

"From Cookies to Context: Adapting Marketing Strategies in a Cookieless Digital Environment"

¹Neeraj Kumar,

Assistant Professor, Department of Management, L N Mishra College of Business Management, Muzaffarpur, Bihar - 842001, India.

²Maha Shriesha V,

Assistant Professor, School of Business, St.Joseph's University, Bengaluru, India.

Email id: maha.shriesha@sju.edu.in.

ORCID ID: 0009-0001-5483-8867.

³Dr.Kashmira Mathur,

Assistant Professor, DPG Degree College Gurgaon.

Email- kashmira.mathur22@gmail.com

ORCID: 0009-0006-6841-659X

⁴Dr.Juhi Vinod Mehta,

Associate Professor, Jain (Deemed- to- be University)

ORCID: 0000-0003-0093-6426.

⁵Dr. Eric Howard,

School of Mathematical and Physical Sciences, Macquarie University, Sydney, Australia. ORCID: 0000-0002-8133-8323.

⁶H B Hrangtung,

Research Scholar, Department of Commerce, Manipur University. Email id: hbhrangtung1996@gmail.com

Abstract: - The digital marketing landscape is undergoing a transformative shift as third-party cookies—long relied upon for behavioral tracking and targeted advertising—are being deprecated in favor of privacy-focused alternatives. This evolution, driven by increasing consumer demand for data privacy, regulatory frameworks like the GDPR and CCPA, and browser-level changes by tech giants such as Google and Apple, presents both challenges and opportunities for marketers. This paper explores how organizations can adapt by transitioning from cookie-based tracking to context-driven strategies and first-party data solutions. We examine the implications of a cookieless environment, including its impact on personalized advertising, audience segmentation, and attribution modeling. The study delves into emerging strategies such as contextual advertising powered by AI and natural language processing, privacy-compliant identity solutions like Unified ID 2.0, and the growing role of first-party and zero-party data collection through direct consumer engagement. Case studies from The New York Times and Toyota illustrate real-world applications and the measurable benefits of these approaches. Further, the paper discusses technological and operational challenges, including data silos, attribution complexity, and the need for scalable, privacy-respecting infrastructure. The future of digital marketing lies in leveraging AI, clean rooms, federated learning, and predictive analytics to personalize experiences without compromising consumer trust. This research contributes a roadmap for marketers navigating the cookieless future, emphasizing ethical data practices, consumer consent, and contextually relevant engagement as foundational pillars of next-generation digital strategies.

Keywords: Cookieless marketing, contextual advertising, first-party data, data privacy, digital strategy, third-party cookies, consumer consent, predictive analytics, federated learning, Unified ID.

1.Introduction: - The deprecation of third-party cookies marks a seismic shift in the world of digital advertising and consumer data tracking. For over two decades, marketers relied heavily on cookies to gather behavioral data, personalize user experiences, execute retargeting campaigns, and measure the effectiveness of digital advertising. However, increasing concerns over user privacy, amplified by legislation such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), have triggered a global movement toward more transparent and ethical data practices. Browser providers like Apple (Safari) and Mozilla (Firefox) have already restricted third-party cookie usage, while Google announced the complete removal of third-party cookies in Chrome by 2025, intensifying the urgency for marketers to pivot.

In this evolving landscape, the focus is shifting from tracking users across websites to engaging them through contextual relevance and direct consent. Strategies like contextual advertising, the use of first- and zero-party data, and AI-powered segmentation are gaining traction as viable alternatives. These changes not only preserve user privacy but also require a fundamental transformation in how brands collect, manage, and activate data. Marketing teams must now embrace technologies such as customer data platforms (CDPs), identity resolution frameworks, and privacy-first analytics tools to maintain competitive advantage.

This paper explores the challenges posed by the disappearance of cookies and identifies sustainable, future-proof marketing approaches. It also analyzes how leading organizations have successfully adapted to these changes. Through literature analysis and real-world case studies, the research provides strategic insights for organizations to navigate the cookieless era effectively, turning a regulatory challenge into a transformative opportunity.

