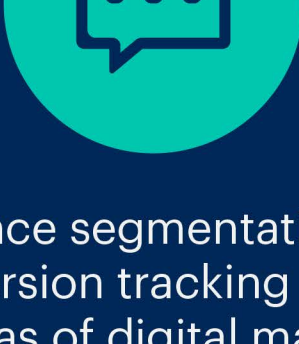


Impact & Perceptions of A Privacy-First Digital Era

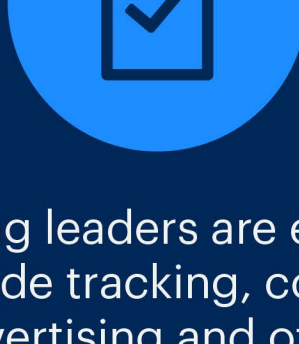
Recent policy changes to third-party cookie tracking have led to a new 'privacy-first' digital era. Marketers are revisiting and adjusting their digital marketing strategy to comply with these changes. How have these changes already impacted marketing strategy, and how are marketers adapting?



Over three-quarters of marketing leaders say the move to cookie-less will completely disrupt their digital advertising



Audience segmentation and conversion tracking will be the areas of digital marketing most affected by the change



Marketing leaders are exploring server-side tracking, contextual advertising and other alternative strategies to adapt

Data collection: Nov 1st, 2023 - Jan 31st, 2024

Respondents: 50 marketing leaders (director and above)

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.

