

# Challenges & Tools For A Privacy-First Internet Age

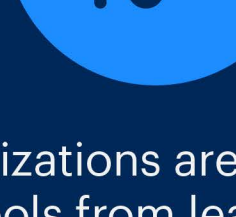
As marketers adapt to a privacy-first digital age, old strategies and tools must be reevaluated. For years, digital marketers have relied on third-party cookies to collect data about online consumers, but new strategies are needed in the years ahead. What challenges do marketers expect they'll need to overcome, and what tools are they adopting to adjust?



Ensuring data privacy compliance, acquiring data alternatives and developing the marketing team are key challenges to overcome in the switch to cookie-less



Over half of marketing leaders say they will rely on first-party data moving forward for their digital marketing campaigns



Organizations are adopting new tools from leading tech companies like Google and Facebook to ease the transition

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

Respondents: 50 marketing leaders (Director, VP & Csuite)

## 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.

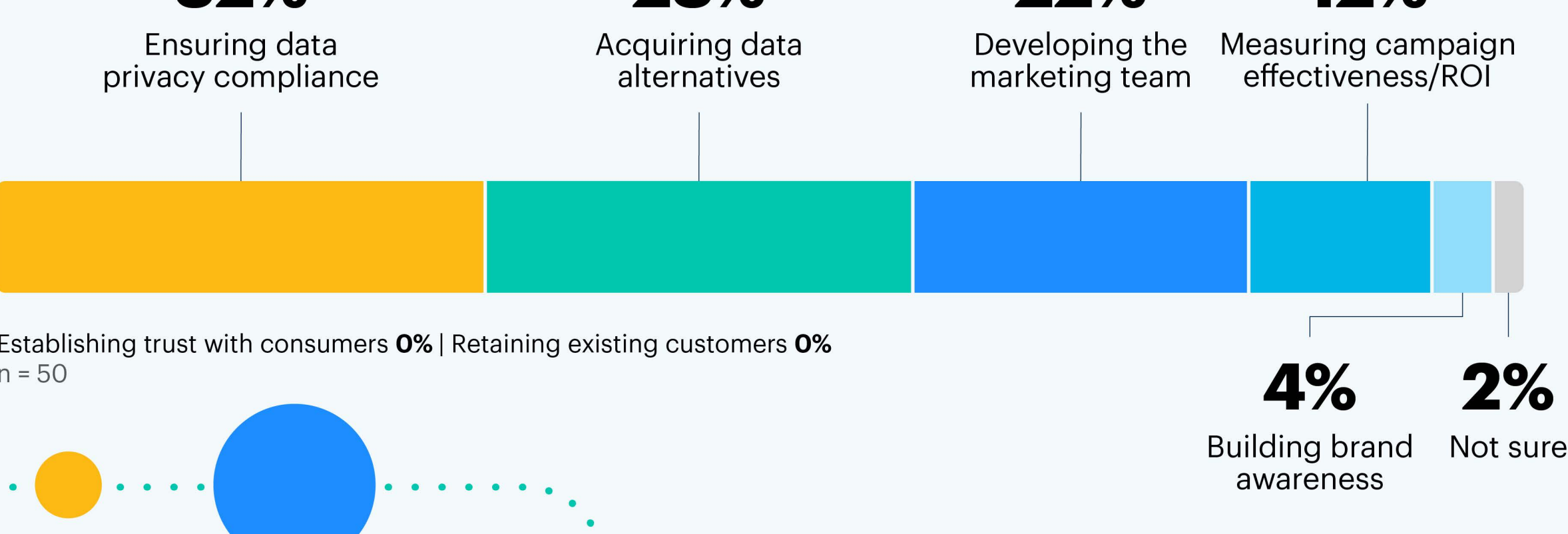
The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



## Marketing leaders struggle to ensure data privacy and acquire data alternatives

32% of marketing leaders say **ensuring data privacy compliance is the most significant challenge** they face adapting to a privacy-first internet.

What do you view as the most significant challenge to adapting to a privacy-first internet overall?



“The most complicated of all this and a fairly big challenge is adding completely different content for this type of audience. We have had to carry out a very complete and extensive market study.”

Director, retail industry, 10,000+ employees



Question: How will your organization be responding to this challenge?

“We have been creating and designing much more creative campaigns that do not require so much personal information and that do not compromise relevant consumer information, such as their location or region where they are located, so as not to affect their privacy.”

