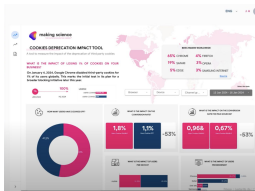# Cookie Deprecation Impact Tool

Real time information on the impact of third-party cookie deprecation on your business

Third-party cookies are a fundamental tool for marketing activities. They allow marketers to collect data about users' online behavior, which helps them better understand their target audience and create more relevant and effective campaigns. The deprecation of these cookies will have a significant impact on digital marketing, and marketers need to prepare for this change.

In the context of no more third-party cookies, it is important for a business to know how many users have or do not have cookies to understand the magnitude of the impact of removing third-party cookies on your ability to collect data about users and show them personalised advertising.

Additionally, you need to tailor your marketing strategy to users who do not have cookies. If a company knows how many users do not have cookies, it can tailor its marketing strategy to reach these users by exploring different technologies and exploiting its first-party data.

Gauss Cookie Deprecation Impact Tool is an innovative new solution that uses a combination of technologies and own data analysis techniques to provide businesses with accurate and up-to-date information on the impact of third-party cookie deprecation.

It is the only tool on the market capable of quantifying the business impact of cookie loss.

Gauss Cookie Deprecation Impact Tool has specific capabilities as follow:

- Coverage: the tool covers all major web browsers, including Chrome, Firefox, Safari and Edge.
- Accuracy: provide businesses with accurate information on the impact of third-party cookie removal.
- Real time results: the technology is implemented and delivers results in real time.
- Uniqueness: the only tool in the market capable of quantifying the business impact of cookie loss.

Gauss Cookie Deprecation Impact Tool is a valuable tool for companies that want to understand the impact of third-party cookie deprecation on their business and develop tailor marketing strategies to reach these users by exploring different technologies and exploiting its first-party data.

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