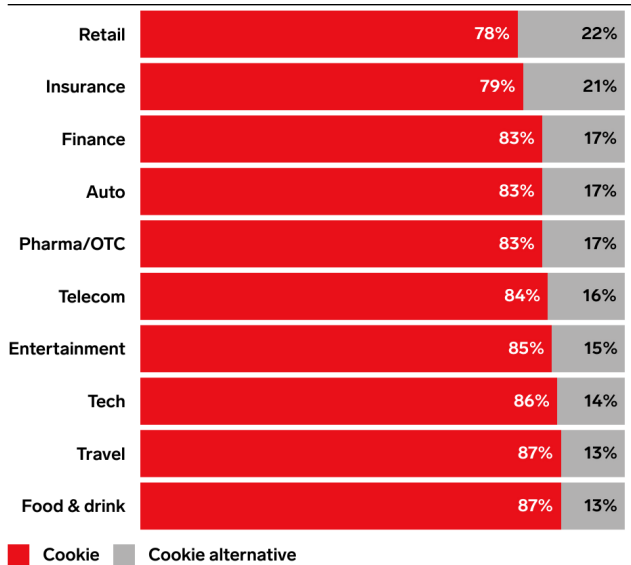


Advertising still looking for ingredient to replace cookies

Article

As of Q3 2023, Cookied Inventory Still Accounts for Most Programmatic Activity

% of total US programmatic ad buys, by industry



Note: represents activity on the 33Across platform; broader industry metrics may vary
Source: 33Across, "Programmatic Cookie Alternative Trends Report: Q3 2023," Nov 2, 2023

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Insider Intelligence | eMarketer

Key stat: Cookies were used for 78% or more of US programmatic ad buys across industries as of Q3 2023, according to a November 2023 report from 33Across.

Beyond the chart:

- Google began **phasing out third-party** cookies for 1% of users today.
- Without cookies, we expect to see the pool of identity providers consolidate and contract as a few rise to the top.
- There's still a chance **Google will move the full deprecation of third-party cookies** back even further, but at some point advertisers will need to figure out their cookieless strategies.

Use this chart:

- Compare your cookie preparedness with others.

More like this:

- **Preparing for 2024's programmatic ad trends and predictions**
- **5 charts on marketing data, targeting, and measurement for 2024**

- **Programmatic ad spend has gotten more diverse and mobile-dominated**

Methodology: Data is from the November 2023 33Across "Programmatic Cookie Alternative Trends Report: Q3 2023." Results are based on advertiser data of 200 brands across 20 industries with over 1 billion monthly paid impressions and supply data of over 200 publishers across 10 categories with over 3 billion monthly paid impressions during Q3 2023.