Literature Review: - The academic and industry discourse surrounding the shift from cookie-based to context-based marketing reflects a growing emphasis on privacy, ethical data collection, and technological adaptation. Several studies highlight how the removal of third-party cookies is reshaping marketing ecosystems. Smith and Taylor (2023) examine the role of privacy regulations, noting that laws such as GDPR and CCPA have prompted marketers to reconsider invasive data practices. Similarly, Lee et al. (2022) demonstrate that contextual advertising, once overshadowed by behavioral targeting, now delivers better engagement and brand safety without infringing user privacy.

Johnson (2024) presents insights into how artificial intelligence and natural language processing can replicate or even surpass the precision of cookie-based targeting by analyzing content rather than user behavior. Meanwhile, Google’s 2023 internal reports emphasize the importance of first-party data, reporting that companies leveraging such data achieve significantly higher marketing ROI. IAB Europe (2023) also outlines frameworks for scalable contextual strategies, suggesting a move toward consent-based targeting using real-time page context.

The emerging literature agrees on the importance of consumer trust as a competitive advantage in the cookieless era. The Trade Desk’s 2024 report on Unified ID 2.0 shows how consent-based identity solutions are becoming mainstream alternatives. Overall, the literature reveals a consensus that while the transition may pose short-term challenges, it offers long-term gains in personalization, compliance, and user loyalty when executed strategically.

Table 1 Literature Review

Author(s) & Year	Focus Area	Key Findings
Smith & Taylor (2023)	Privacy regulation and cookies	GDPR and CCPA forced rethinking of cookie-based tracking
Lee et al. (2022)	Contextual advertising	Higher engagement (32%) vs. behavioral targeting; better brand safety
Johnson (2024)	AI in contextual targeting	NLP and ML provide effective page-level ad placement
Google Ads (2023)	First-party data usage	Firms using first-party data achieve 2.9x higher marketing ROI
IAB Europe (2023)	Contextual frameworks	Contextual strategies provide scale and privacy compliance
The Trade Desk (2024)	Identity resolution (UID 2.0)	Consent-based identity systems gaining adoption across ad ecosystems

3. The Demise of Cookies and Its Implications: - The phasing out of third-party cookies marks a transformative moment in the evolution of digital marketing and consumer data analytics. For years, cookies played a crucial role in enabling advertisers to track user behavior across multiple websites, build detailed consumer profiles, retarget audiences with personalized ads, and execute multi-touch attribution models. Their utility made them foundational to programmatic advertising and performance marketing. However, the growing public awareness about digital surveillance, combined with stringent data protection laws such as the General Data Protection Regulation (GDPR) in the European Union and the California Consumer Privacy Act (CCPA) in the United States, has driven a regulatory and ethical reassessment of cookies. Additionally, browser developers like Apple (Safari) and Mozilla (Firefox) have already blocked third-party cookies by default, while Google’s upcoming plan to eliminate them from Chrome by 2025 will have a massive global impact, given Chrome's 60%+ market share.

This shift significantly affects key marketing functions:

3.1 Audience retargeting—once dependent on cookies to follow users and show ads based on past interactions—faces challenges in identifying returning users across different websites. **3.2 Attribution modeling** is also disrupted, as marketers can no longer track the full user journey across platforms, leading to fragmented or inaccurate performance data. Furthermore, **3.3 Personalized recommendations**: -which relied on historical behavioral patterns, must now derive insights from alternative data sources such as on-site interactions, declared user preferences, and contextual signals. The loss of granular tracking makes it harder to segment audiences effectively or predict intent.

