

How retail marketers feel about a world beyond third-party cookies

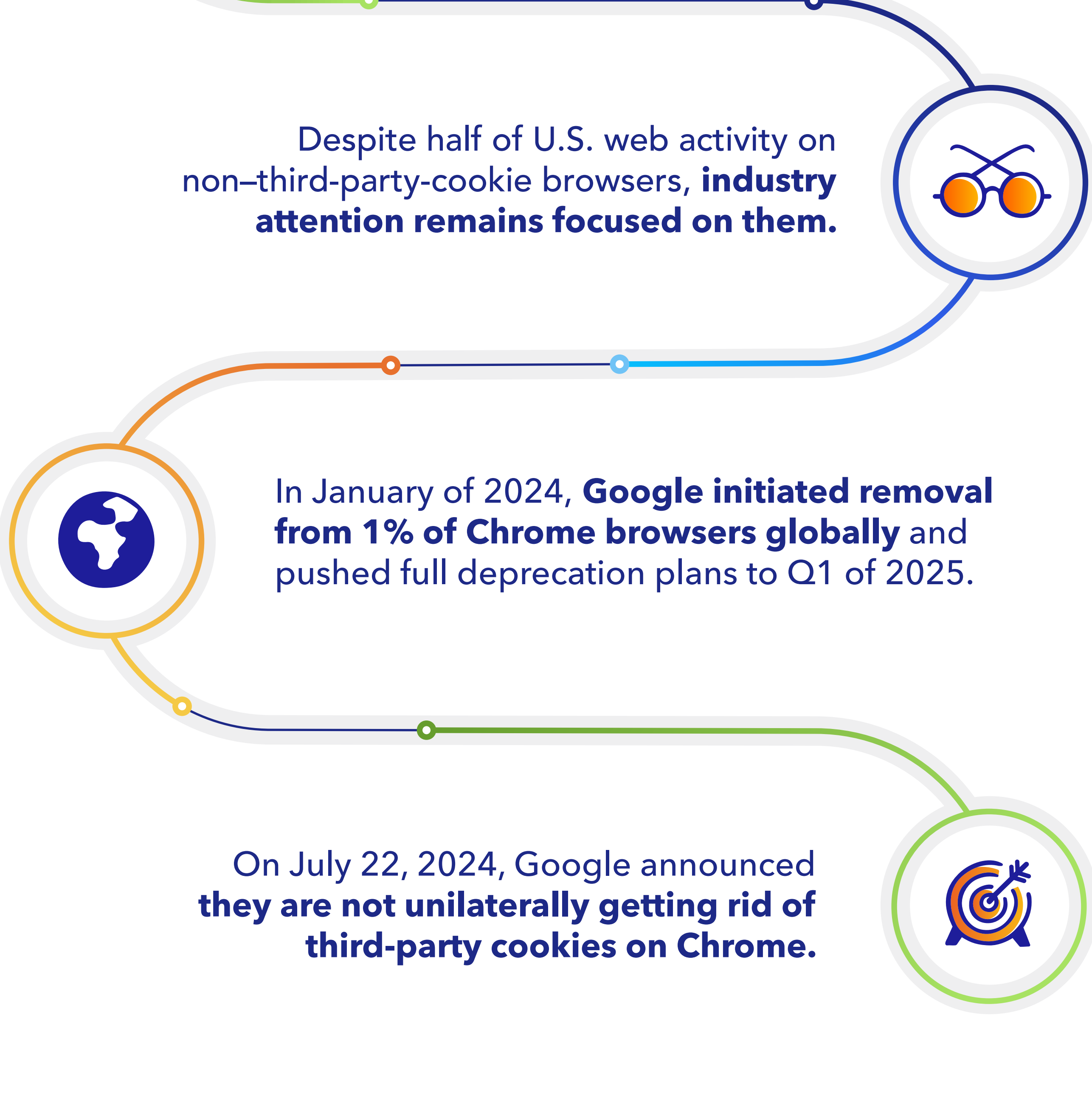
Google recently shocked the industry and announced they are no longer planning to deprecate third-party cookies on Chrome. This pivot may feel like a major change for retailers, but we think the opposite—it doesn't really change anything. Signal loss is still going to occur.

So, it remains important to understand how marketers across industries feel about deprecation—even if the third-party cookie technically lives to see another day.