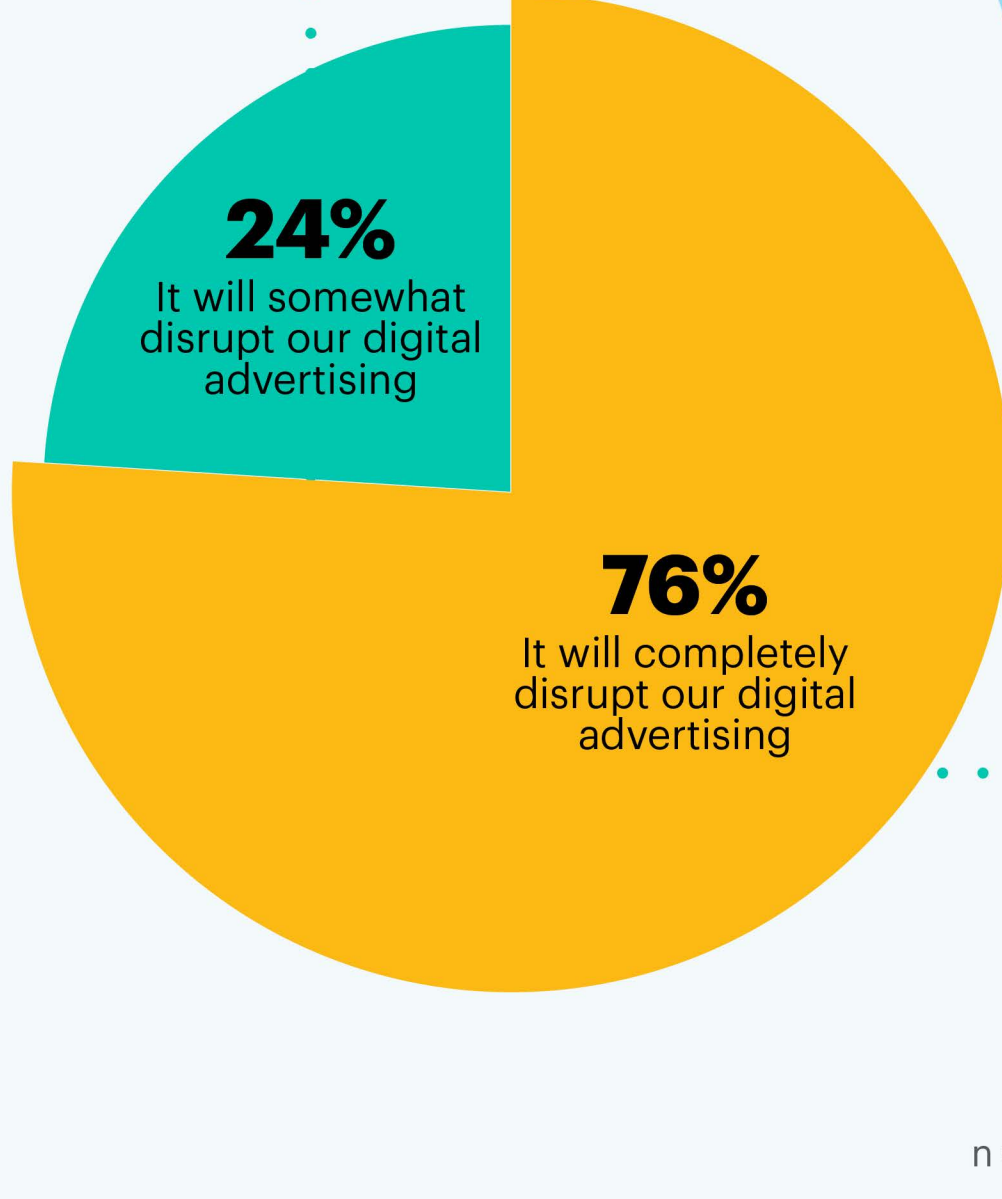


The move to cookie-less has completely changed digital marketing

Over three-quarters (76%) of marketing leaders report the change to a cookie-less internet will completely disrupt their organization's digital advertising.

In your opinion, how disruptive will a privacy-first/cookie-less internet be to your organization's digital advertising efforts?

It won't disrupt our digital advertising at all **0%**



n = 50