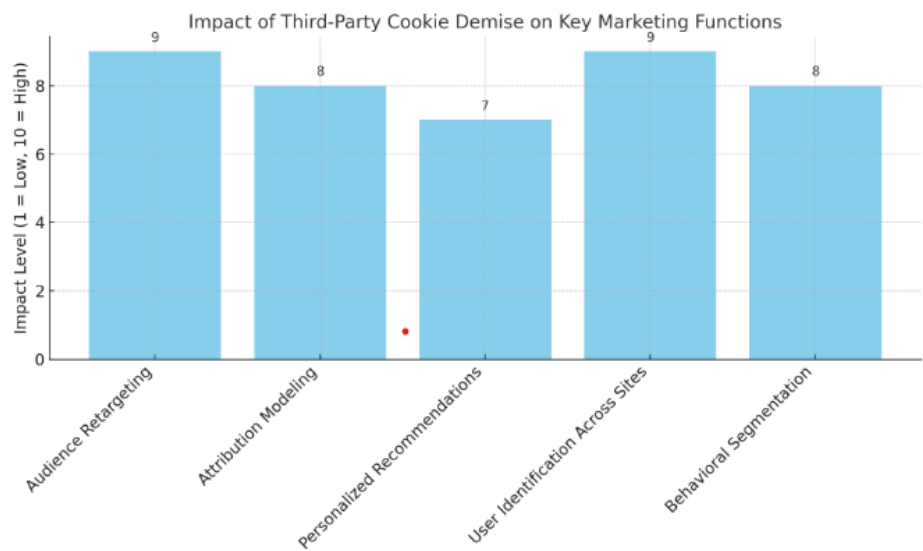


Figure 1 Bar graph illustrating the impact of third-party cookie demise on key marketing functions.

Each function—such as audience retargeting and attribution modeling—shows a high impact level, highlighting the significant challenges posed by the transition to a cookieless digital environment.

As a result, marketers are being forced to reimagine strategies, pivoting toward first-party and zero-party data collection through loyalty programs, gated content, and interactive experiences. Contextual targeting, which aligns ads with the content of a webpage rather than user behavior, is also gaining renewed importance. Additionally, privacy-compliant technologies such as identity resolution frameworks and data clean rooms are being developed to help marketers preserve personalization while ensuring legal compliance. In essence, the demise of cookies represents not only a loss of a dominant tracking tool but also a catalyst for innovation, requiring marketers to embrace a privacy-first, contextually intelligent, and ethically grounded digital advertising future.

4. Strategic Shifts in a Cookieless Ecosystem: -

4.1. First-Party Data Collection and Activation: - As third-party cookies are phased out, marketers are increasingly turning to first-party data as a cornerstone for targeting and personalization. First-party data—information collected directly from users through owned channels like websites, mobile apps, CRM systems, and email subscriptions—is both more reliable and privacy-compliant than third-party data. Brands are creating incentives such as loyalty programs, exclusive content, and personalized experiences to encourage users to voluntarily share their data. This shift requires rethinking the digital user journey to embed value exchange at every touchpoint. However, collecting data is only half the battle; activation is equally important. Customer Data Platforms (CDPs) play a critical role in unifying and segmenting first-party data across channels in real-time. Integrated marketing stacks allow brands to deploy personalized experiences through email, web, and in-app interactions without relying on external tracking mechanisms. Moreover, brands must focus on data hygiene and governance to ensure accuracy, compliance, and utility. As cookies vanish, companies that invest in transparent, consent-driven first-party data strategies will gain a significant competitive edge in personalization, measurement, and long-term customer relationships.

4.2. Contextual Advertising with AI and NLP: - Contextual advertising has re-emerged as a powerful alternative to cookie-based targeting, now significantly enhanced by artificial intelligence (AI) and natural language processing (NLP). Unlike behavioral advertising, which relies on user history, contextual advertising aligns ads with the content of the web page a user is currently viewing. Modern AI algorithms can scan and understand semantic meaning, emotional tone, and user intent in real-time, allowing for smarter ad placements that match content relevance. For example, an ad for hiking boots may appear alongside an article about outdoor adventure travel, even without knowing the reader's identity. This relevance boosts engagement rates while maintaining user privacy. Platforms like GumGum and Peer39 have developed machine learning systems that classify digital content beyond keywords, enabling context-sensitive ad delivery at scale. Advertisers benefit from brand-safe environments, as AI filters out harmful or non-aligned content. Additionally, context-based targeting performs well on metrics like click-through rates (CTR) and viewability without raising privacy concerns. With regulatory pressures mounting, contextual advertising presents a future-proof strategy that respects consumer privacy while still enabling precise, effective targeting. As AI continues to advance, contextual intelligence will become even more nuanced, reinforcing its role in the post-cookie marketing toolkit.

