

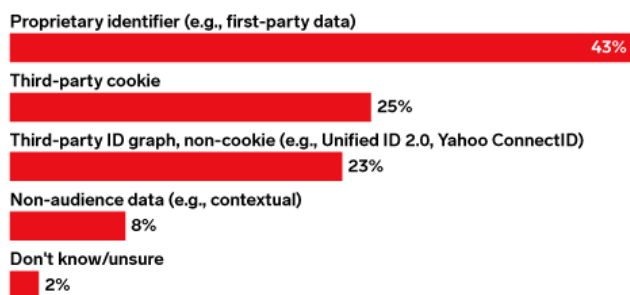
More than 2 in 5 US marketers most commonly transact on first-party data

Article

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Data Types US Marketers and Agencies Most Commonly Use for Transactions With Media Sellers, April 2023

% of respondents



Note: n=150; numbers may not add up to 100% due to rounding
Source: Advertiser Perceptions, "Future of Identity: Buy Side," Sep 25, 2023

283283 Insider Intelligence | eMarketer

Key stat: 43% of US marketers and agencies use proprietary identifiers like first-party data when transacting with media sellers, per Advertiser Perceptions.

Beyond the chart:

- A quarter of US marketers and agencies are still using third-party cookies, even though Google says it will deprecate them in 2024.
- Nearly the same amount (23%) are using non-cookie solutions like The Trade Desk's Unified ID 2.0 or Yahoo's ConnectID, showing that some marketers have begun to prepare for a post-cookie future.
- US marketers will spend \$10.4 billion on **identity solutions and services this year**, more than triple what they did in 2018, per the Winterberry Group.

Use this chart:

- Identify the data types most commonly used by US marketers and agencies while transacting with media sellers.

More like this:

- **Microsoft ad updates worth watching**
- **Most US industries have not yet embraced cookie alternatives for programmatic buying**
- **Post-cookie preparation lags due to deprecation delays and slow adoption of new tools**

- **Marketers plan to invest more in retail media as third-party identifiers deprecate**

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- 10/10 - **Retail's digital ad growth**
- 10/9 - **Digital ad spend top 10**
- 10/6 - **Marketers bet on email**
- 10/5 - **Instagram is crucial for creators**

Note: Respondents were asked, "Which one of the following data types do you most commonly transact on with media sellers?" Data was provided to Insider Intelligence by Advertiser Perceptions.

Methodology: Data is from the September 2023 Advertiser Perceptions report "Future of Identity: Buy Side." 150 US marketers and agencies were surveyed online during April 19-28, 2023. Respondents were from The Advertiser Perceptions Ad Pros Community and trusted third-party partners, use/are involved with any DSP, CDP, ID resolution solutions, data onboarding, and data clean rooms; hold a job title/level of director/supervisor (49%), VP+ (44%), or manager/associate (7%) with an average digital ad spend of \$127 million, of which 52% is transacted programmatically.