

# Which identity solutions are capturing the ad industry's attention?

Article

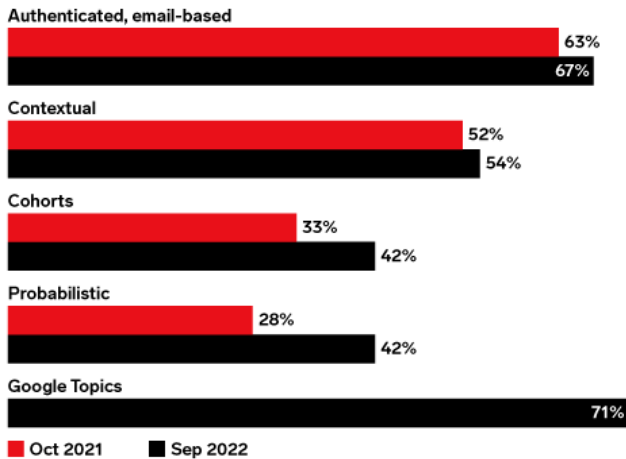
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Google Topics, the company's alternative to third-party cookies, saw a **71%** year-over-year increase in testing by marketers and publishers worldwide as of September, the strongest

growth among the identity solutions evaluated by Lotame. Testing of authenticated, email-based solutions increased by **67%**.

### Change in Types of Identity Solutions Marketers and Publishers Worldwide Are Testing/Plan to Test, Oct 2021 & Sep 2022

% change vs. same period of prior year



Source: Lotame, "Beyond the Cookie: Next-Generation Customer Acquisition & Retention for Marketers and Publishers" conducted by PureSpectrum, Nov 3, 2022

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**Beyond the chart:** Launched in January, Topics determines a set of relevant subjects for each Chrome user that advertisers can use to reach their target audiences. It's one of the Privacy Sandbox tools Google is testing ahead of cookie deprecation, which has been pushed back to 2024.

Next year promises more regulatory scrutiny and continued fallout from Apple's privacy changes. Our analysts predict Apple's new version of SKAdNetwork, alongside a combination of **probabilistic and deterministic solutions**, will be vital to **mobile publishers**.

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*Methodology: Data is from a November 2022 Lotame report titled "Beyond the Cookie: Next-Generation Customer Acquisition & Retention for Marketers and Publishers" conducted by PureSpectrum. Over 1,400 marketers and publishers worldwide were surveyed online*

*during September 2022. Respondents were based in Australia, Colombia, India, Mexico, Singapore, the UK, and the US. Lotame is a data management platform (DMP).*