Intellimize

Third-Party Cookies Sunset Checklist

Task	Notes	Resource	Status
Identify what cookies are running on your website	To do so you can invest in a Cookie Scanner or use the provided resource to check cookies manually.	How to check cookies in Browser?	☐
Analyze the cookies	Take time to understand the purpose and origin of each cookie running on your site.	How Google uses cookies	☐
Categorize the cookies	Separate the cookies running on your website into the following categories: strictly necessary, performance, functional, and targeting. In doing so you'll be identify which cookies are mission-critical to your website and advertising strategy.	What are Different Types of Web Cookies?	☐
Determine if you are using third-party cookies in any of the above categories	If you are using any third-party cookies make note and be aware that they will break once Chrome fully sunsets third-party cookies in the second half of 2024.	Prepare for third-party cookie restrictions	☐
Identify which third-party cookies are currently key to your marketing program and look into first-party or cookieless solutions to take their place	To avoid service disruptions, invest in marketing software like Intellimize that does not and has never relied on third-party cookies.	Dynamically personalize your website to convert more traffic	☐
Rethink your attribution model	Meet with your marketing and business intelligence leaders to understand what parts of your company's attribution model will break in light of Chrome's change. Work cross-functionally to identify what parts of your website will need to be updated to support your company's new attribution model.	Cookieless Attribution: Marketing Without Cookies	☐
Remove all marketing solutions that rely on third-party cookies before Chrome sunsets them altogether	Doing so will allow you to remain ahead of the curve and triage the parts of marketing program and attribution model that you may or may not have realized rely on third-party cookies.	We removed advertising cookies and here's what happened	☐
Update your cookie policy	Confer with your legal team and update your business' cookie policy to reflect the change that you've made.		☐
Update your cookie banner	Confer with your legal team and update your business' cookie banner to reflect the change that you've made.		☐