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.

Ready to kick off your cookieless advertising journey?

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