5 charts on marketing data, targeting, and measurement for 2024
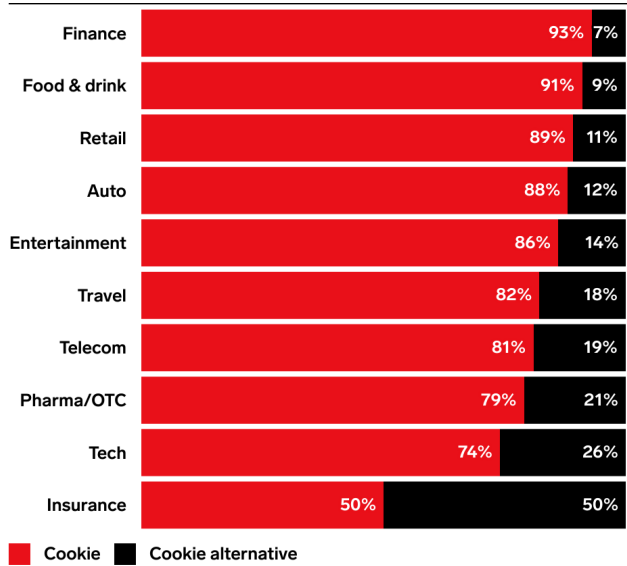
Article

With third-party cookies finally on their way out, and signal loss still echoing from Apple's AppTrackingTransparency, 2024 will be a challenging year for advertisers as their ability to target customers accurately and precisely gets more limited. These five charts will help marketers address data, targeting, and measurement concerns in the new year.

1. Many industries aren't ready for the cookie to crumble

US Cookie vs. Cookie Alternative Programmatic Ad Buys, by Industry, Q2 2023
% of total

Industry	Cookie	Cookie alternative
Finance	93%	7%
Food & drink	91%	9%
Retail	89%	11%
Auto	88%	12%
Entertainment	86%	14%
Travel	82%	18%
Telecom	81%	19%
Pharma/OTC	79%	21%
Tech	74%	26%
Insurance	50%	50%

■ Cookie   ■ Cookie alternative

Note: represents activity on the 33Across platform; broader industry metrics may vary
Source: 33Across, "Programmatic Cookie Alternative Trends Report: Q2 2023," Aug 16, 2023

350516   **Insider Intelligence | eMarketer**

Most US industries still use cookies in the majority of their programmatic ad buying process, according to data from 33Across. Insurance is the outlier, with half of its buys coming from cookies and half coming from cookie alternatives.

Google's third-party cookie deprecation will start in just a couple of weeks, which means these industries will need to reevaluate their ad buying process imminently.

2. First-party data is key to the post-cookie era

Solutions That Hold the Greatest Promise in Replacing Cookie-Dependent Solutions According to Advertisers and Publishers Worldwide, Feb 2023

% of respondents

	Advertisers	Publishers
Advertiser first-party data activation	49.0%	16.6%
Google Topics (formerly known as FLoC)	37.9%	12.6%
Attention-based metrics	33.7%	30.7%
Social media advertising/targeting	31.0%	39.1%
Contextual advertising	30.5%	20.5%
Publisher first-party data activation	27.1%	47.3%
Unified ID technology	21.7%	24.3%
Programmatic direct deals or PMPs	14.0%	32.7%

Source: DoubleVerify, "Post-Cookie Questions: How Advertising Strategies and Sentiments Are Evolving," May 1, 2023

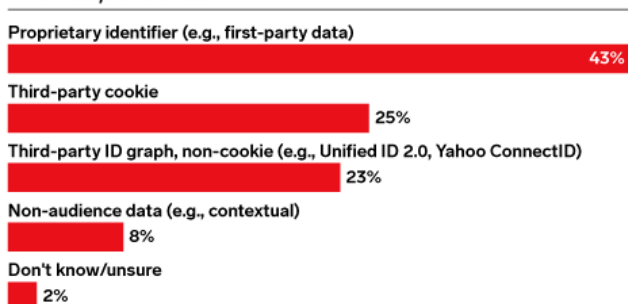281669   eMarketer | InsiderIntelligence.com

Among advertisers and publishers worldwide, activating their own first-party data holds the greatest promise for replacing cookie-dependent solutions, according to February 2023 DoubleVerify data. That said, no one solution was favored by more than 50% of advertisers or publishers, meaning the industry is split on what will replace cookies. Most will likely need to employ multiple strategies as these solutions gain momentum and adoption.

