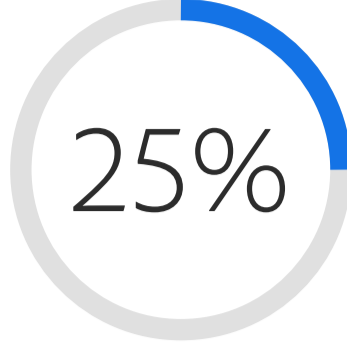


Thrive in a cookieless world: Four keys to advertising success

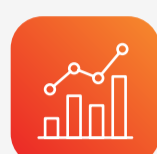
Cookie deprecation has been on the horizon for a while. You may have thought about your advertising strategy in a world without cookies. But are you really ready?



25% of US marketers and agencies are still using third-party cookies.¹

Future-proofing your advertising strategy can't be delayed any longer.

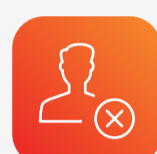
By not adapting to the new landscape, you risk:



Not having the data you need to deliver personalized ads



Reducing conversions and return on ad spend



Falling behind your competitors



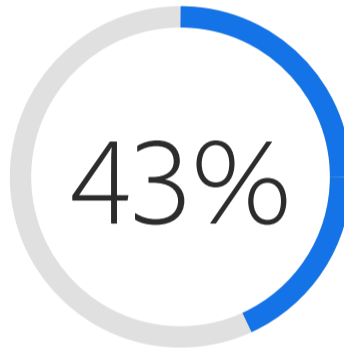
In January 2024, Google restricted third-party cookies for **1%** of Chrome users. By the end of the year, all third-party cookies are expected to be deprecated.²

71% of consumers expect companies to deliver personalized interactions. And **76%** percent get frustrated when this doesn't happen.³

Here are four keys to advertising success in a cookieless future, based on Adobe's report, "[Thinking beyond the third-party cookie.](#)"

First-party data

First-party data is integral to improving event matching and ad targeting with large advertising platforms like Meta. Ensure you have a strategy for collecting customer information in a privacy-compliant way.



43% of US marketers most commonly transact on first-party data.⁴

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.⁵



Server-to-server data connections

Server-to-server data connections can help improve ad targeting in a privacy-compliant way. 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.⁶



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%**.⁷

Discover how to thrive in a cookieless world with Adobe Real-Time Customer Data Platform and Meta Conversions API.

1. <https://www.insiderintelligence.com/content/more-than-2-5-us-marketers-most-commonly-transact-on-first-party-data>
 2. <https://techcrunch.com/2023/05/18/google-will-disable-third-party-cookies-for-1-of-chrome-users-in-q1-2024/>
 3. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>
 4. <https://www.insiderintelligence.com/content/more-than-2-5-us-marketers-most-commonly-transact-on-first-party-data>
 5. <https://www.statista.com/statistics/1415837/customer-expectations-for-better-personalization-worldwide/>
 6. <https://www.marketingdive.com/news/global-ad-spending-2023-2024-1t-trillion-warcs/692010/>
 7. <https://www.semrush.com/blog/customer-retention-stats/>