


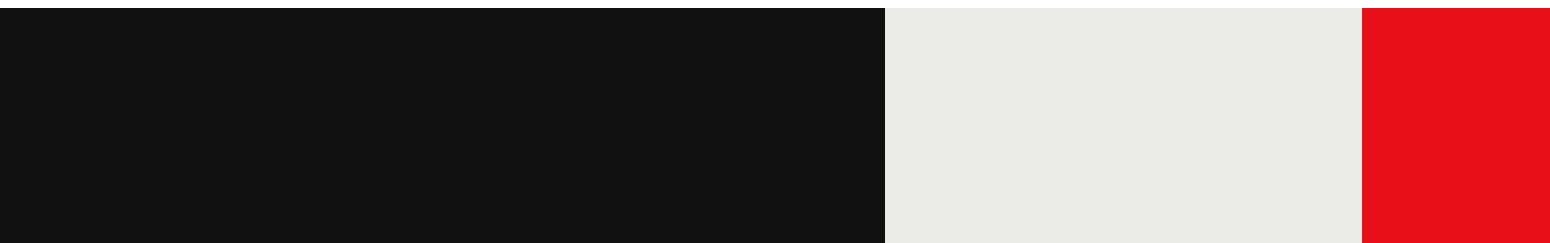
Measurement challenges, opportunities, and strategies for 2025

Article



Marketers are tuning their targeting strategies for a 2025 where cookies remain in limbo, media mix modeling (MMM) usage expands, and experimentation with AI continues.

"Because we have a more robust view of our first-party data, we have more insight into our customer groups," Moitree Rahman, senior director first party data strategy of the Eli Lilly and Company, said on a recent episode of our "Behind the Numbers" podcast. "Taking that



insight and translating that in our external targeting strategy has also been a key innovation because we're not necessarily depending on probabilistic models, but now we know more about our own customers through our own direct relationships with them."

Here are three factors that marketers are weighing when building their targeting strategies for 2025.

Crumbling cookies

Even though Google shifted course over the summer and announced that it would not [deprecate third-party cookies on Chrome](#), marketers see a landscape where the value of cookies continues to rapidly deplete.

- Less than 1 in 5 consumers always accepts cookies when given the choice, according to [our May 2024 "US Consumer Attitudes on Advertising and Privacy" survey](#).
- And in the future, almost 90% of US browsers could become cookieless.

"We've been preparing for this cookieless future working off of the perspective that identity is the new marketing currency and investing in a people-centric world identity strategy so that we can thrive in that potential cookieless world," Echo Sandberg, chief brand officer of CP Skin Health Group, said on the podcast. "And this has involved us working to build comprehensive views of our users through zero-party data like brand surveys, first-party data like our CRM [customer relationship management] database and even second- and third-party sources."

Measuring illiteration

With decreasing reliance on cookies and increasing privacy regulations, measuring through MMM has become a more valuable tool for many over the last year, and the trend is expected to continue.

- 61.4% of marketers said that they were looking to augment measurement strategies with better and faster media mix modeling, per a July 2024 survey from EMARKETER and Snap.
- 30.1% of marketers said they trust MMM to most accurately determine key business drivers, compared with 20.2% for web analytics, 19.9% for incrementality lift testing, and 11.7% for third-party multitouch attribution, [according to that same survey](#).

"[We're] leveraging that MMM data heavily to initially decide where and how we would want to participate in different channels and also leveraging specific measurement and verification to ensure that we're helping to improve and we bring in our agency partners here to help us improve the sources of data verification ... to make sure that we're getting the most out of our investments," Sandberg said.

Age of AI

Future targeting strategies must now consider how to effectively employ [generative AI](#) (genAI). Using the evolving technology for personalization, aggregating data, and gaining better insights has already been a priority and it will impact next year's targeting strategies.

- For 46% of marketers, the key benefit of using genAI is to improve targeting, [per December 2023 data from Ascend2](#).
- A survey of marketers worldwide found that 69% use, or plan to use, generative AI for audience targeting, according to a July SAS survey conducted by Coleman Parkes Research.

"It's a space that we're really leaning into and our approach by and large has been on building an internal AI suite that we can be comfortable and a safe place for us to all work in," Sandberg said. "So many options and clearly a lot of oversight needed, but the ability to get from A to B much quicker and then to work with that data in a different way, it allows us to spend our time in the right places."

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