**Leading Platforms Reveal Plans For A Cookie-Free Future**

Google, Meta and Snap are investing in conversion modeling that uses "non-identity-linked consumer data" to measure conversions as sunsetting cookies provides challenges to determine advertising success, say executives speaking at a recent event. As alternatives to third-party data, executives touted customer data platforms to maximize first-party data, learn data science and leverage clean-room solutions.

***The Drum (free registration) 10/19/22***

[***https://www.thedrum.com/news/2022/10/19/meta-google-and-snap-execs-how-they-re-prepping-advertisers-the-cookieless-world***](https://www.thedrum.com/news/2022/10/19/meta-google-and-snap-execs-how-they-re-prepping-advertisers-the-cookieless-world)

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