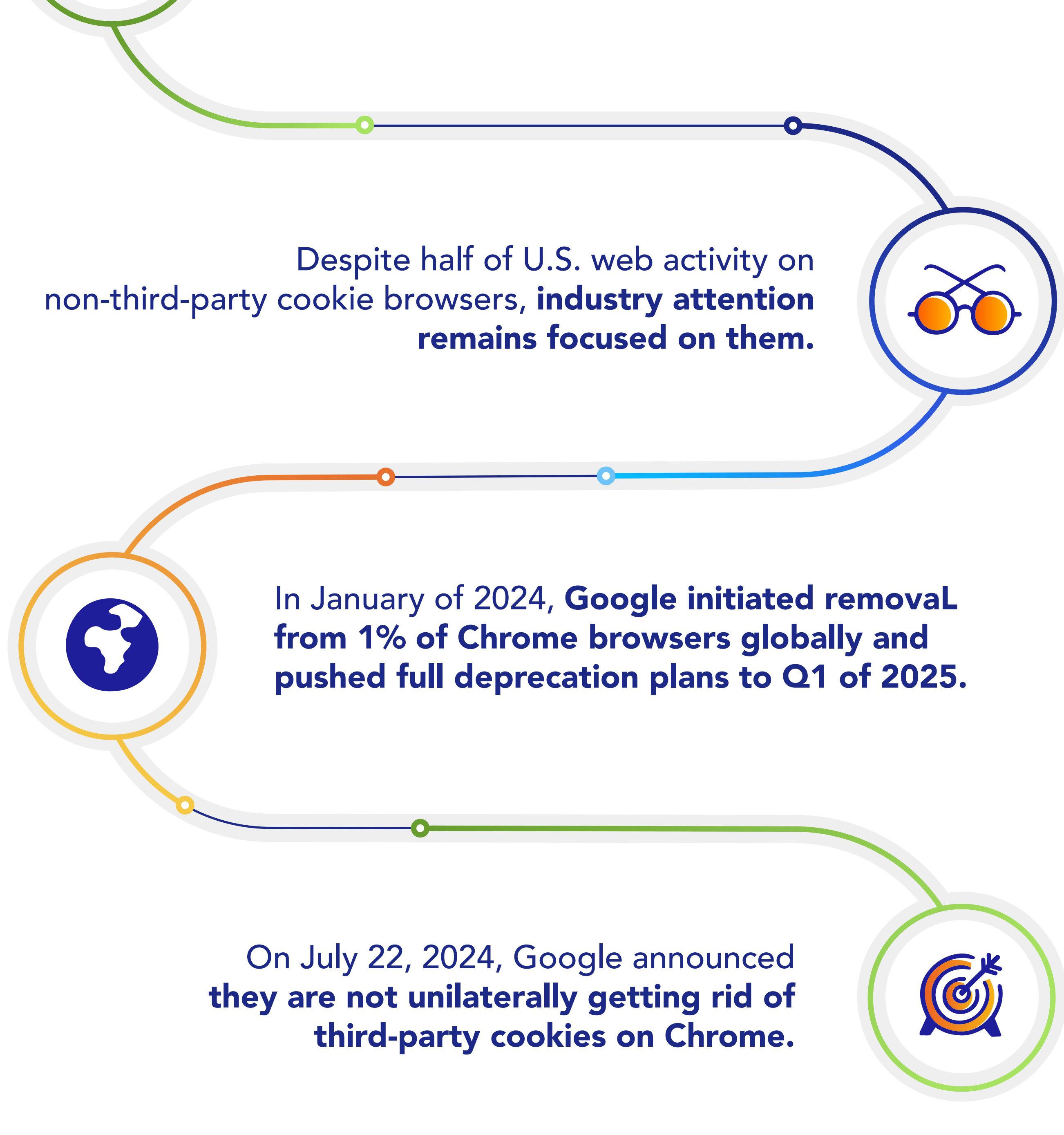


How marketers really feel about a world beyond third-party cookies

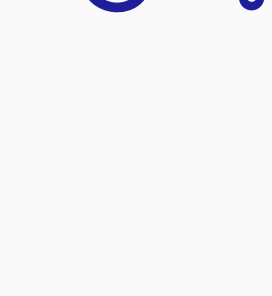
Despite Google’s announcement that they are not unilaterally getting rid of third-party cookies on Chrome, 3PCs always have been and remain unreliable. Signal loss is still going to occur, and the industry needs to continue preparing for it. AdTech and martech companies, agencies and publishers have had some time to digest what a world beyond third-party cookies might look like, but **what’s the real impact on digital marketers?**

Epsilon conducted a survey to find out. Below, we’ve synthesized the top findings from our research. Let’s explore:

What’s going on with 3PC deprecation?



