Fusion Alliance

Post–cookie planning worksheet

To be ready for cookie deprecation, your organization needs a plan to ensure that you have the right data infrastructure, first-party customer dataset, and new data approaches in place to ensure your success. To help you outline your scope of action and understand the balance of time, resources, and team members you have available, use the following planning worksheet.

① Assess your risk

Current date:

Risk assessment framework:

Budget:

Team:

Target start date: Target end date:

② Develop a first-party data strategy

Strategy team (external/internal):

Budget (time/money):

Socialization/alignment plan:

Target start date: Target end date:

③ Gain organizational buy-in and budget

Business case development:

Change management team:

Stakeholders:

Target start date: Target end date:

④ Implement and execute the strategy

Implementation team:

Testing team:

Design pilot projects:

Evaluate vendors and tools:

Implement and scale results:

Target start date: Target end date:

⑤ Measure and adjust
Before end of 2023

Testing team:

Marketing team:

Data team:

Test and iterate:

Target start date: Target end date: