

Five *Fast* Facts



What you need to know about new & emerging trends, platforms or technology

Data-Driven Opportunities in a Cookieless World





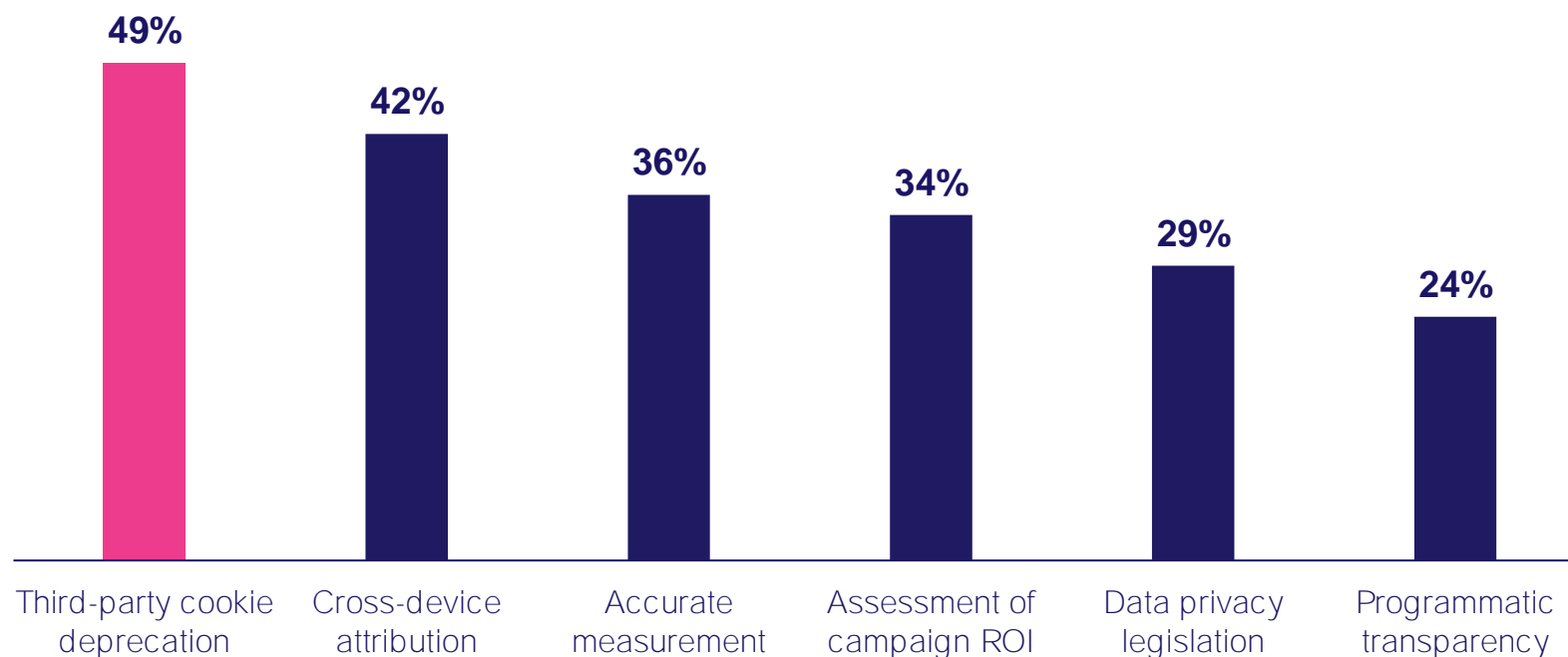
As the media landscape evolves with the elimination of the third-party cookie, it leaves challenges for marketers as they adapt their media strategies to effectively identify and reach audiences.

These *Five Fast Facts* explore how marketers are reacting to the third-party cookie phase-out, the data value exchanges consumers are most often looking for from brands and the role a data-driven platform like CTV can play in a cookieless world.

1

Third-party cookie deprecation is the top digital media challenge for marketers, and the industry as a whole today, as it's phase-out across browsers and mobile devices is due to be complete in 2023

Top Digital Media Challenges For The Industry In 2021



Source: Integral Ad Science, The 2021 Industry Pulse Report, Q: "Please indicate the top three digital media challenges your organization will face in the next 12 months"; Google Chrome Product Update Blog 'An updated timeline for Privacy Sandbox milestones' 6/24/21.

2

This anticipated phase-out is driving marketers to reallocate budgets to channels without third-party cookies like **streaming platforms and connected TV** in addition to developing advanced marketing technologies such as identity solutions and sophisticated tech stacks

Because of major browsers phasing out third-party cookies...



36%

My company/main client will **reallocate spend to other channels** without third-party cookies



33%

My company/client will build an **effective identity solution**



32%

My company/main client will develop a **more sophisticated tech stack**

Source: Xandr, 2020 Ad Relevance Report

3

To combat the loss of the third-party cookie, six out of ten marketers are increasing their investment around the **acquisition and use of first-party data** from consumers as they build out their tech solutions.

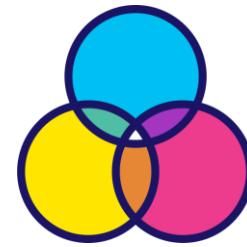
Consumers are more comfortable with providing data too - **23%** say they are more willing to share information with brands today than they were 1-2 years ago.

How will the loss of third-party audience cookies will affect your use of data?



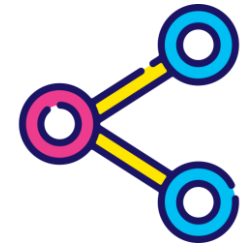
60%

Increase spending / emphasis on use of **first-party data**



38%

Increase interest in **third-party identity** resolution solutions



36%

Increase efforts to build **second-party data** relationships

Source: Winterberry Group, Identity & Data Collaboration: Market Evolution in a Privacy-First, Post-Cookie World, 4/7/21; Innovid, 2020 Consumer Attitudes on Personalized Ads.

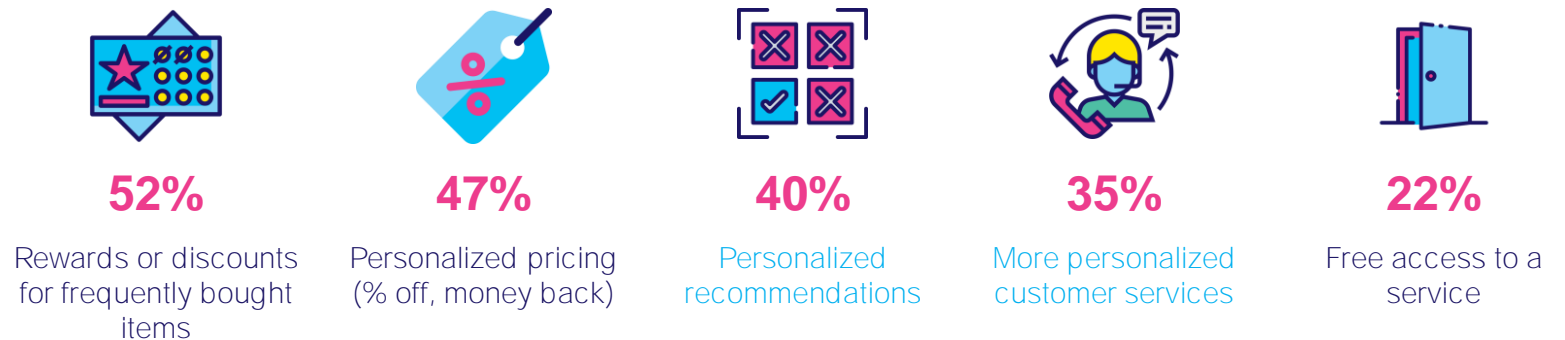
4

Marketers tend to underestimate consumers' motivations to share their data as people are much more willing, than marketers think they are, to **exchange data for rewards and cost incentives** (personalized pricing, freebies).

Consumers - What Incentive Would You Consider Sharing Personal Data With A Brand? (% of respondents agreeing)



Marketers - What Incentive Would Drive Consumers To Share Personal Data With Your Brand? (% of respondents agreeing)

