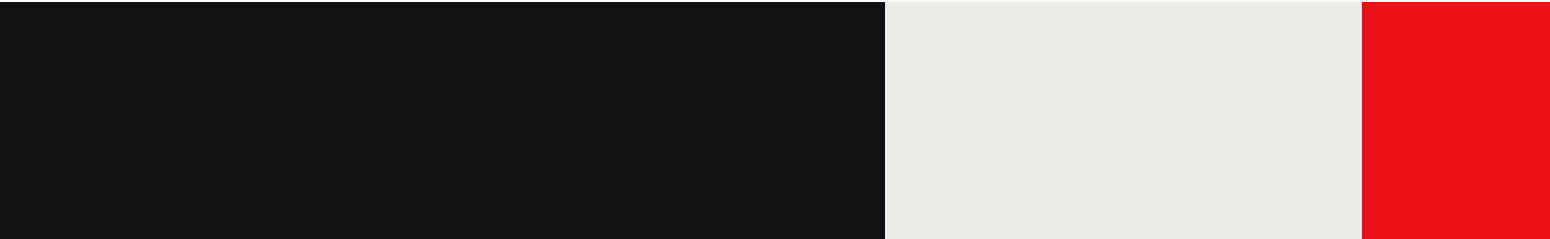



Marketers plan to invest more in retail media as third-party identifiers deprecate

Article



The stat: 84% of US marketers say that they are more likely to invest in retail media because of third-party cookie deprecation, per a LiveIntent survey.

The context: Brands love retail media because it enables them to leverage retailers' first-party data to reach a more targeted, engaged audience. In a post-cookie world, retail media will become even more important to advertisers who will need to find ways to fill in the gaps left by the loss of third-party identifiers.

The outlook: Whether spurred by cookie deprecation or not, marketers' interest in retail media shows no signs of slowing. US ad spend on retail media will continue to grow steadily over the next few years, reaching \$107.00 billion by 2027, per our forecast.