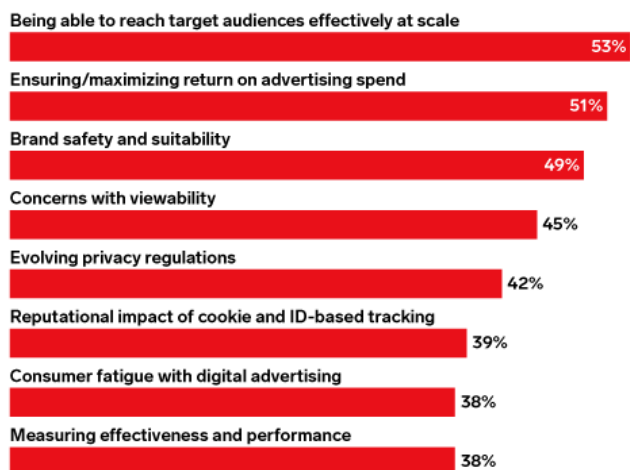# Audience targeting weighs most on executives' minds as cookieless future looms

Article

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Leading Concerns for Their Company's Digital Ad Strategies According to Executives Worldwide, Jan 2023

% of respondents

Being able to reach target audiences effectively at scale
53%

Ensuring/maximizing return on advertising spend
51%

Brand safety and suitability
49%

Concerns with viewability
45%

Evolving privacy regulations
42%

Reputational impact of cookie and ID-based tracking
39%

Consumer fatigue with digital advertising
38%

Measuring effectiveness and performance
38%

Source: IDC, "The New Era of Advertising Beyond Cookies and Identifiers" sponsored by Ogury, May 10, 2023

281951   eMarketer | InsiderIntelligence.com

Key stat: Over half (53%) of executives worldwide say their leading concern regarding their digital advertising strategy is being able to reach target audiences effectively at scale, per IDC.

Beyond the chart:

- Despite the rapid approach of cookie deprecation in 2024, 41% of advertisers are moderately or not at all familiar with targeting methods beyond third-party cookies or IDs, per IDC.

- A variety of identity solutions have emerged to help marketers navigate a post-cookie world, including Google Topics, universal IDs, seller-defined audiences, and data clean rooms.

Use this chart:

- Identify and address issues facing the digital ad strategy.

- Make a case for investing in emerging identity solutions.

- Justify making return on ad spend (ROAS) a KPI.

More like this:

- Brand execs from Forever 21, Abercrombie & Fitch, and more talk AI, Gen Z, and D2C

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- Lean on experimentation for measurement success in ad campaigns
- Unified ID 2.0 gains momentum as industry giants embrace privacy-focused advertising
- Search experts on how AI, changing consumer behaviors, and an influx of digital channels are redefining search advertising

More Chart of the Day:

- 7/3 - Summer inflation
- 6/30 - CTV gains on mobile
- 6/29 - Beauty and the bucks
- 6/28 - Corner the marketplace
- 6/27 - Where Gen Z buys

Methodology: Data is from the May 2023 IDC report "The New Era of Advertising Beyond Cookies and Identifiers" sponsored by Ogury. 1,000 executives worldwide were surveyed during November 2022-January 2023.