Here’s what marketers had to say.



Confidence gaps and concerns persist.

Marketers understand the expected impact of cookie deprecation, but the majority are not prepared for it and continue to worry about what’s next.



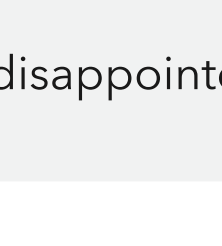
Feelings towards Google are mixed.

Most marketers feel negative emotions towards Google’s moves, but they’re not walking away from the platform.

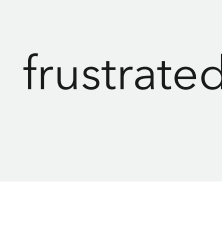
Most marketers are negative to move, with

78%

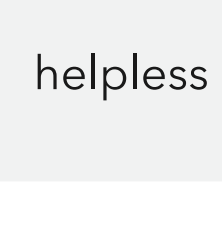
holding **mixed negative views**



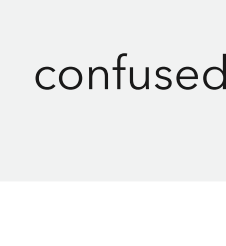
25%
disappointed



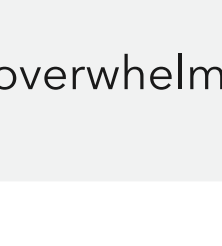
21%
frustrated



17%
helpless

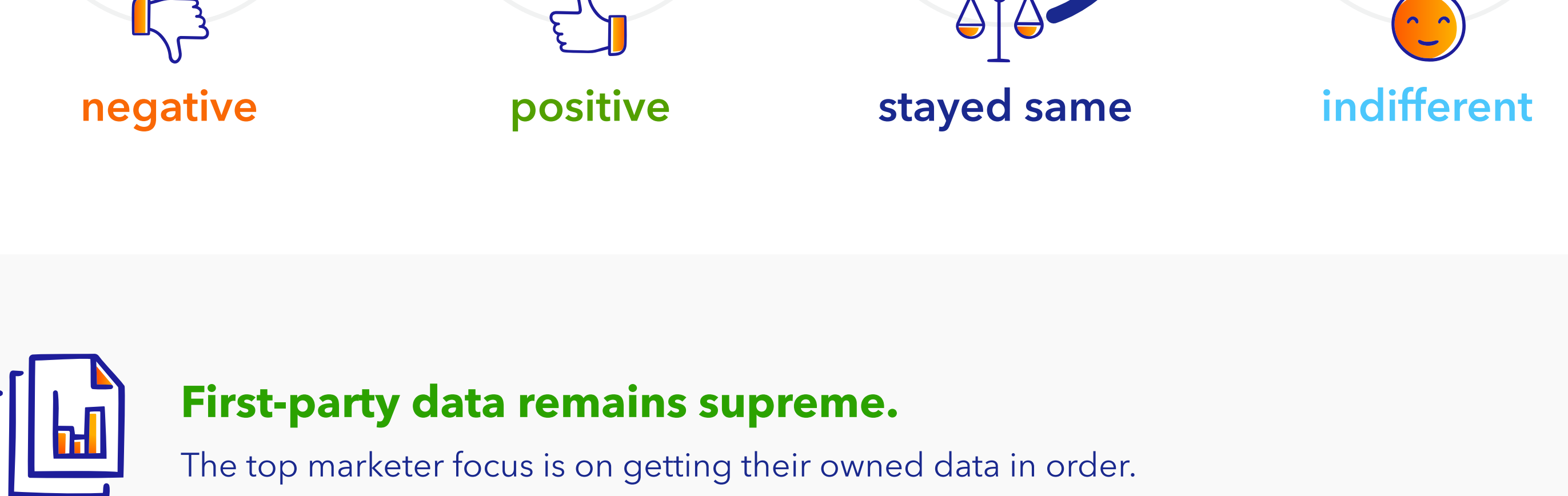


16%
confused



10%
overwhelmed

Marketers’ perception of google because of their past plan to deprecate 3PCs



First-party data remains supreme.

The top marketer focus is on getting their owned data in order.

60%

of marketers say they’re focusing on **expanding their first-party data strategies**

59%

say they’re focusing on **building out a CDP**



Partners are critical, but confidence in them is low.

Marketers are leaning on agency partners and vendors to help, but most aren’t confident in their solutions.

