

Privacy & Tracking

Marketing

How measurement changed, and what still works.

The shift and the response.

What changed

Third-party cookie support withdrawn

Platform tracking restrictions on devices

Consent required in many jurisdictions

Attribution windows shortened

More modelled, less observed data

What works now

First-party data with genuine consent

Geo and holdout experiments

Marketing mix modelling

Server-side measurement where lawful

Direct relationships — email, accounts

Educational reference. Consent and tracking rules vary by jurisdiction and change frequently. Not legal advice.