

COOKIE DEPRECATION TIMELINE

2020

GOOGLE ANNOUNCES INTENT TO REMOVE COOKIES

In January 2020, Google announced that Chrome would phase out support for third-party cookies in the browser, starting with trials on conversion measurement and personalization by the end of 2020.

JAN 2024

GOOGLE DISABLES COOKIES FOR ~1% OF USERS

In January 2024, Google turned off cookies for 1% of Chrome users, equating to 30 million users. This follows years of Google warning advertisers of their intention to end third-party cookies in the Chrome browser.

MID 2024

GOOGLE EXPECTED TO DISABLE COOKIES FOR ~10% OF USERS

Following the initial testing period in January 2024, Google intends to continue disabling third-party cookies with up to 10% of users, or 300 million users, having their cookies turned off.

EARLY 2025

GOOGLE EXPECTED TO FULLY PHASE OUT COOKIES

In Early 2025, Google plans to begin disabling third-party cookies for **all Chrome users**. The end of cookies will be here. Advertisers who fail to prepare for the cookieless future stand to lose.

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