**5 Ways to Prepare for a Cookieless Future**

Digilant CEO Raquel Rosenthal offers a five-step plan to help marketers prepare for Google's ban on third-party cookies. She encourages brands to leverage "media mix modeling," centralize data via a customer data platform, stay up-to-date on alternatives and boost investment with major platforms such as Amazon and Facebook to access more data insights.

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[https://www.smartbrief.com/original/2020/05/5-step-path-cookieless-digital-marketing?utm\_source=brief](https://www.smartbrief.com/original/2020/05/5-step-path-cookieless-digital-marketing?utm_source=briefn)

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