



## August 2022 Newsletter



As summer winds down, we are ramping up for one of the largest legal technology conferences of the year: ILTACON in National Harbor! If you are attending as well, please let us know! We would love to catch up!

Also ramping up are the efforts of digital marketing experts to put greater focus on alternatives to cookie-based marketing. With Google's recent announcement that they will phase out third-party cookies by 2024, hyper specific targeting as we know it will be altered or even eliminated.

In our article this month, Megan Miller, senior account manager for Edge Marketing, Inc. and self-professed technology hound, shares tips on how to use the tools in your marketing toolbox to combat the effects of the death of the cookie!

If you would like to chat about how Edge can help craft your post-cookie digital marketing strategies, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Enjoy the last few weeks of summer!

A handwritten signature in black ink that reads 'Amy'.

Amy L. Juers, MBA  
Founder and CEO, Edge Marketing, Inc.



### The End of Cookies?

When you visit any website, it may store or retrieve small pieces of data from your browser, mostly in the form of cookies.

In June 2021, Google announced it would phase out third-party cookies

in late 2023, with new tracking technology to replace them. In response to ad industry demands for more time to plan a transition, Google announced in July 2022 that it will now hold off until 2024.

How will the end of cookies change digital marketing? The end of third-party cookies will alter or even eliminate hyper specific targeting and retargeting as we know it.

So what can you do now? Click the button below and read the article to find out.

[FULL ARTICLE ON EDGE WEB SITE](#)

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### About the Author:

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A global technology hound, Miller has built brands, trained teams and introduced successful products for global companies and startups.



A certified eDiscovery expert, Miller has written on trends and topics in electronic discovery, consumer electronics and the internet of things – before the IoT was even a thing. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.



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### [ILTACON](#)

Aug 21-25,  
2022

### [The One Conference & Expo](#)

### [Emerging Legal Tech Forum](#)

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Dec 4-7, 2022  
Austin, TX

National  
Harbor, MD

Sep 12-13,  
2022  
Vancouver, BC  
Hybrid

Oct 12, 2022  
Toronto, ON

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### Have your say:

[Cast your vote](#) for the top vendors serving South Florida's legal, real estate and banking industries.

If you agree that Edge is a leader in PR and marketing, please consider voting for us in questions 42-45.

Voting closes on August 26th.



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*Celebrating  
25 Years!*

Edge Marketing is celebrating its 25th year in business! We are excited to share this news and some amazing milestones with you!

[Read our press release »](#)

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Feel free to forward this newsletter to a colleague, and contact us with any questions or comments.



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### Edge Marketing, Inc.

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