

Power Durable Marketing Performance

In a changing digital ads ecosystem

What is this about?

In 2024, we're going to see continued regulatory, platform and technology evolutions that further influence the way digital marketing works.

Evolving privacy expectations as well as new digital regulations, including new rules requiring Google to make changes under the [Digital Markets Act \(DMA\)](#) and [Chrome's support for third-party cookies phasing out globally from H2 2024](#) will change how marketers reach audiences online and measure digital marketing activities with Google.

Starting from next month and throughout 2024, we're going to deliver multiple product upgrades to prepare for this future and help our advertising partners to power durable marketing performance.

What does it mean for you?

Product upgrades throughout 2024 will aim to ensure high standards for user consent, in line with evolving user expectations on data privacy, regulatory guidance in Europe and globally, and technology and platforms changes.

Some product upgrades will require your actions by early 2024 to ensure durable marketing performance once DMA enforcement starts (expected early March 2024).

And as Chrome's plans to deprecate support for third party cookies approaches, further actions might be required depending on your usage of Google's advertising tools.



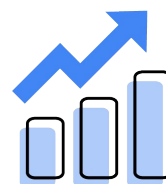
What marketers should be doing now (and by early Q1'24)

The below upgrades are foundational for advertisers to pass consent signals and preserve audience capabilities when working with Google as regulatory and technology changes continue to evolve.



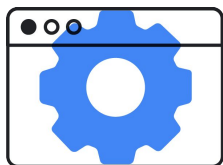
Collect user consent

Preferably via one of [Google's Partner Consent Management Platforms \(CMP\)](#). Make sure you respect the existing [Google EU User Consent Policy](#).*



Migrate to Google Analytics 4

For privacy-safe cross-channel measurement on Web & App cross-channel measurement on Web & App.
[GA4 Blog post](#)



Leverage Consent Mode

To communicate consent signals for online data to Google's advertising tools.
[Blog post](#)



Upgrade Google APIs and SDKs

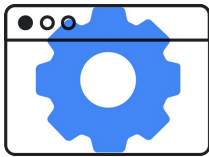
To pass consent signals for offline data to Google's advertising platforms.
More information coming by the end of 2023.

* Advertisers must adhere to the [Google EU User Consent Policy](#) to use ads personalization features. In 2024, our policy enforcement action will also start impacting measurement features: you should prioritize implementing Consent Mode to share consent signals with Google.

What else you need to do in 2024 (and can start today)

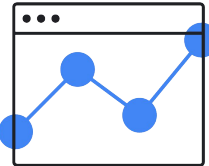
As Chrome's plans to deprecate support for third-party cookies approaches (H2 2024), the most critical levers for you to prepare when working with Google's advertising platforms are not new.

You should continue to use and adopt audience and measurement solutions available today – such as One Google Tag and Enhanced Conversions – that do not rely on third-party cookies.



One Google Tag

Establish robust site-wide tagging.



Enhanced Conversions

Improve the accuracy of your conversion measurement.



Privacy-enhancing technologies

Including the [Privacy Sandbox](#).

Ensure adoption to preserve marketing performance

No specific action needed

[Google's ads teams](#) (similarly to other ad tech) are testing the Privacy Sandbox APIs.

Extra Resources

- [Driving growth in a changing privacy landscape: The digital marketing playbook](#)