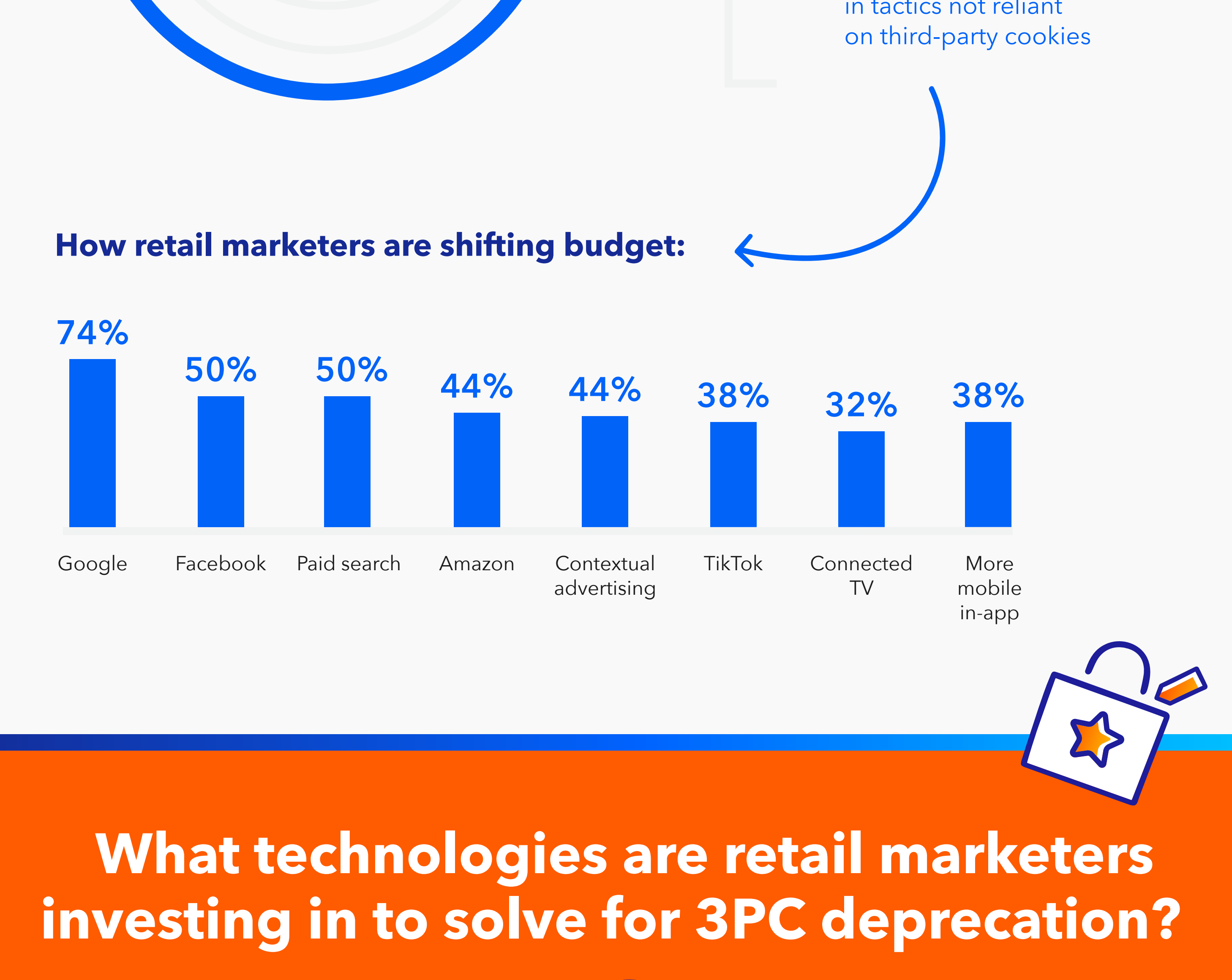
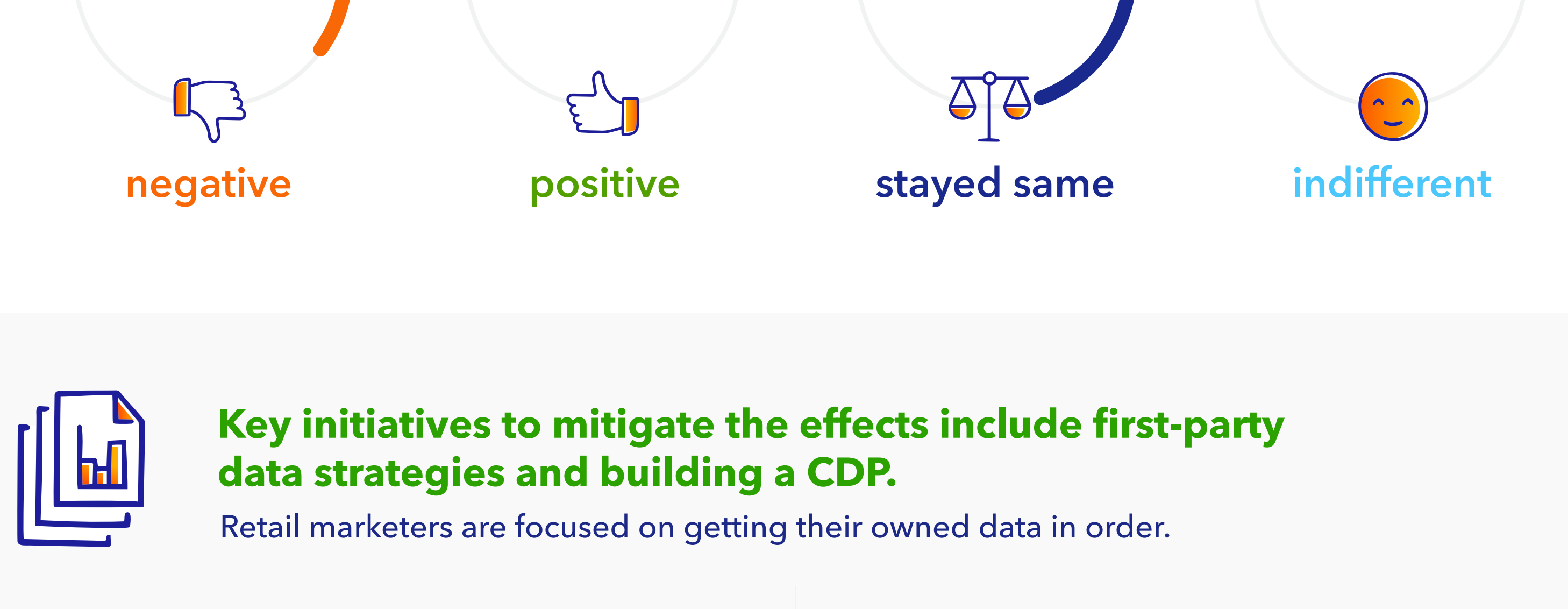
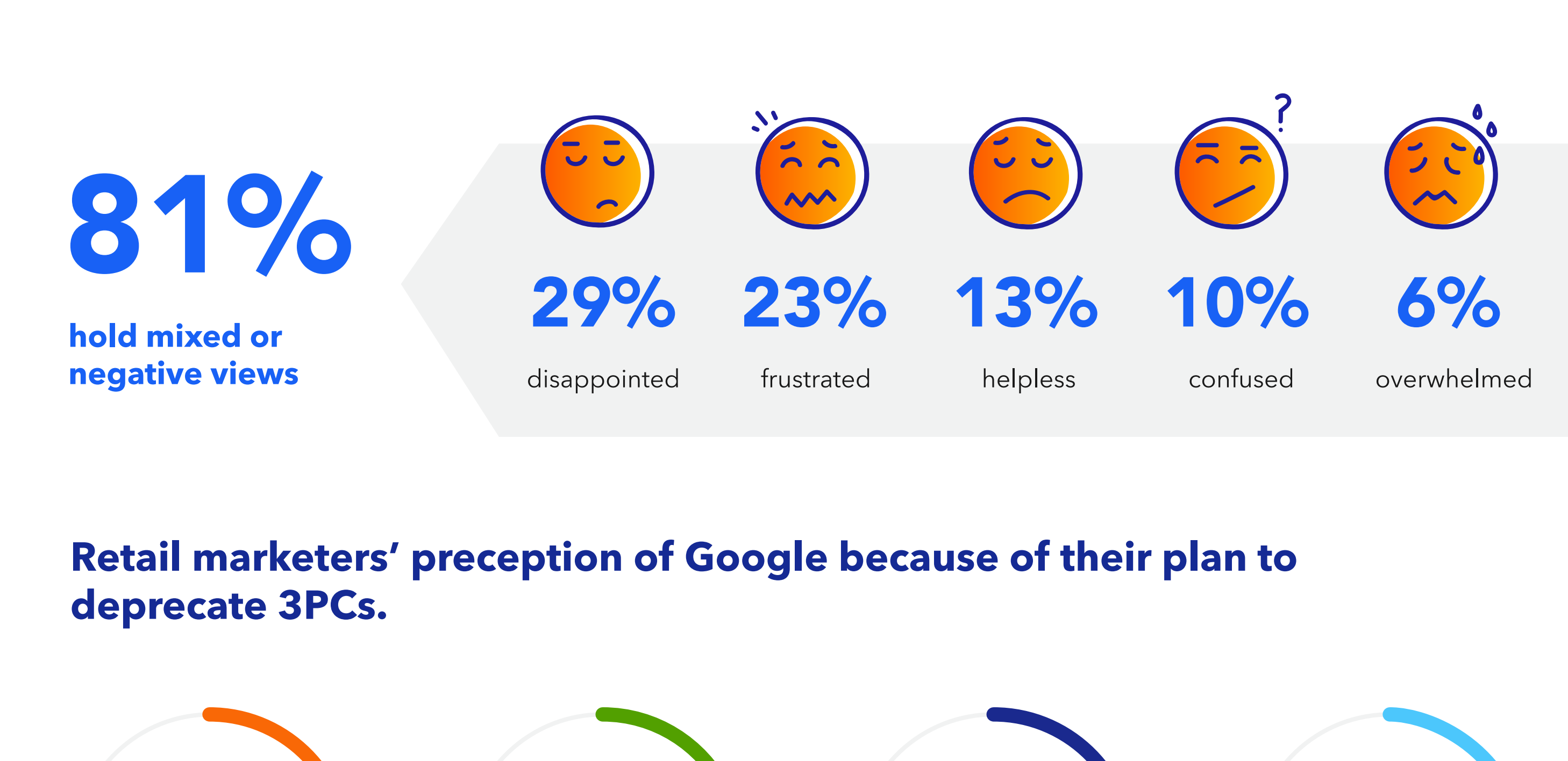
To get first-hand retail sentiment on the issue, Epsilon conducted a survey: How do marketers feel about these changes? What are they doing (or have they done) to prepare?