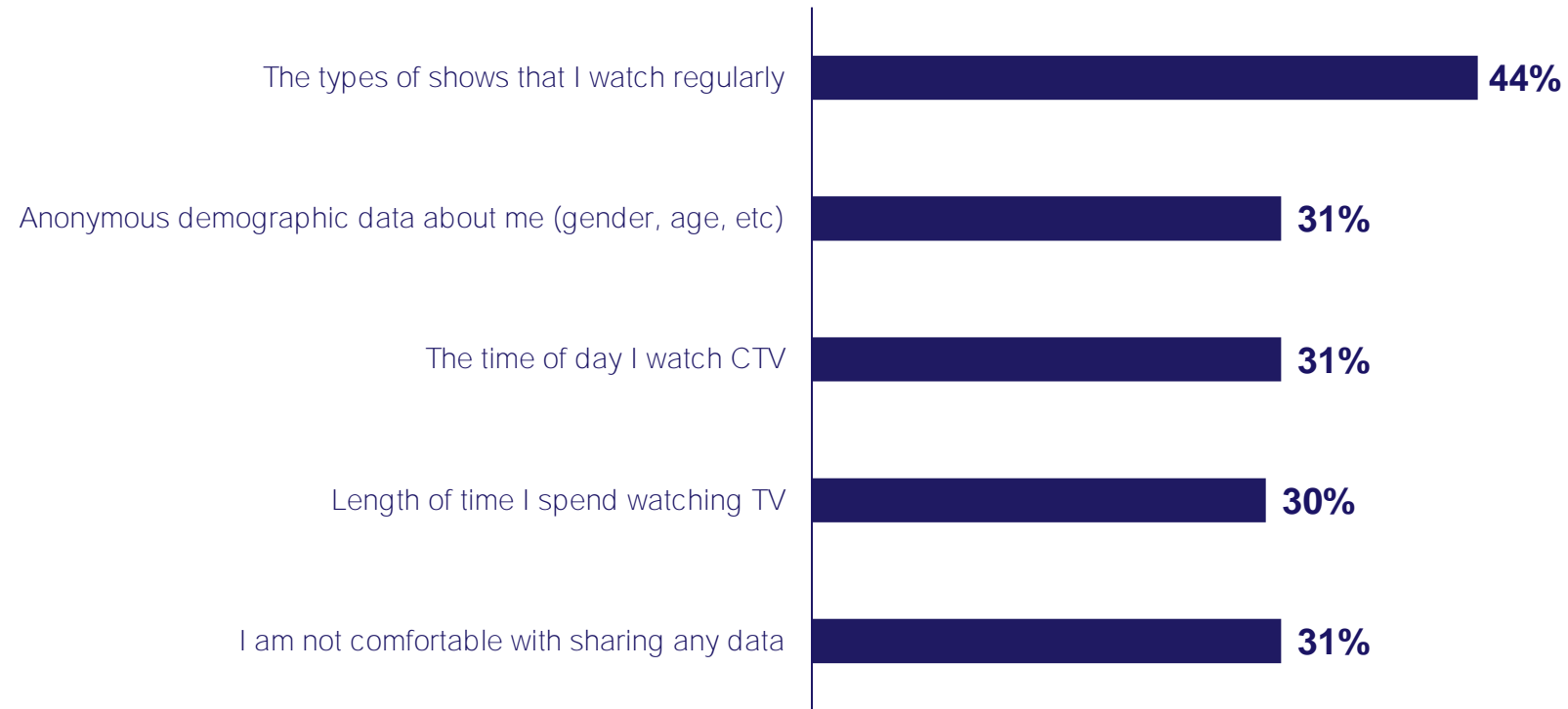


Source: Dentsu, The Cookieless World: A Guide for the New Era of Digital Marketing, 7/8/21, "In exchange for what incentive would your consumer / you be willing to share their / your personal data with your / a brand?"

5

Marketers searching for consumer data should consider CTV as over **two-thirds of viewers are willing to share personal information** to improve their CTV ad experience, showing an inclination to exchange their data for relevancy and personalization.

What type of data are you comfortable sharing with brands to improve your CTV ad experience?



Source: Integral Ad Science, Press Play: CTV & Ads, October 2020; Valassis, Connected TV Isn't Just Cool, It Really Works, March 2021

What does this mean for marketers?

- ▶ The phase-out of third-party cookies means that marketers will have a need to develop more sophisticated marketing technologies such as identity solutions and tech stacks
- ▶ Marketers searching for first-party consumer data can leverage CTV to reach and engage viewers on a platform that motivates consumers to share their data in exchange for a better ad experiences

Discover more

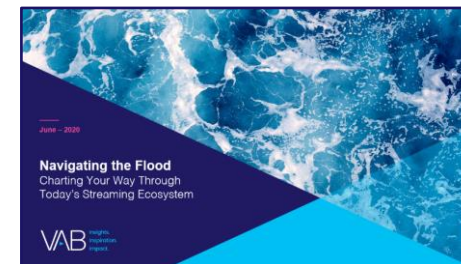
Looking for more data, insights and takeaways? Check out this related VAB content



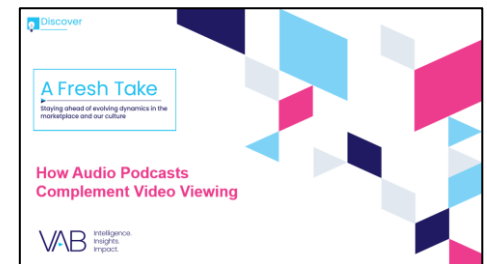
Five Fast Facts
The Growth of CTV Advertising



A Sea Change in Video Viewing
Helping Marketers Find More Fish in the Streaming Ecosystem



Navigating the Flood
Charting Your Way Through Today's Streaming Ecosystem



A Fresh Take
How Audio Podcasts Complement Video Viewing

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.