

Programmatic Advertising in the Era of Cookieless

Stats + Trends Your Brand Needs to Know



TARGETED ADVERTISING

According to marketing decision-makers, what will be the most effective ways to measure targeted advertising after cookies go away?¹



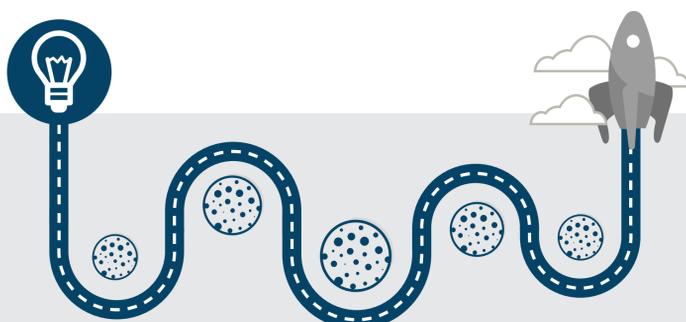
44%
sales lift research



36%
cross-platform multi-touch attribution



33%
last-click attribution



DSPs

According to programmatic buyers, what DSPs are best for navigating the shift away from third-party cookies?²



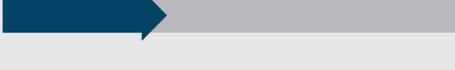
69% Amazon DSP



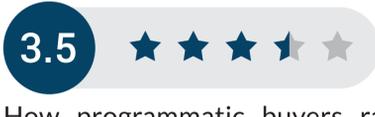
63% Google Display & Video 360



46% Trade Desk DSP



32% Criteo



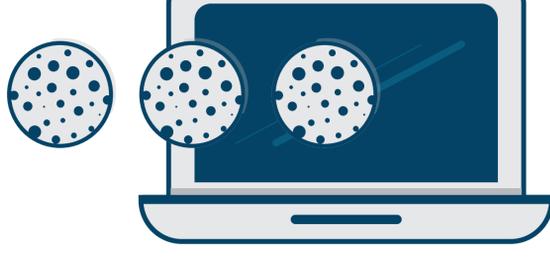
How programmatic buyers rate how prepared their organizations are for cookie deprecation.⁵

60%

of US marketers say multiple identity solutions will be needed after cookies are phased out.⁴

30%

of marketers say creating cross-device and multi-touch attribution models will still be possible at the same level without third-party cookies.³



COOKIE DEPRECATION

How ready are digital advertisers for third-party cookie deprecation?⁶



40%
of brands



70%
of publishers



86%
of ad tech vendors

83% of programmatic buyers say ad tech platforms are primarily responsible for finding third-party cookie alternatives.⁷



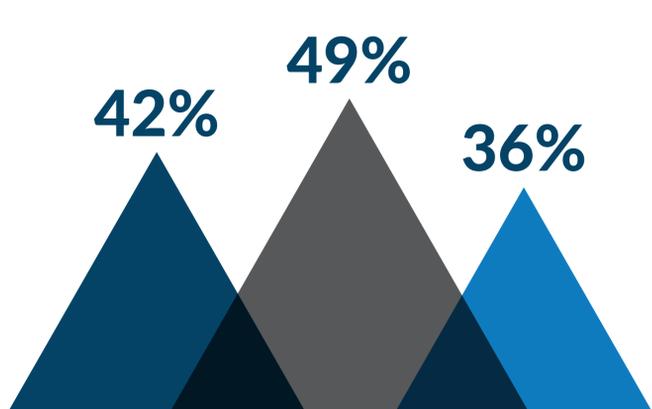
2021 CHALLENGES

Top challenges in 2021 according to digital media professionals.⁸

42%
cross-device attribution

49%
third-party cookie deprecation

36%
attribution



COOKIES 2.0

What are brands relying on as third-party cookies go away?⁹



65%
ID graphs built on first-party data



51%
second-party data from data co-ops



48%
second-party data from publishing partners



31%
third-party solutions that are built to last



Data co-op: A method of pooling, organizing, and sharing online consumer data with other agencies and brands.

DATA IMPACT

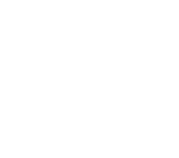
How will cookie deprecation impact how data is used?¹⁰



60%
increased spending for using first-party data



36%
increased focus on developing in-house solutions



34%
increased spending on contextual advertising

Sources

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