Below, we've synthesized the top findings from our research, fielded in Q1 2024. Let's explore.

What's going on with 3PC deprecation?



Here's what retail marketers had to say.



What technologies are retail marketers investing in to solve for 3PC deprecation?

Retail marketers are aware of 3PC deprecation, but most still aren't fully prepared for it and remain concerned for what's to come. They're turning to a variety of partners, technologies and media strategies that may (or may not) drive the outcomes they want.

Mitigation strategies	Advantage	Disadvantage
Spending more in walled gardens 70% are considering it	Personalization can continue within walled gardens	Minimal performance transparency; already over-concentrated
Building a customer data platform 76% are taking this step	Can drive more effective marketing through a single customer view	Many CDPs are not built to solve enterprise-level activation
Building out a private ID graph 54% are taking this step	Creates new monetization opportunities	Highly complex and requires massive scale to do it alone
Contextual targeting 50% are taking this step	Doesn't require 3PCs	A step back from person-level advertising
Connected TV advertising 43% are considering it	Doesn't require 3PCs	Individual-level reach is challenging; relies on IP addresses
Paid search advertising 42% are taking this step	Inherently aligned with intent	Reactive tactic
Getting a data clean room 29% are taking this step	Privacy-safe way to gain insights and build audiences, even without third-party identifiers	A clean room is only as good as the data within it

Moving forward without 3PCs



If all these approaches have downsides, what should retail marketers do?

- 1 Maximize your collection and activation of first-party data
- 2 Look for an ID solution based on first-party publisher data



Future-proof your digital advertising.

We're here to clue marketers in on a secret: Brands can actually improve digital media reach and run successful campaigns without 3PCs. The key is future-proofing your digital media strategy to ensure you can deliver to customers what they want: privacy and personalization.

You can read the full 2024 research, [Preparing for a world beyond third-party cookies](#) here.