“Adding advertising content that does not compromise the privacy of our company or any of our employees... [It] is important to generate quality content without compromising privacy, we have to generate content that does not compromise us at all.”

Director, finance industry, 10,000+ employees



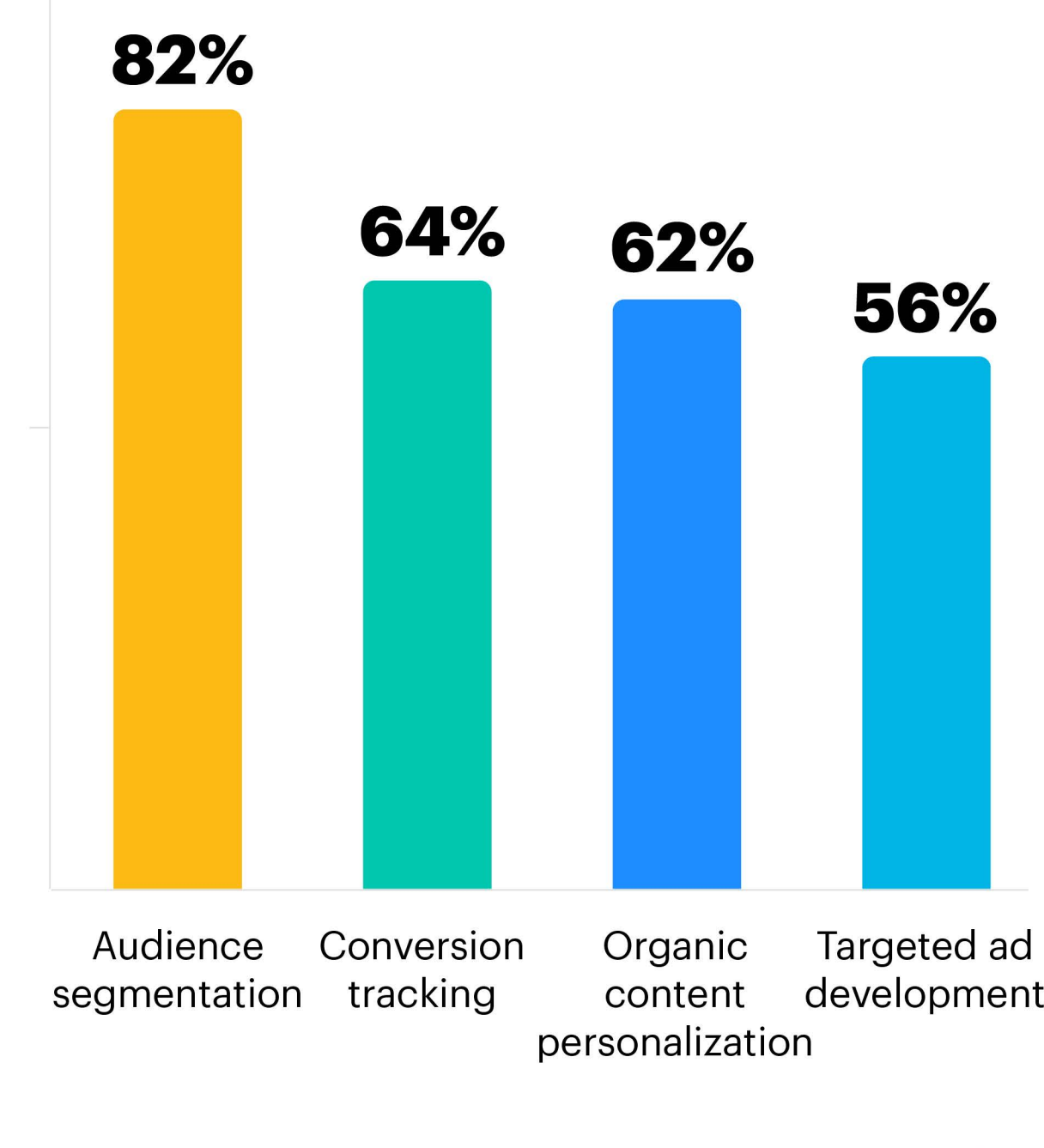
Question: In your opinion, how should your organization be adapting today to get ahead on privacy-first advertising?

