

# How will marketers curb their third-party cookie cravings?

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

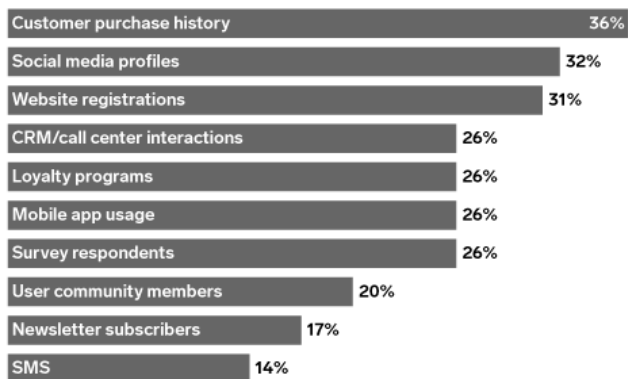
In preparation for the cookieless future, marketers are homing in on first-party data to target consumers. Worldwide, **36%** of marketing professionals expect that customer purchase history will be their most valuable source of data once third-party cookies are gone.

Meanwhile, **32%** see social media profiles as key, and **31%** plan to rely on website registrations.

**Beyond the chart:** The impending deprecation of cookies in Google Chrome has created a new strategic landscape for advertisers, but the long runway for this change—now extending into 2023—offers some breathing room. In the US, **86%** of marketing decision-makers relied on third-party cookies to some extent, per an October 2021 study by Sapio Research. That said, **68%** of US industry leaders don't expect the demise of third-party identifiers to affect revenues, per January 2022 polling by the Interactive Advertising Bureau.

### Which First-Party Data Sources Will Be Most Valuable to Marketing Professionals Worldwide in 2022 to Address the Loss of Third-Party Cookies?

% of respondents



Source: Ascend2 and Oracle, "Marketing Trends 2022: Marketers Tell All About Successes, Struggles, and Solutions," March 29, 2022

274439

eMarketer | InsiderIntelligence.com

### More like this:

- Report: [Identity Resolution 2022](#)
- Article: [What personal info would consumers give away for \\$20?](#)
- Article: [How Apple Mail could be spoiling email performance metrics](#)