CallRail

Checklist:

5 Actions to prepare your marketing for the phase-out of third-party cookies

Up until now, you've been steering your business towards growth with third-party cookies that track who visits your website, what brings them there, and what interests them. However, with Google planning to **phase out third-party cookies sometime in 2025**, businesses will no longer have the luxury of reaching broad audiences through Google ads. Consequently, many will need to reevaluate and adapt their marketing strategies to maintain effectiveness and efficiency in their outreach efforts.

Follow this checklist to ensure you're prepared for the deprecation of third-party cookies and can still get the intelligent signals you need to understand which parts of your marketing are working (or not).

☐ Assess your data collection methods

Identify your main traffic sources—such as online ads, social media, and email campaigns—and note what data you collect through third-party cookies. This might include visitor behavior, demographics, or ad performance metrics. Understanding this will help you gauge which aspects of your marketing will be most impacted and what information you'll need to capture through other means.

You'll also want to identify all of the cookies your site is using and for each third-party cookie identified, research its origin. Look into the ad networks, social media platforms, and analytics services that your website interacts with.

☐ Test new marketing tactics to collect first-party data

To optimize first- and zero-party data collection, use website forms and a **form tracking tool** to understand visitor behavior and refine ad strategies. You can also use surveys to gather customer preferences and feedback. Engagement tactics on social media, like posting interactive content, contests, and exclusive offers that require users to fill out a form can also be a great way to collect more first-party data, while loyalty programs can also incentivize voluntary information sharing.

☐ Shift your budget and focus to first-party and zero-party data collection

Despite many marketers' reliance on third-party cookies, zero- and first-party cookie data are actually more valuable than third-party data. What's more, conversations with customers happen when they want to engage, making it mutually agreed upon and increasing the quality of the interaction. This benefits both parties—the customer has a more enjoyable experience, and you have a more engaged audience.

It's also time to divert your budget from outdated channels and tools to enhancing first- and zero-party data capabilities. Allocate resources to technologies that bolster data gathering and prioritize ad spending on channels facilitating zero-party data collection, such as those capturing contact information.

☐ **Integrate with Google's other tools to get more insights from your data**

Make the most of Google's tools that are still available. Start by enabling the **GA4 integration** and ensure it's up to date to help you adapt to the phasing out of third-party cookies. This will help you combine call tracking data with web analytics and use AI-powered tools that can leverage event data GA4 tracks to better attribute conversions, as well as analyze (like **sentiment analysis**) and **summarize call data** so you can better understand the customer journey. In addition, you should maximize your Google Business Profiles and Local Service Ads for increased visibility and engagement.

☐ **Leverage AI to analyze your data**

Calls are another great way to collect first-party data. With call tracking and other AI-powered technology that **automatically transcribes, summarizes, and analyzes the sentiment of calls**, you can quickly surface insights about the data you're collecting through phone calls and keep a record of all of this information. This will allow you to build a wealth of data beyond contact information to further personalize your marketing.

Discover how CallRail can enhance your data collection and customer insights even when third-party cookies disappear.

Start your free trial today