on the Privacy Sandbox.
- Audit third-party cookie dependencies on your site(s) to understand what functionality will be impacted by deprecation.

Check out these tools that show the parts of your website that rely on third-party cookies: goo.gle/ps-cookie-analysis

Identify

- Identify the most important digital marketing activities and use cases—which could be impacted when third-party cookies are deprecated.

Here are some examples:

- | | |
|---|---|
| <input type="checkbox"/> Remarketing strategies | <input type="checkbox"/> Your key performance metrics |
| <input type="checkbox"/> Audience targeting | <input type="checkbox"/> |
| <input type="checkbox"/> Conversion measurement | <input type="checkbox"/> |
| <input type="checkbox"/> Attribution reporting | <input type="checkbox"/> |

Ignite

- Share your list of key marketing activities with your ad tech provider and agency.
- Get them to start building for these use cases on Privacy Sandbox and ask them for a development and testing timeline.
- Work with them to experiment (a lot!) and iterate strategically. And remember that you can now leverage the 1% of Chrome users with third-party cookies turned off as a testing population.