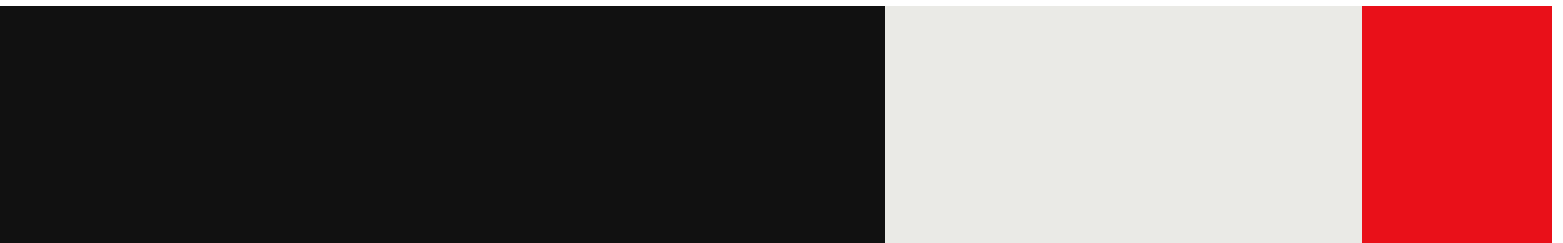


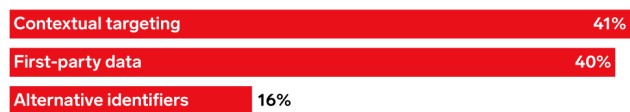
Advertisers leverage contextual targeting, first-party data to combat signal loss

Article



Primary Strategy Among US Advertisers to Maintain Targeting Effectiveness in 2025 Amidst Growing Privacy Laws and a Continued Loss of Persistent User Identifiers, Nov 2024

% of respondents



Source: Proxicim, "2025 State of Programmatic," Jan 21, 2025

289177

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Key stat: Contextual targeting and first-party data are the top strategies US [advertisers](#) will use to maintain targeting effectiveness amidst growing privacy laws and loss of persistent [identifiers](#), according to November 2024 data from Proxicim.

Beyond the chart:

- As of February 2025, 19 US states have passed comprehensive privacy laws, according to the International Association of Privacy Professionals (IAPP).
- Even with [Google](#) putting the choice to opt-out of third-party cookies into consumers' hands, almost 90% of US browsers could become cookieless in the future, according to EMARKETER analysis of StatCounter data.

Use this chart: Marketers can use this chart to illustrate the need for diversifying targeting approaches by investing in contextual strategies and first-party data collection.

Related EMARKETER reports:

- [US Privacy Trends 2024](#) (EMARKETER subscription required)
- [The First-Party Data Opportunity](#) (EMARKETER subscription required)

Methodology: Data is from the January 2025 Proxicim report titled "2025 State of Programmatic." Over 150 US advertising decision-makers were surveyed during November 5-22, 2024. Respondents included brands, agencies, and publishers.