

US spend on identity solutions accelerates as the post-cookie future draws closer

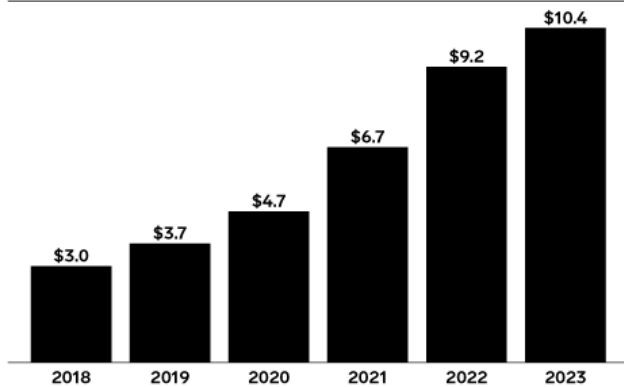
Article

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US spending on identity solutions and services will increase by 13.0% YoY to reach \$10.4 billion this year, per the Winterberry Group.

US Identity Solutions and Services Spending, 2018-2023

billions



Note: includes ID resolution platforms, data, and services (first- and second-party database management platforms, data hygiene and processing, 3P graph, and enrichment data)
Source: Winterberry Group, Feb 26, 2023

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Beyond the chart: Investment in identity solutions and services has accelerated over the past few years as marketers prepare for the deprecation of third-party cookies. Spending is also driven by marketers' efforts to expand across multiple digital channels and an increasing demand for first-party data relationships, according to our ["ID Resolution H1 2023"](#) report.

But the steep price of data clean rooms and other privacy-preserving technologies presents a high barrier to entry—costing organizations an average of \$433,000 last year, per the [Interactive Advertising Bureau's "State of Data 2023" report](#)—leaving smaller industry players at a disadvantage.

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