Director, finance industry, 10,000+ employees

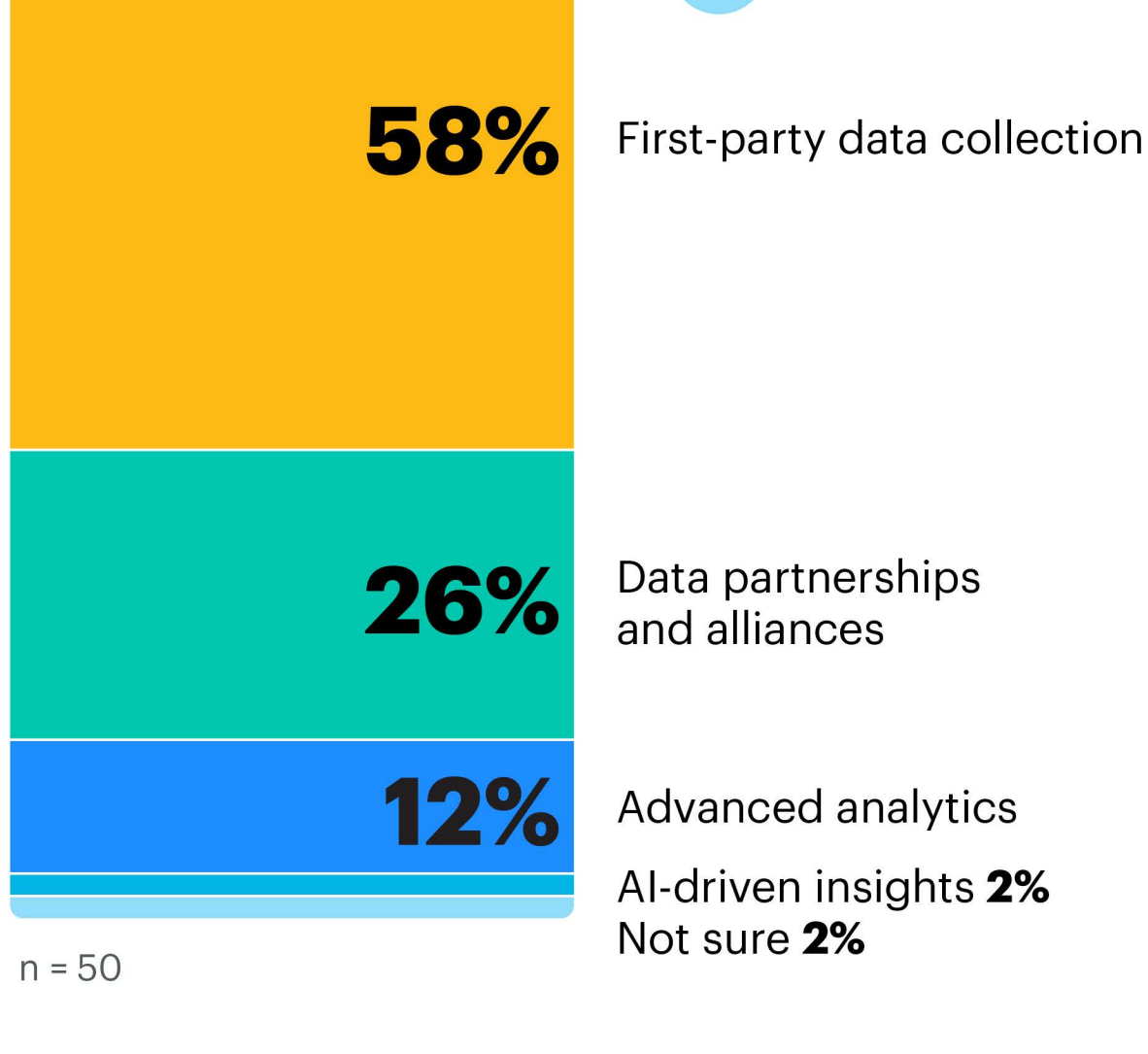


Question: How will your organization be responding to this challenge?

## First-party data collection is the most popular data strategy moving forward

Over half (58%) of respondents say their organization's **primary data strategy moving forward will be first-party data collection.**

What is your organization's primary data strategy moving forward as you transition to a privacy-first model?



“[Invest] in centralized first-party data platforms to consolidate authenticated customer insights we fully own and manage responsibly. This will maintain opportunities for personalization without reliance on third party data.”

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



Question: How will your organization be responding to this challenge?

“We have added less invasive information to advertising campaigns to obtain correct responses from that type of audience without affecting their personal information, this has not been a complicated challenge for us.”

