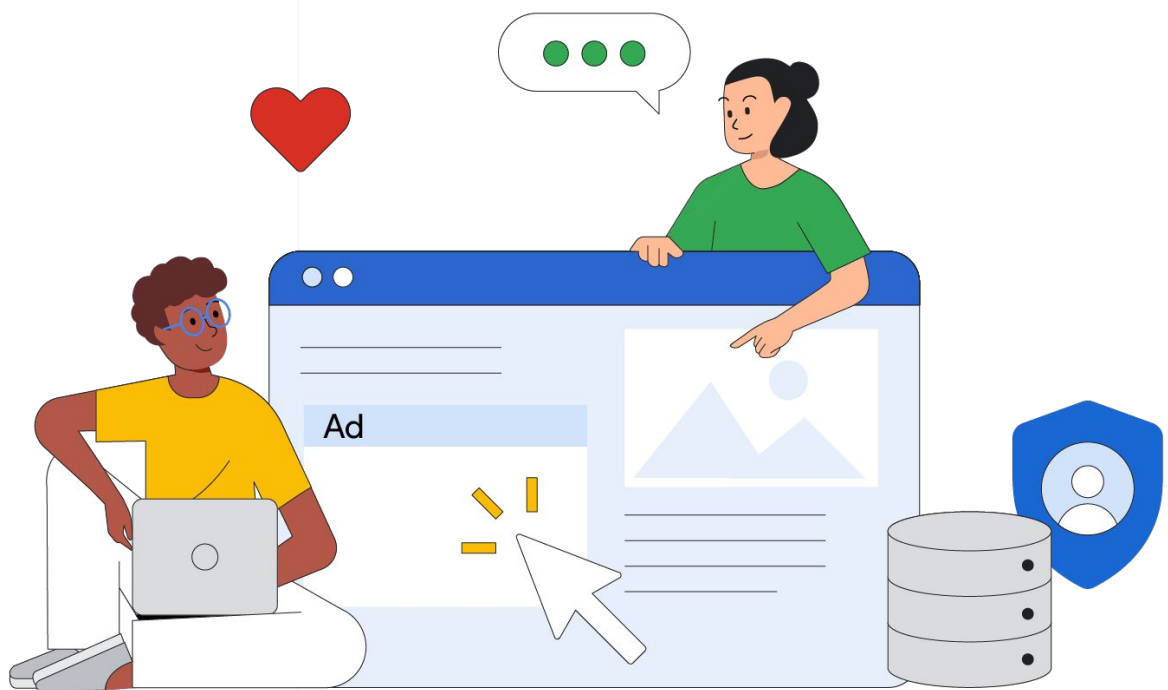


Publisher Preparation for Third-party Cookie Deprecation (3PCD)



3 Steps to Prepare for 3PCD

Help mitigate publishers' revenue impact when third-party cookies are deprecated with solutions from Google Ad Manager. These steps can help protect your web performance for 2024.

1 Set a 1P identifier

Why? Having an identifier present in the bid stream can notably increase CPMs compared to when no identifier is present.

- ✓ Stay opted-in to 1P identifiers such as **Pub 1P Cookies***
- ✓ **(Optional)** In addition, if you have signed in users then send a **PPID** to buyers (cross-device for web and app)

2 Benefit from Sandbox APIs

Why? Privacy Sandbox APIs let you benefit from data about users informed by their browsing across the web, in a privacy-preserving way.

- ✓ Stay opted-in to **Protected Audience** for remarketing or custom audience use cases
- ✓ Stay opted-in to **Topics** for interest-based advertising use cases

3 Activate your 1P data

Why? Building out your data strategy allows you to communicate the unique value of your users to buyers.

- ✓ Understand your unique users and build out **PPID-based audience segments**, either yourself or with the help of a DMP
- ✓ Activate this data via **Direct deals**
- ✓ Share insights you have with buyers via **Publisher Provided Signals**
- ✓ Explore the use of **Secure Signals**, to share data with trusted bidders
- ✓ Implement your data-sharing strategy with bidders via **Demand Channel Settings**

Prioritize investments based on your resources

Action to take	Current solutions	Recommended new solutions	Action required?	Level of resources required?
Set identifier to support buyers' frequency capping and personalization of ad campaigns (Programmatic)	Third-party cookies	Pub 1P Cookies	No, this is an opt-out feature	None
		PPID for Programmatic*	Yes, requires use of 1P-based PPIDs	Medium
Leverage Sandbox APIs for IBA, remarketing and custom audience targeting by buyers (Programmatic)	Third-party cookies	Topics API	No, this is an opt-out feature	None
		Protected Audience API	No, this is an opt-out feature	None
Build and activate your audience segments (Direct & Programmatic)	Third-party cookies 1P/3P Audience Segments in Audience Solutions	Demand Channel Settings	Yes, select when data is shared with different bidders	Low
		Key-values	Yes, build your site's key-value taxonomy	Medium
		PPS*	Yes, manually map your signals to the PPS taxonomy	Medium
		PPID-based audience segments*	Yes, set your own 1P identifier and build audience segments	High
		Secure Signals	Yes, requires use of identity solutions or data signals to share	High

*Indicates feature is only available in Google Ad Manager 360