

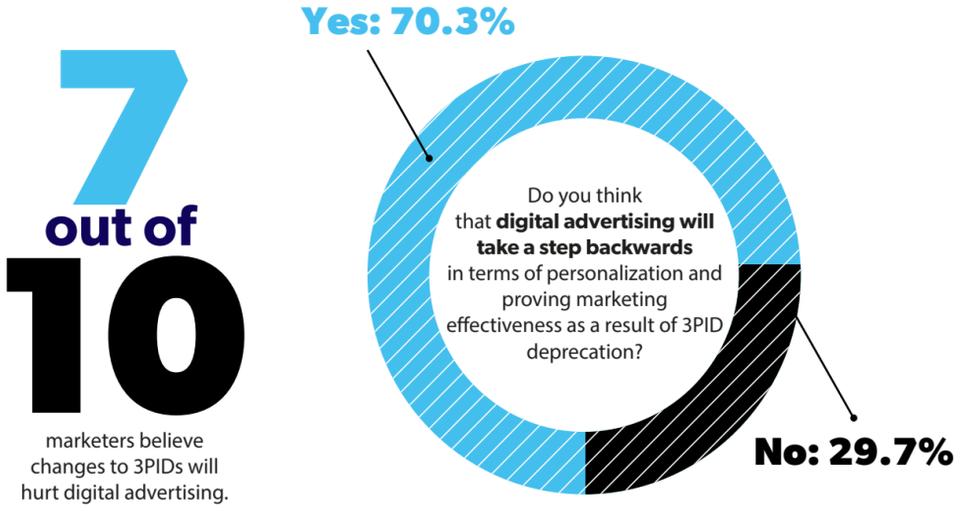
SOLVING THE IDENTITY CRISIS

The deprecation of third-party identifiers gives brands an opportunity to focus on first-party data strategies that ultimately improve marketing outcomes.

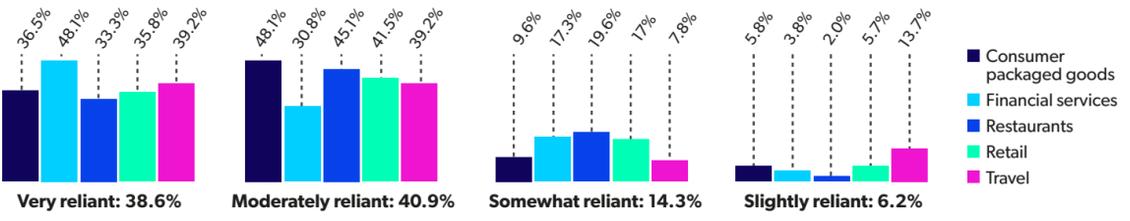
What will a world without **third-party identifiers*** (3PIDs) look like? That's the question many marketers are asking themselves in the wake of Google's decision to do away with third-party cookies by late 2023 and Apple's move to make it easier for users to opt out of its identifier for advertisers (IDFA). The majority of marketing professionals think the loss of 3PIDs will diminish outcomes and won't make for better CX, according to research from Epsilon.

Third-party identifier: Abbreviated as 3PID, this term covers third-party cookies as well as identifiers like those used by Apple (IDFA) and Google (GAID).

Across industries, marketing professionals aren't happy with the situation.



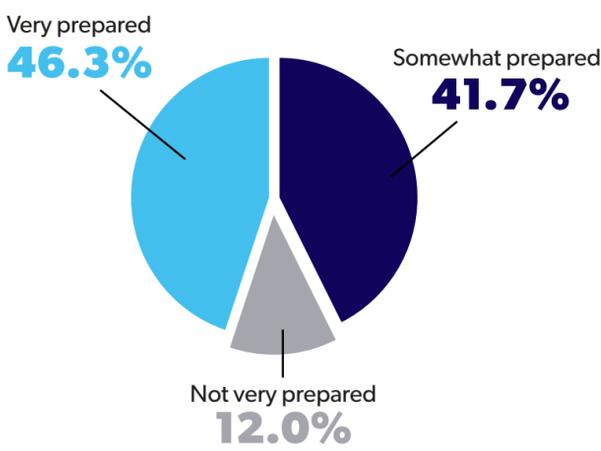
How much do marketers rely on third-party cookies?



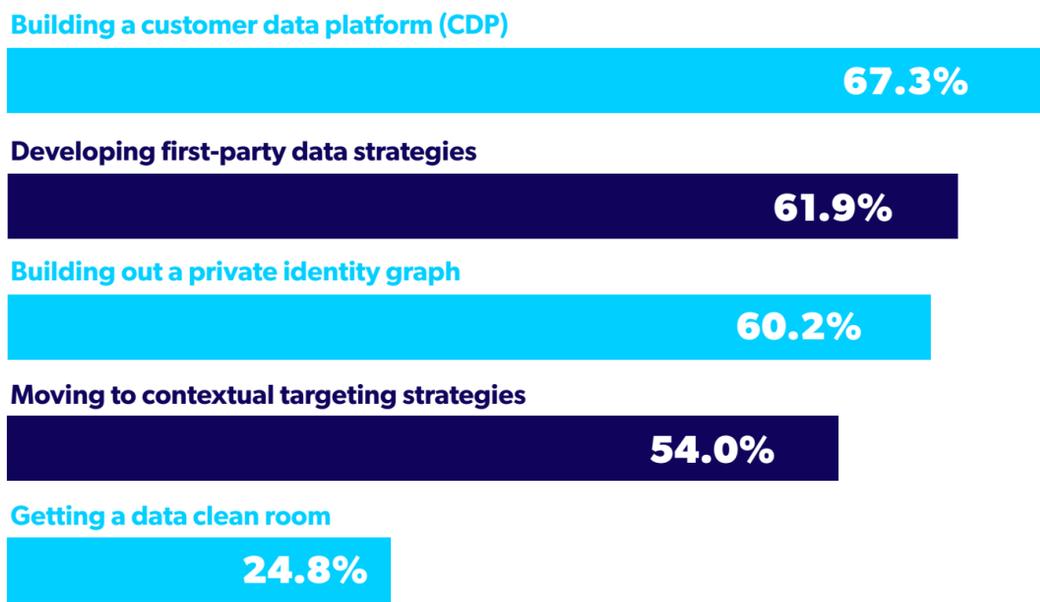
80% + say the two biggest concerns regarding 3PID deprecation are:

1. Personalization
2. Performance optimization and demonstrating ROI

How prepared are marketers for 3PID deprecation?



What are they doing about it?



What actions should marketers take?

- 1 Maximize collection and activation of first-party data—but make sure tools are built to solve enterprise problems.**
Most marketers are building a CDP.
- 2 Measure martech investment options to outcomes.**
Only 1/4 of marketers are looking at data clean rooms as an option.
- 3 Think twice before trying to build a custom private identity graph.**
6 out of 10 marketers would like to—but most brands don't have the scale and reach to do this in-house.
- 4 Don't overspend on ad buys in walled gardens like Facebook, Amazon and Google.**
Only 1/3 of consumers' time is spent inside walled gardens.
- 5 Leave legacy approaches in the past and look to future tech, such as advanced TV.**
55% of marketers seem comfortable reverting to contextual advertising—a step backward in terms of personalization and optimization.
- 6 Look for an identity solution based on publisher integrations.**
Quality publisher integrations decrease the potential for limited reach in a post-3PID world.

Want to make sure you're prepared for a world without 3PIDs?

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