

Ad industry split on the best cookie alternative as Google's phaseout looms

Article

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Nearly half (49.0%) of advertisers worldwide believe that activating their own first-party data is the most promising solution to cookie deprecation, according to DoubleVerify. However, only 16.6% of publishers say the same of this solution. Publishers' top choice for replacing

cookie-dependent tools is publisher first-party data activation, chosen as a promising solution by just 27.1% of advertisers.

Solutions That Hold the Greatest Promise in Replacing Cookie-Dependent Solutions According to Advertisers and Publishers Worldwide, Feb 2023

% of respondents

	Advertisers	Publishers
Advertiser first-party data activation	49.0%	16.6%
Google Topics (formerly known as FloC)	37.9%	12.6%
Attention-based metrics	33.7%	30.7%
Social media advertising/targeting	31.0%	39.1%
Contextual advertising	30.5%	20.5%
Publisher first-party data activation	27.1%	47.3%
Unified ID technology	21.7%	24.3%
Programmatic direct deals or PMPs	14.0%	32.7%

Source: DoubleVerify, "Post-Cookie Questions: How Advertising Strategies and Sentiments Are Evolving," May 1, 2023

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Beyond the chart: No one solution was chosen as a top contender by more than 50% of respondents, suggesting many are still figuring out how to deal with Google's deprecation of cookies in Chrome.

As the 2024 deadline approaches, we're going to see a lot more trial and error among both cohorts as they scramble to find a solution that will work. Most will likely need to employ multiple strategies as these solutions gain momentum and adoption.

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Methodology: Data is from a May 2023 DoubleVerify report titled "Post-Cookie Questions: How Advertising Strategies and Sentiments Are Evolving." 406 advertisers and 404 publishers worldwide were surveyed during February 2023.