Segmenting audiences and personalizing content will be most affected

Audience segmentation (82%), conversion tracking (64%) and organic content personalization (62%) are the areas of digital advertising strategy marketing leaders say will be most affected by the move to a cookie-less internet.

What aspects of your organization's digital advertising will be most affected by the move to a cookie-less internet? Select all that apply.

Targeted content personalization **50%** | Media purchases **34%** | Data collection **28%** | Data analysis **16%** | None — we won't be affected **2%** | Not sure **0%**



n = 50

“Little by little we have migrated to being able to segment audiences through tracking consent, but it does cost a little if cookies-less were used.”

Director, manufacturing industry, 10,000+ employees

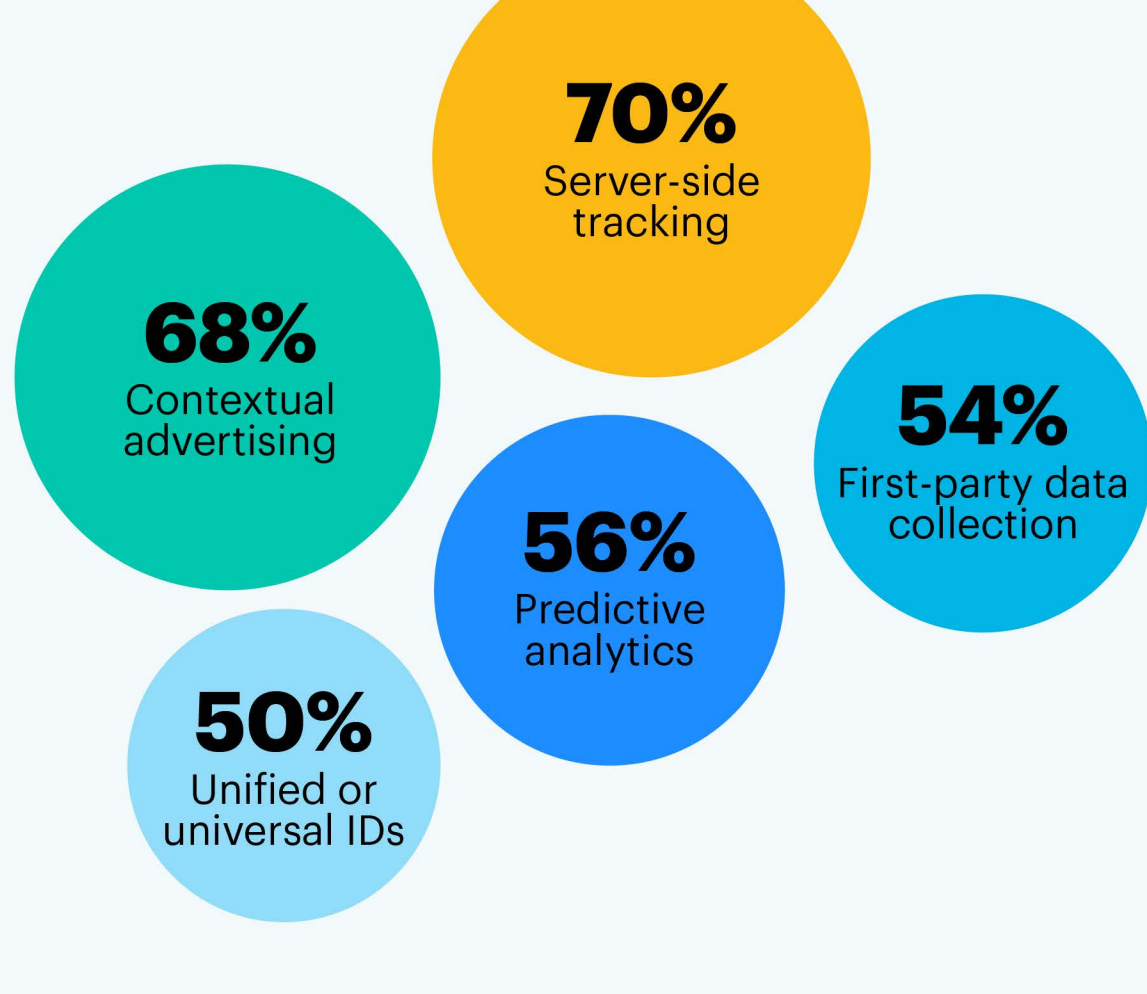


Question: In your opinion, how should your organization be adapting today to get ahead on privacy-first advertising?

Marketers are exploring multiple alternative digital strategies to get ahead

Server-side tracking (70%) is the most commonly selected alternative strategy marketers report their organization has adopted to replace cookie-based advertising. Contextual advertising (68%), predictive analytics (56%) and first-party data collection (54%) are also commonly selected strategies.

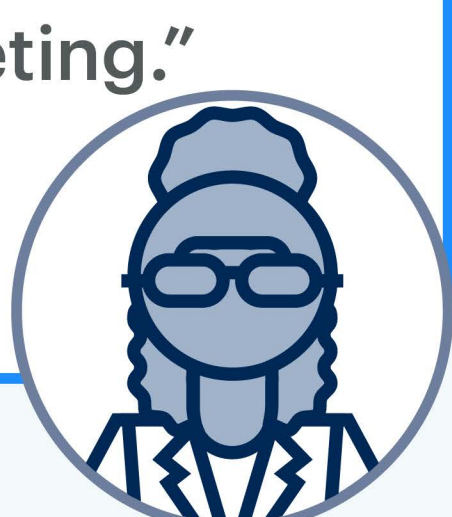
Data partnerships (i.e., with other organizations) **38%** | Cohort-based targeting (e.g., Google's FLoC) **32%** | Consent management platforms **28%** | Direct integrations with publishers/media providers **20%** | Not sure **2%** | None, we won't be affected by cookie-less **0%** | None, but we plan to **0%**



n = 50

“Server to server conversion tracking and cookie consent manager along with contextual targeting.”

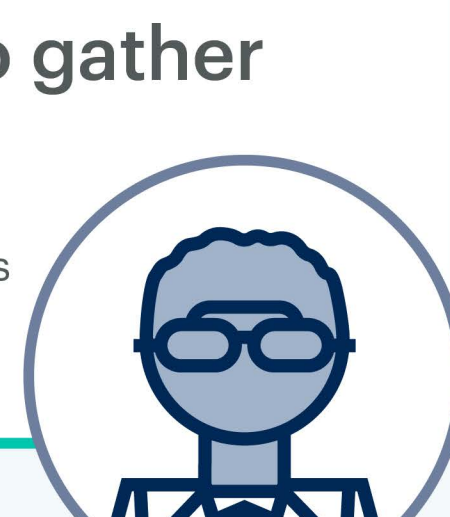
Director, finance industry, 10,000+ employees



Question: In your opinion, how should your organization be adapting today to get ahead on privacy-first advertising?

“Automate the process of scanning websites for cookies and generate a tailor-made cookie policy banner to gather user consent.”

Director, professional services industry, <1,000 employees



In their own words...

“My organization has started by completely changing the work structure of our marketing team, creating a much more professional marketing team and much more adapted to new alternatives such as the creation of advertising campaigns for an alpha generation audience. Before, we had a team specialized in this.”

- Director, finance industry, 10,000+ employees

“Cultivate aligned partnerships - As the advertising ecosystem evolves, deeper partnerships built on transparency, shared incentives and contractual data sharing will open up new opportunities not possible working in isolation. I would proactively gauge partnership fit and forge bonds with aligned players across the value chain.”

- Director, arts and entertainment industry, <1,000 employees

“We have to completely change our work methodology to be able to add eye-catching advertising campaigns for that type of audience without affecting the personal information or privacy of each of them, we have to completely change our work methodology”

- Director, finance industry, 10,000+ employees



Respondent Breakdown



Note: May not add up to 100% due to rounding
Respondents: 50 marketing leaders (director and above)

Want more insights like this from leaders like yourself?

[Click here](#) to explore the revamped, retooled and reimagined Gartner Peer Community. You'll get access to synthesized insights and engaging discussions from a community of your peers.



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Source: Gartner Peer Community, Adapting to a cookie-less digital era survey

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