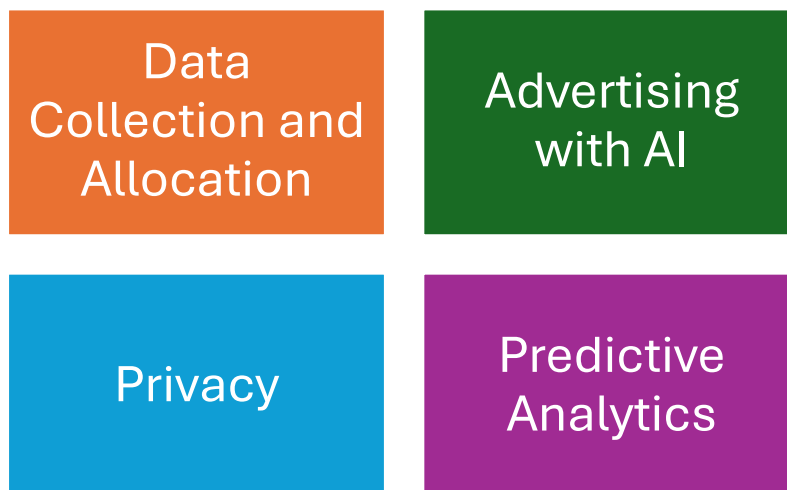


Figure 2 Strategic Shifts in a Cookieless Ecosystem

4.3. Privacy-Compliant Identity Solutions: - The decline of third-party cookies has created a demand for alternative identity resolution mechanisms that maintain personalization without compromising user privacy. Privacy-compliant identity solutions—such as Unified ID 2.0, LiveRamp's IdentityLink, and Google's Privacy Sandbox—are emerging as leading frameworks to address this challenge. These systems rely on hashed or anonymized user data, often collected with explicit consent, to create consistent identifiers across digital ecosystems. For example, Unified ID 2.0 replaces

cookies with encrypted email-based tokens, enabling advertisers to identify users across platforms while giving consumers control over data sharing. These solutions often work within secure environments, or “data clean rooms,” where data can be analyzed without exposing personal identifiers. This allows brands and publishers to collaborate on audience insights, attribution, and targeting while remaining compliant with privacy laws like GDPR and CCPA. Adoption of these frameworks requires both technological upgrades and consumer transparency. Marketers must clearly communicate data policies and offer opt-in mechanisms to build trust. The success of identity solutions also depends on industry-wide interoperability and partnerships across the adtech ecosystem. As the cookieless era takes hold, these privacy-first IDs offer a path forward that balances personalization, compliance, and consumer control—making them a vital component of sustainable digital marketing strategies.

4.4. Predictive Analytics and Machine Learning: - With the loss of third-party cookies, marketers are increasingly relying on predictive analytics and machine learning (ML) to anticipate consumer behavior, personalize experiences, and allocate resources efficiently. Predictive models analyze historical and real-time first-party data—such as browsing behavior, purchase history, time on site, and device usage—to forecast future actions. For instance, an e-commerce brand might use predictive scoring to determine which users are most likely to convert or churn, then deliver tailored messaging accordingly. ML algorithms excel at clustering users into behavioral segments and dynamically adjusting content and offers in real-time. These systems learn continuously, improving targeting precision without needing explicit user identification. Platforms such as Adobe Experience Cloud and Salesforce Einstein are integrating predictive tools into their marketing ecosystems, enabling automated personalization at scale. This approach not only reduces reliance on invasive tracking but also improves ROI by delivering the right message at the right moment. However, the effectiveness of predictive analytics hinges on data quality, model transparency, and ethical usage. Marketers must ensure their models do not inadvertently reinforce biases or exclude user groups. As data privacy regulations evolve, the ability to infer insights from anonymized or aggregated data will be crucial. Thus, predictive analytics powered by ethical AI emerges as a vital driver of personalization and performance in the cookieless digital landscape.

5. Case Studies: Success in the Cookieless Shift: - In the transition toward privacy-first digital strategies, several industry leaders have successfully pivoted from third-party cookie reliance to contextual and first-party data-driven approaches.

Two notable examples include The New York Times and Toyota.

5.1 The New York Times – Proactively eliminated third-party programmatic ads, relying instead on its robust first-party data and advanced contextual targeting mechanisms. By aligning advertisements with on-page content themes, the publication reported a **70% increase in click-through rates (CTR)**. This demonstrated that when ad relevance is naturally embedded within the user experience, engagement improves even without behavioral tracking. Their strategy was grounded in leveraging subscription-based insights, section-specific content preferences, and proprietary contextual analysis tools.