3. Marketers still use third-party cookies

Data Types US Marketers and Agencies Most Commonly Use for Transactions With Media Sellers, April 2023

% of respondents

Proprietary identifier (e.g., first-party data)
43%

Third-party cookie
25%

Third-party ID graph, non-cookie (e.g., Unified ID 2.0, Yahoo ConnectID)
23%

Non-audience data (e.g., contextual)
8%

Don't know/unsure
2%

Note: n=150; numbers may not add up to 100% due to rounding
Source: Advertiser Perceptions, "Future of Identity: Buy Side," Sep 25, 2023

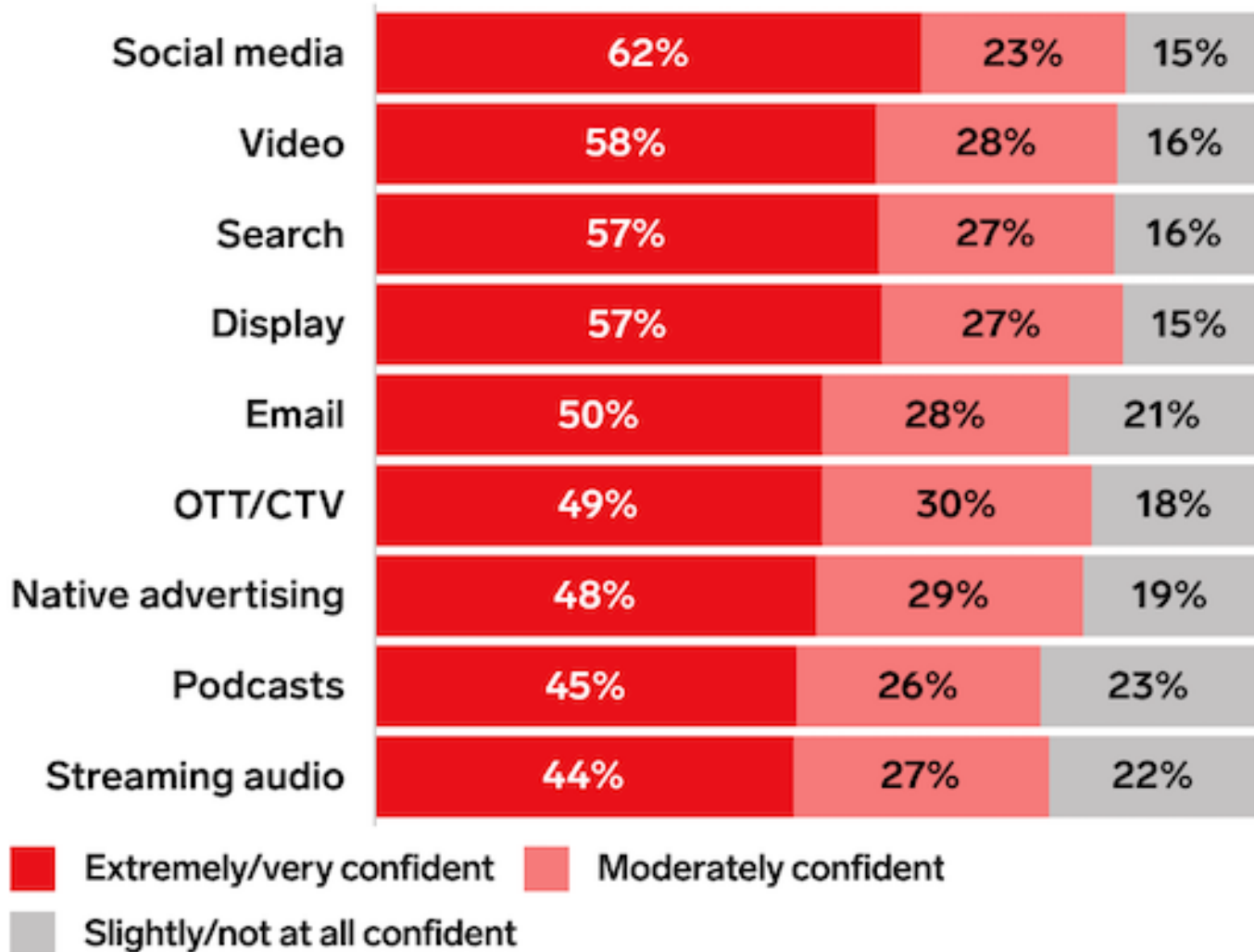283283   Insider Intelligence | eMarketer