Director, finance industry, 10,000+ employees

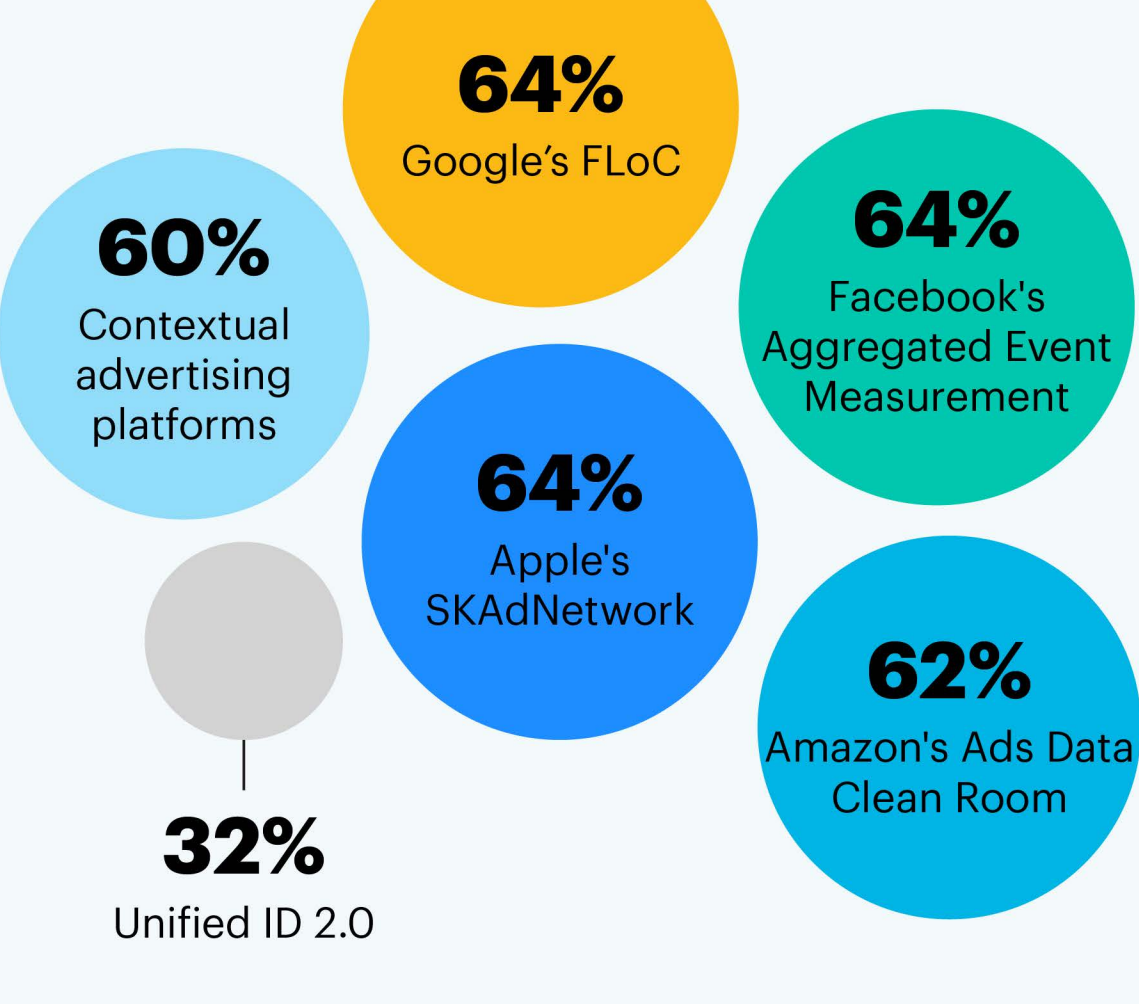


Question: Open text question copy

## Marketers are taking advantage of newly provided tools to facilitate their transition

Google's Federated Learning Cohorts (FLoC), Facebook's Aggregated Event Measurement and Apple's SKAdNetwork are the **most commonly adopted tools (64%)** among organizations to facilitate the transition to cookie-less.

What tools, if any, is your organization adopting to facilitate the transition to cookie-less? Select all that apply.



Criteo's Retail Media platform 30% | LiveRamp's IdentityLink 30% | The Trade Desk's UID solution 20% | Not sure 2% | None, but we plan to 2% | None, and we don't plan to 0%

## In their own words...

“Businesses can create a balance quickly if they have a very prepared and very professional team, in addition, they can have incredible efficiency within all the campaigns without affecting charity, you just have to understand a very complete study on how not to affect the privacy of your audience.”

Director, manufacturing industry, 10,000+ employees

“I recommend that you add compromises that do not compromise users' cookies, this way they will be able to obtain relevant information in each of the campaigns without users providing personal information about themselves.”

Director, arts and entertainment industry, 10,000+ employees

“To create a quick balance, it is completely necessary to reduce the personalization of advertising campaigns, since having such a high level of personalization within this campaign for the alpha generation can result in a fairly considerable invasion of privacy.”

Director, real estate industry, <1,000 employees

Question: How can businesses strike a balance between personalized marketing and respecting user privacy in the cookie-less era?



## Respondent Breakdown



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

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