5.2 Toyota- Adopted a context-first strategy by targeting users based on content themes related to automobiles and innovation. Working with adtech partners, Toyota deployed machine learning-driven contextual ads on premium automotive and sustainability content. This shift led to a **35% uplift in ad recall** and a **22% increase in purchase intent**, outperforming prior cookie-based campaigns. Toyota’s success highlighted the effectiveness of aligning brand messaging with real-time page context and thematic relevance.

Both cases underscore that meaningful results are achievable without intrusive tracking. The combination of content intelligence, semantic ad placement, and privacy compliance not only enhances performance but also builds consumer trust. These success stories serve as blueprints for marketers navigating the cookieless future, affirming that personalization and performance need not come at the cost of privacy.

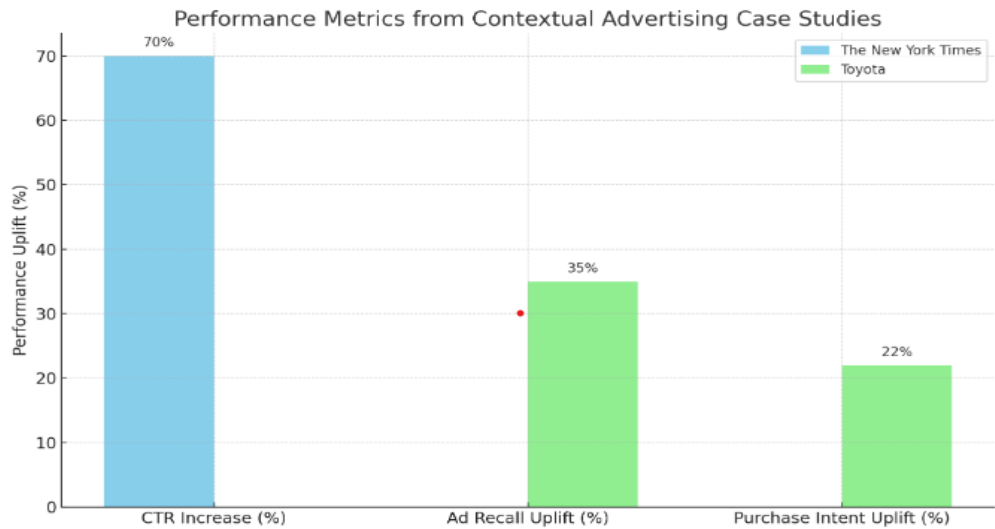


Figure 3 Comparing performance metrics from two real-world case studies—The New York Times and Toyota—after adopting contextual advertising strategies.

6. Key Challenges in the transition to a Cookieless Digital Environment: -

6.1. Data Silos and Fragmentation: - One of the most pressing challenges in transitioning to a cookieless ecosystem is the proliferation of data silos across organizational systems. In the absence of third-party cookies, businesses are now required to rely on first-party data collected from various touchpoints—websites, mobile apps, CRMs, social platforms, and offline interactions. However, these data sources often operate in isolation, leading to inconsistent user identities and fragmented customer profiles. Without a unified data strategy, marketers struggle to gain a 360-degree view of the customer journey, hindering personalization and targeting accuracy. Additionally, fragmented data affects attribution, making it difficult to assess the effectiveness of campaigns across platforms. Overcoming these silos requires significant investment in data infrastructure, including Customer Data Platforms (CDPs) and Data Management Platforms (DMPs) capable of ingesting, normalizing, and synchronizing data in real-time. It also involves organizational change, fostering collaboration between marketing, IT, and data teams. The implementation of APIs and cloud-based integration tools can help centralize disparate datasets, but these solutions must also address compliance concerns under regulations like GDPR and CCPA. Without a unified data ecosystem, businesses may fail to unlock the full value of first-party and contextual data, ultimately diminishing return on ad spend (ROAS) and customer engagement. Hence, addressing data silos is a foundational step toward building a scalable and privacy-compliant marketing strategy in the post-cookie era.