73%

of marketers say they’re **working with agency partners and vendors**

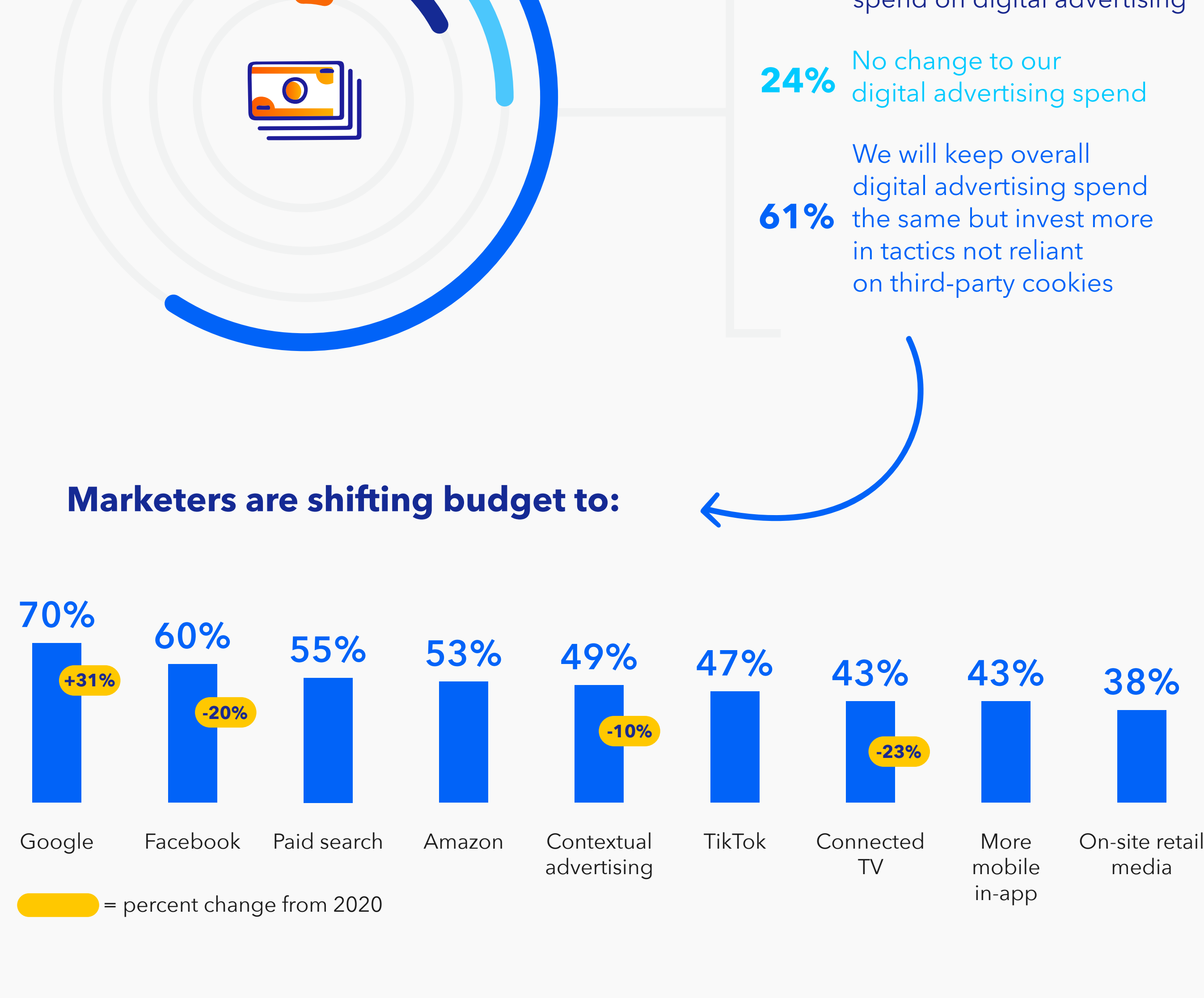
79%

are **not very confident** their **partners will be able to find a viable solution** to replace these key identifiers

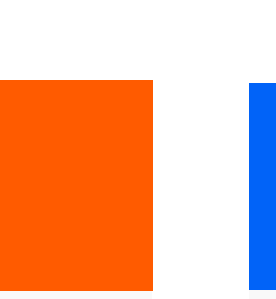


Media mix management becomes more important.

Marketers are exploring shifting channels and tactics, rather than reducing budgets.



What steps are marketers taking to be less reliant on 3PCs?



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	59% 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	27% 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 with or without 3PCs

Just because Google decided not to fully deprecate 3PCs doesn’t mean marketers should stop preparing.

- Maximize your collection and activation of first-party data
- Look for an ID solution based on first-party publisher data
- Understand how third-party cookie alternatives like the ones we discussed can complement a person-based approach



Future-proof your digital advertising.

Your brand shouldn’t just survive cookie deprecation, it can thrive in the wake of it. Get started by reading the full report, [Preparing for a world beyond third party cookies here.](#)