

Access to in-depth analytics drives clean room strategies

Article

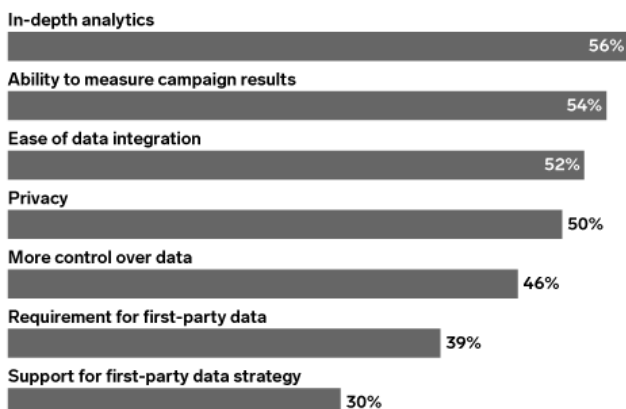


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Fifty-six percent of marketers in North America said that in-depth analytics drives their data clean room strategies, according to the CMO Council. Other leading drivers included the ability to measure campaign results (54%) and ease of data integration (52%).

Drivers of Their Data Clean Room Strategy According to Marketers in North America, Q4 2022

% of respondents



Source: CMO Council, "Optimizing Outcomes In Media Marketing," Jan 11, 2023

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Beyond the chart: Clean rooms have emerged as one of many privacy-friendly solutions to stronger consumer data regulations and the anticipated loss of third-party cookies.

But privacy isn't the most pressing reason that marketers are adopting clean room strategies, as the study found. Rather, they're driven by the need for a deeper understanding of consumer data and for better attribution and measurement, which makes sense at a time when budgets are tight and campaigns must be optimized to make every dollar count.

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Methodology: Data is from the January 2023 CMO Council report "Optimizing Outcomes In Media Marketing." 160 marketing leaders in North America were surveyed Q4 2022.