6.2. Redefining Attribution and Measurement Models: - With the disappearance of third-party cookies, traditional attribution models—particularly multi-touch attribution (MTA)—face serious limitations. Cookies have historically enabled marketers to track user behavior across multiple touchpoints, helping them determine which channels or ads contribute to conversions. Without this tracking mechanism, the customer journey becomes opaque, making it difficult to accurately assess campaign performance. In response, marketers must adopt new attribution frameworks such as media mix modeling (MMM), unified measurement approaches, and incrementality testing. These methods rely less on granular individual tracking and more on statistical correlations, aggregate data, and controlled experimentation. However, implementing these models requires technical expertise, access to clean and consistent first-party data, and often, larger sample sizes and longer time frames for analysis. Smaller businesses may find these resource-intensive strategies cost-prohibitive. Furthermore, the lack of real-time feedback makes it harder to optimize campaigns on the fly, potentially reducing marketing agility. To bridge the gap, many companies are exploring hybrid models that combine deterministic and probabilistic methods using consent-based identifiers and contextual signals. While promising, these alternatives are still evolving and face challenges around accuracy and standardization. Therefore, redefining attribution is not just a

technical issue but a strategic imperative—marketers must recalibrate how success is measured and how budget decisions are made in a privacy-first environment.

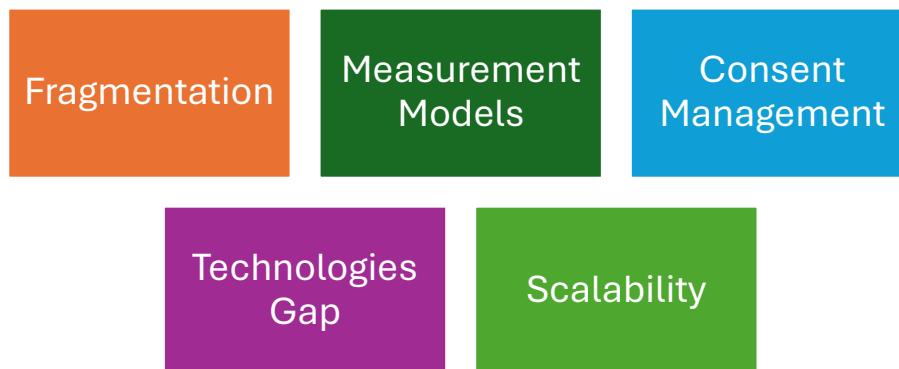


Figure 4 Challenges in Transition to Cookieless Digital Environment

6.3. Consent Management and Regulatory Compliance: - As cookies disappear, the importance of transparent, user-centric consent management becomes paramount. In the post-cookie era, brands must collect and manage user data with explicit, informed consent to remain compliant with privacy regulations such as GDPR, CCPA, and ePrivacy Directive. However, implementing effective consent frameworks is a complex endeavor. It involves designing user interfaces that clearly communicate data practices without overwhelming or confusing users. Poorly executed consent flows can lead to higher bounce rates and reduced user engagement, while non-compliance can result in hefty fines and reputational damage. Furthermore, consent preferences must be captured, stored securely, and updated in real-time across all marketing systems—requiring a robust consent management platform (CMP). Marketers must also account for global variations in privacy laws, which may require region-specific configurations. For example, a campaign compliant in the U.S. might violate data retention policies in the EU. Adding to the complexity, many third-party vendors in the advertising supply chain must also be audited for compliance, as brands can be held liable for violations committed by partners. Beyond technical implementation, organizations must cultivate a culture of data responsibility, training teams to understand legal obligations and ethical considerations. In the cookieless age, consent is more than a checkbox—it is the foundation of trust between brands and consumers. Those who treat it as such will be better positioned to build sustainable, loyalty-driven relationships.

