



LEARN HOW PRIVACY LAWS ARE CHANGING PPC ADVERTISING

Have you noticed the cookies banner on websites? These digital cookies track behavior to deliver personalized ads, including PPC campaigns.

Rising regulations like Canada's PIPEDA and the EU ePrivacy directive require transparency and user consent. Ignoring privacy rules risks fines, lost trust, and higher acquisition costs.

Privacy-First PPC:



Focuses on first-party data, user consent and transparent tracking.

Uses AI-powered tools like Google Analytics 4 (GA4) for event-based tracking without relying on third-party cookies.

Consent Management Platforms (CMPs) ensure data collection only after explicit permission.

Advanced attribution modeling (MMM, MTA) helps measure ROI accurately.

Adapting Strategies:



Smarter creatives, broader prospecting and intelligent bidding replace old tracking shortcuts.

Not all conversions will be visible; GA4 modeling and offline conversions fill gaps.

Collect only necessary data and clearly explain its value to users



Mrkt360 Expertise:

Toronto-based agency specializing in privacy-compliant PPC, paid media, SEO, GEO and AI strategy.

Helps businesses build high-performing campaigns while respecting user privacy.

Services include keyword research, ad optimization, GA4 setup and full PPC management.

Book a consultation to future-proof PPC campaigns, stay compliant and maximize performance in a privacy-first digital world.



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