Google 'Leaders of Builders' Workshop Notes

Empower your teams to prepare for the end of 3P cookies

March 2024

IAB New Zealand and IAB Australia recently hosted their first trans-Tasman event with Google.

'Leaders of Builders', was designed to help leaders learn how to empower their teams through 3P cookie deprecation - assess risks, mitigate impacts, and become more prepared.

Here is a summary of resources from Google to help leaders, and their teams prepare for the end of 3P cookies (current @ 20 March 2024).

Lay the Foundations:
Visit privacysandbox.com for the big picture.

Guides for Success:
Privacy Sandbox Readiness Guides and targeted resources for Marketers, Publishers and Ad Tech Providers.

Explore Ad Options:
Dive into Private Advertising APIs (Topics | Protected Audience | Measurement).

Additional Resources:
Enhance your understanding with more Resources options.

The Future of Web Identity:
Learn about the new proposed model.

Stay Ahead of the Curve:
Get the latest insights from Blogs and Project News.

Need Support?
Utilise GitHub support or Submit Project Feedback.

TAKING ACTION

Clear the Path:
Review Responses to Common Objections.

Create a Testing Environment:
Teams can set it up here.

Utilise Resources:
Follow tools/guidance
Webstore | Preparing.

Assess Your Site(s):
Audit the critical user journeys (CUJs) of your site.

Engage and Collaborate:
Participate in support forums.

Report Breakages:
Flag problems here.

Request Extensions:
If necessary, ask for more time.

PREPARING FOR CHANGE

Countdown Guidance:
Cookie Countdown.

The Timeline:
Latest timeline information.

HELPFUL TOOLS AND RESOURCES FOR TECHNICAL TEAMS

Developer Hub:
Privacy Sandbox.

Enhance Debugging:
Utilise Chrome DevTools.

Essential Documentation:
Privacy Sandbox developer documentation.

Privacy Sandbox Analysis Tool (PSAT) Support:
Access this via Announcement Wiki | Discussions.

Analyse and Troubleshoot:
General debugging actions for Analysis
Instructions for common CUJs and debugging scenarios via Example Analysis Scenarios.

Deprecation Trials:
1P For top-level sites
3P For embedded site components and services.