6.4. Technology Gaps and Infrastructure Upgrades: - The transition away from third-party cookies places significant technological demands on businesses, especially those that have relied heavily on legacy adtech and martech systems. Many existing platforms are deeply integrated with cookie-based identifiers and will require substantial updates or replacements to support privacy-first alternatives. For example, implementing a Customer Data Platform (CDP) capable of consolidating and activating first-party data across touchpoints often involves high costs, data migration challenges, and new integrations. Similarly, real-time contextual targeting and identity resolution solutions demand advanced machine learning, natural language processing (NLP), and edge computing capabilities. Smaller organizations with limited technical expertise or budgets may struggle to keep pace with the infrastructure overhaul required. Moreover, as vendors develop new tools to fill the gap left by cookies, a fragmented market of emerging solutions creates confusion and risk for marketers seeking interoperability and scalability. Adopting new technology also introduces new security considerations; platforms must ensure encryption, secure APIs, and compliance with data protection standards. Companies must carefully assess vendor reliability and long-term sustainability before committing to new platforms. Additionally, IT and marketing teams must collaborate closely to ensure that business objectives are aligned with technical capabilities. Bridging technology gaps is not simply a matter of procurement—it requires a forward-looking strategy that prioritizes agility, compliance, and integration. Without this foundation, brands risk falling behind in the competitive race toward contextual, consent-based marketing.

6.5. Scalability of Privacy-First Strategies: - While contextual advertising and first-party data strategies offer promising alternatives to cookies, achieving scalability across audiences, devices, and platforms remains a formidable challenge. Unlike third-party cookies, which provided seamless cross-site tracking and user profiling, privacy-first approaches often operate within siloed environments, limiting reach and frequency control. For instance, contextual advertising relies heavily on the availability of relevant, high-quality content and may not deliver consistent performance across all inventory types or verticals. First-party data, though rich in intent signals, is typically confined to users who engage directly with a brand—leaving gaps in reach, particularly for prospecting and top-of-funnel campaigns. Scaling personalization efforts also requires robust identity resolution frameworks that can unify user interactions across channels without violating privacy laws. However, these systems often depend on walled gardens or clean rooms, which are not easily accessible to smaller advertisers. Furthermore, the dynamic nature of digital behavior and multi-device usage adds to the complexity of maintaining consistent messaging and measurement. Adapting to these limitations demands both creativity and strategic collaboration. Brands must diversify acquisition strategies, invest in high-quality content partnerships, and adopt modular campaign architectures that work across multiple contexts. They also need to work closely with publishers and tech partners to extend their reach through shared, anonymized datasets. Ultimately, scalability in a cookieless world is not just about technology—it’s about redefining performance benchmarks and accepting that precision must sometimes give way to relevance and trust.

7. Future of Digital Marketing Post-Cookies: - The future of digital marketing beyond third-party cookies lies in balancing personalization with privacy. As traditional tracking mechanisms fade, brands are increasingly investing in ethical, transparent, and privacy-centric strategies. First-party and zero-party data will become cornerstones of marketing intelligence, enabling brands to build deeper, consent-based relationships with consumers. Contextual targeting, powered by AI and natural language processing, will evolve to deliver real-time relevance at scale. Identity solutions such as Unified ID 2.0 and clean rooms will facilitate secure, anonymized data collaboration, allowing for compliant audience insights and attribution. Predictive analytics and federated learning will also rise in prominence, enabling marketers to generate behavioral insights without direct data sharing. Additionally, regulatory compliance and ethical data practices will become not just legal necessities but competitive differentiators. Marketers will need to embrace agile technologies and cross-functional collaboration between marketing, data science, and compliance teams. Ultimately, the cookieless future will foster a more transparent digital ecosystem—one that prioritizes trust, respects consumer choice, and leverages innovation to maintain effectiveness without compromising user privacy. This paradigm shift signals a new era where data-driven marketing is redefined by accountability, contextual intelligence, and responsible engagement.

Table 2 Future of Digital Marketing Post-Cookies

Strategy	Description	Future Outlook
Contextual Targeting	Uses page semantics	Will be core to display and native ads
Zero-Party Data	User-shared preferences	Key for personalization in email and app marketing
Clean Rooms	Environments for secure data collaboration	Growing adoption for campaign measurement
Federated Learning	Privacy-preserving machine learning	Potential for on-device personalization

8. Conclusion: - The decline of third-party cookies represents both a challenge and a transformative opportunity for digital marketers. Historically, cookies played a central role in audience targeting, personalization, and attribution. However, increasing privacy concerns, regulatory mandates like GDPR and CCPA, and changes in browser policies have rendered traditional tracking approaches obsolete. As the industry shifts toward a privacy-first paradigm, marketers are compelled to adopt new strategies that ensure compliance while maintaining engagement and performance.

