

Data clean rooms are gaining popularity but must overcome key obstacles

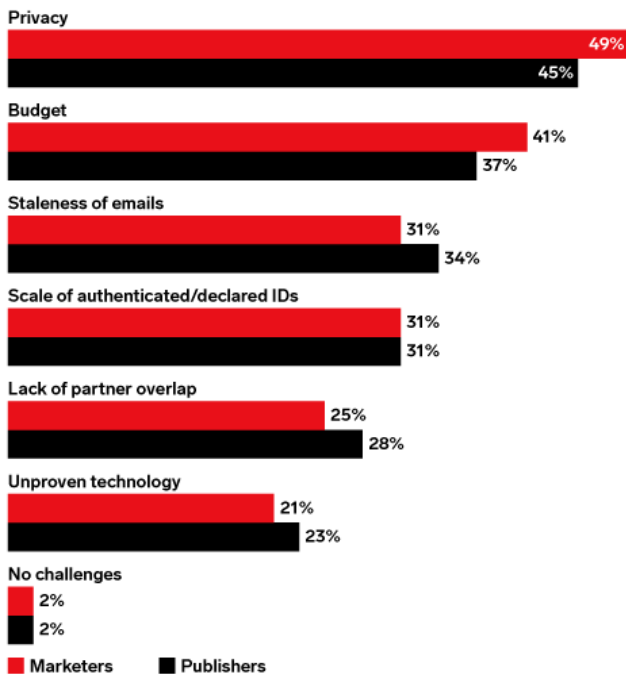
Article

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Privacy is the top challenge of data clean rooms, cited by nearly **half** of marketers and publishers worldwide who use them, per Lotame. For **41%** of marketers and **37%** of publishers, the tech is too expensive. Other concerns include issues with emails, scale, and partner overlap.

Obstacles That Data Clean Rooms Need to Overcome According to Marketers vs. Publishers Worldwide, Sep 2022

% of respondents



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: The past year was huge for clean rooms, which publishers and marketers are seeking out in response to the loss of third-party data. But privacy concerns are top of mind, as rules for pairing data and protecting privacy are inconsistent across clean rooms.

We expect interoperability to improve next year, which could drive usage. As clean rooms become more powerful, publishers and marketers will budget for this tool.

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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).