

What Happens When You Turn Off Browser Cookies?

AUDIO |

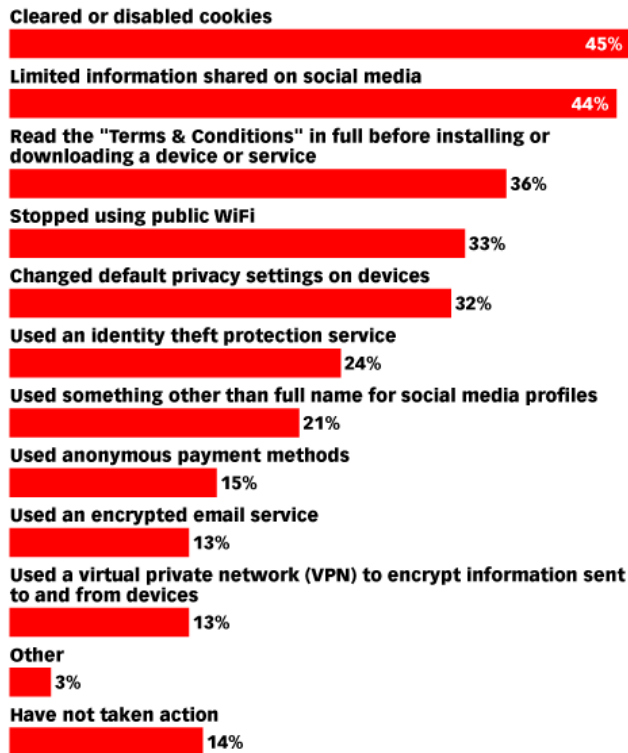
eMarketer Editors

eMarketer principal analysts Lauren Fisher and Nicole Perrin discuss Google's recent study about how turning off third-party cookies affects publisher revenues: What did Google find? How valid is the research? How does it compare with previous studies? Then, they talk about an ad fraud lawsuit between Fetch and Uber, Amazon developing clean room data technology and how marketers try to target shoppers within different channels.

"Behind the Numbers" is sponsored by Advertising Week. Listen in.

Steps that US Internet Users Have Taken to Protect Their Personal Information, Oct 2018

% of respondents



Note: ages 18+

Source: Norton Lifelock, "Cyber Safety Insights Report" conducted by The Harris Poll, March 27, 2019

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