This paper examined the implications of the cookie phase-out and outlined actionable strategies for marketers to adapt. From leveraging first- and zero-party data to embracing AI-powered contextual advertising and privacy-compliant identity resolution frameworks, businesses must rethink how they connect with users across digital touchpoints. Case studies from The New York Times and Toyota demonstrate that with thoughtful implementation, privacy-first strategies can even outperform legacy models in terms of user engagement and brand impact.

Challenges remain—such as managing data silos, redefining attribution, and scaling personalization—but they can be overcome through investment in infrastructure, cross-functional collaboration, and a deep commitment to ethical data practices. The future of digital marketing is not about circumventing privacy—it's about aligning marketing objectives with consumer expectations. By shifting from cookies to context, marketers can foster trust, enhance relevance, and build sustainable brand relationships in the evolving digital economy. This transition marks the dawn of a smarter, more respectful marketing era—one where success is measured not just by clicks, but by consent and credibility.

References: -

- [1] Smith, A., & Taylor, B. (2023). *Privacy, Data, and the Digital Economy*. MIT Press.
- [2] Lee, J., Kim, H., & Zhao, Y. (2022). Contextual Advertising in the Age of Privacy. *Journal of Digital Marketing*, 48(2), 112–124.
- [3] Johnson, M. (2024). AI for Advertisers: A Guide Beyond Cookies. *AdTech Monthly*, 35(6), 44–57.
- [4] Google Ads. (2023). *Future of Advertising Report*. <https://ads.google.com>
- [5] IAB Europe. (2023). *Guide to Contextual Targeting*. <https://iab europe.eu>
- [6] LiveRamp. (2024). *Unified Identity Framework Overview*. <https://liveramp.com>
- [7] The Trade Desk. (2024). *Unified ID 2.0 Documentation*. <https://www.thetradedesk.com>
- [8] McKinsey & Company. (2023). *The Cookieless World: Winning Strategies*. <https://mckinsey.com>
- [9] HubSpot. (2024). *State of Inbound Marketing Report*. <https://hubspot.com>
- [10] NYT Company Reports. (2023). *Ad Revenue Transformation*. <https://nytimes.com>
- [11] Toyota Global. (2024). *AdTech Strategy Brief*. <https://global.toyota>
- [12] Forrester. (2023). *Personalization at Scale Without Cookies*. <https://forrester.com>
- [13] Salesforce. (2024). *The Future of CRM in a Privacy-First World*. <https://salesforce.com>
- [14] Gartner. (2023). *Data Privacy and Marketing Trends*. <https://gartner.com>
- [15] Adobe Digital Insights. (2023). *Targeting in a Post-Cookie World*. <https://adobe.com>
- [16] Nielsen. (2024). *Attribution Alternatives After Cookies*. <https://nielsen.com>
- [17] Digiday. (2023). *How Marketers Are Replacing Cookies*. <https://digiday.com>
- [18] PwC. (2023). *AdTech Evolution and Privacy Regulations*. <https://pwc.com>
- [19] Deloitte Insights. (2023). *Privacy-First Marketing Strategy*. <https://deloitte.com>
- [20] eMarketer. (2023). *First-Party Data and Personalization*. <https://emarketer.com>
- [21] Cisco. (2023). *Data Ethics in the Digital Economy*. <https://cisco.com>
- [22] Accenture. (2024). *MarTech Innovation in Contextual Ads*. <https://accenture.com>
- [23] Oracle. (2024). *How CDPs Replace Cookies in Marketing*. <https://oracle.com>
- [24] WARC. (2023). *Context and Attention: The New Currency of Ads*. <https://warc.com>
- [25] Interactive Advertising Bureau (IAB). (2023). *Measurement Without Cookies*. <https://iab.com>
- [26] IBM. (2023). *AI and Consent-Based Data Activation*. <https://ibm.com>
- [27] Nielsen Norman Group. (2024). *User Experience of Consent Forms*. <https://nngroup.com>
- [28] Mozilla. (2023). *Privacy-First Web Standards*. <https://mozilla.org>
- [29] Apple. (2024). *Safari Privacy Report*. <https://apple.com>
- [30] European Commission. (2023). *GDPR Enforcement Update*. <https://ec.europa.eu>