Adobe ✕ **Meta**

Future-proof your advertising strategy: Four keys to success

Consumers expect privacy in today's digital age, and third-party cookies are quickly becoming a choice rather than a requirement. How do you build a data strategy that will take your brand into the future?

49%

Of the brands that are cookie-dependent, **49%** say half or more of their potential market lies beyond their reach in environments where third-party cookies don't work.[1]

Build a privacy-centric approach that scales

Brands need to deliver engaging customer journeys based on durable identifiers. Sticking to old strategies can lead to:
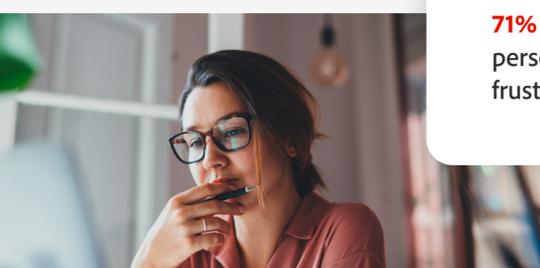
Not having the data you need to deliver personalized ads

Reducing conversions and return on ad spend

Falling behind your competitors

71% of consumers expect companies to deliver personalized interactions. And **76%** percent get frustrated when this doesn't happen.[2]

Here are four keys to future-proof your advertising strategy, based on Adobe's report:

"[Thinking beyond the third-party cookie.](#)"

1 First-party data

First-party data is integral to improving event matching and ad targeting with large advertising platforms like Meta. It's personal, durable, and transparent, helping you create unique experiences in a privacy-compliant way.

Only **26%** of companies have successfully brought marketing data together across the organization.[3]

2 Personalized advertising

Customers expect ads relevant to their interests. With more data informing ad targeting, advertisers can deliver the right ads to the right person at the right time.
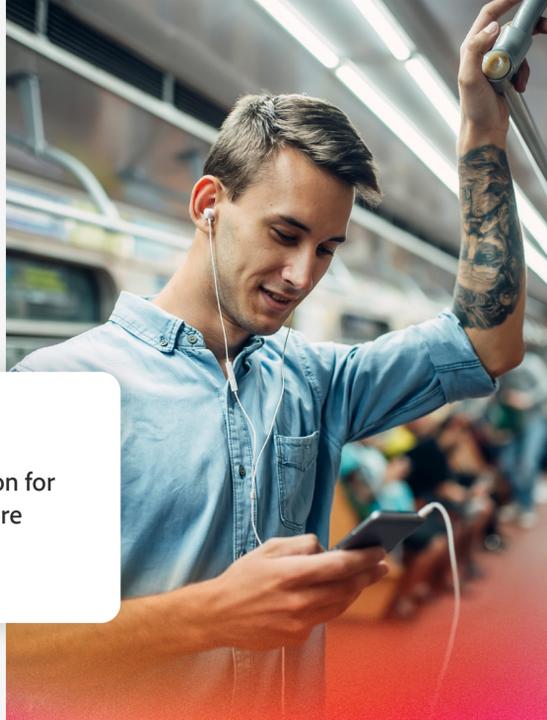
In 2023, around **three-quarters** of surveyed global customers expressed their expectation for improved personalization when sharing more personal data with businesses.[4]

3 Server-to-server data connections

Server-to-server data connections can help improve ad targeting while respecting customers' privacy. Better targeting helps increase return on ad spend at a time when social media ad spending is on the rise.

In 2024, social media will account for **$227.2 billion** of ad spending, more than a **fifth** (21.8%) of the total spend.[5]

4 Engagement

While you may not reach as many new customers without as much third-party data, you can build more business value through improving engagement with your existing customers.

The probability of selling to an existing customer is between **60% and 70%**, while that of selling to a new customer is only between **5% to 20%**.[6]

Discover how Adobe Real-Time Customer Data Platform and Meta Conversions API can help you future-proof your advertising data strategy.

To learn more about Adobe Real-Time CDP and Meta Conversions API, **visit our website** or contact your Adobe and Meta representatives.

1. https://business.adobe.com/content/dam/dx/us/en/resources/xdk/prepare-for-a-cookieless-future-with-adobe/thinking-beyond-the-third-party-cookie.pdf
2. https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying
3. https://blog.adobe.com/en/publish/2024/07/15/adobe-study-brands-make-progress-weaning-off-third-party-cookies-yet-feel-less-prepared-than-ever-world-without-them
4. https://www.statista.com/statistics/1415837/customer-expectations-for-better-personalization-worldwide/
5. https://www.marketingdive.com/news/global-ad-spending-2023-2024-11-trillion-warc/692010/
6. https://www.semrush.com/blog/customer-retention-stats/

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