One-fourth (25%) of US marketers and agencies most commonly used cookies in their transactions with media sellers in April 2023, according to Advertiser Perceptions. Proprietary identifiers like first-party data were used by less than a majority (43%) of US

marketers and agencies in their transactions. US marketers will spend $10.4 billion on identity solutions and services this year, more than triple what they did in 2018, per the Winterberry Group.

4. Marketers have mixed confidence in measurement

Fewer Than Two-Thirds of Marketing Professionals Worldwide Have High Confidence in Their ROI Measurement Across Channels

% respondents in each group

Channel	Extremely/very confident	Moderately confident	Slightly/not at all confident
Social media	62%	23%	15%
Video	58%	28%	16%
Search	57%	27%	16%
Display	57%	27%	15%
Email	50%	28%	21%
OTT/CTV	49%	30%	18%
Native advertising	48%	29%	19%
Podcasts	45%	26%	23%
Streaming audio	44%	27%	22%

■ Extremely/very confident   ■ Moderately confident
■ Slightly/not at all confident

Note: n=1,524; numbers may not add up to 100% due to displaying aggregate responses denoting high or low confidence
Source: Nielsen, "2023 Annual Marketing Report"; Insider Intelligence calculations, April 26, 2023
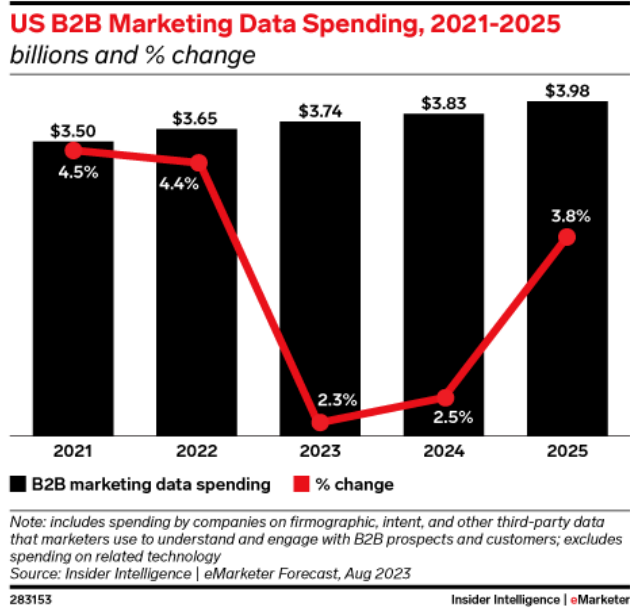
350394   Insider Intelligence | eMarketer

Most marketers worldwide are either extremely or moderately confident in their ability to measure ROI across channels, according to April 2023 Nielsen data. But there's still room for improvement, with more than 20% of marketers not confident in their ability to measure ROI across email, podcasts, and streaming audio.

Better measurement would unlock more ad spend across channels, but marketers are still scrambling to determine the best identity solutions.

5. B2B faces unique challenges

US B2B Marketing Data Spending, 2021-2025
billions and % change

Year	Spending	% change
2021	$3.50	4.5%
2022	$3.65	4.4%
2023	$3.74	2.3%
2024	$3.83	2.5%
2025	$3.98	3.8%

■ B2B marketing data spending ■ % change

Note: includes spending by companies on firmographic, intent, and other third-party data that marketers use to understand and engage with B2B prospects and customers; excludes spending on related technology
Source: Insider Intelligence | eMarketer Forecast, Aug 2023

283153   Insider Intelligence | eMarketer

B2B marketers struggle to replace third-party data because they're less likely to have their own data. As a result, B2B marketers need to invest in technology and resources to ensure compliant data storage, though their marketing data spend growth has slowed following a downturn in advertising, according to our August 2023 forecast.

Marketers must be strategic with their data investments, using help from third-party services or walled gardens to supplement their proprietary data.

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