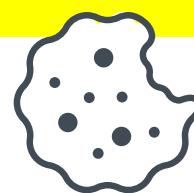




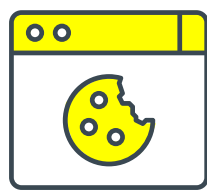
# DDMA BAROMETER 2022

This is how organisations deal with the upcoming sunset of third-party cookies



## KEY FACTS

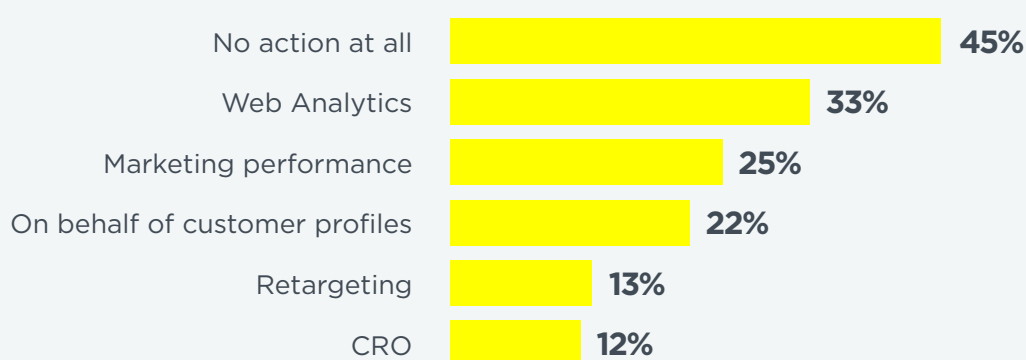
- About the DDMA Barometer 2022**
- 159 respondents working within the marketing sector
  - Research period: April-June 2022



**76%**  
are – to a greater or lesser extent - familiar with the upcoming cookieless world

### AWARENESS OF COOKIE ISSUE IS HIGH, BUT NO WILLINGNESS YET TO TAKE STEPS

For which marketing activities do you expect to take actions to continue them?



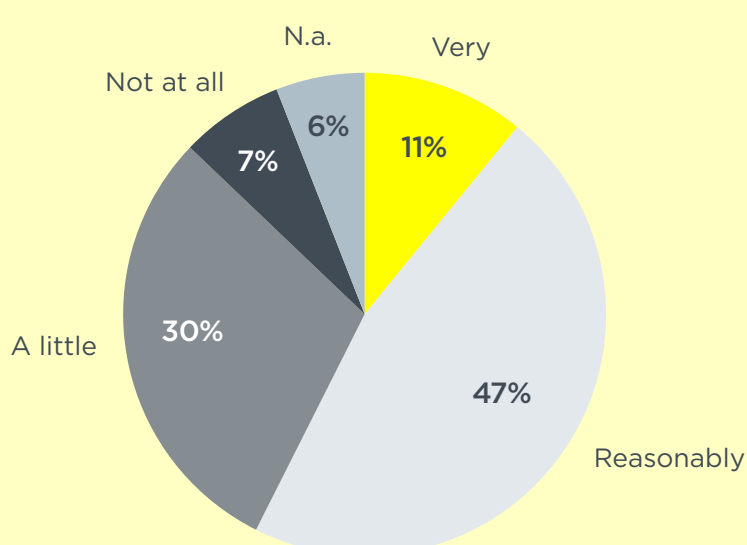
*These figures are for organizations that use cookies for at least one of the above marketing activities*

“We have a wait-and-see attitude, hoping for a response from the market just before the finish line.”

Strategist, working at a B2B organization with 0-50 employees

### ALSO AMONG B2B CUSTOMERS/CLIENTS THERE IS A LACK OF URGENCY WITH REGARD TO THE COOKIELESS WORLD

How urgent is the cookieless world among customers/clients?

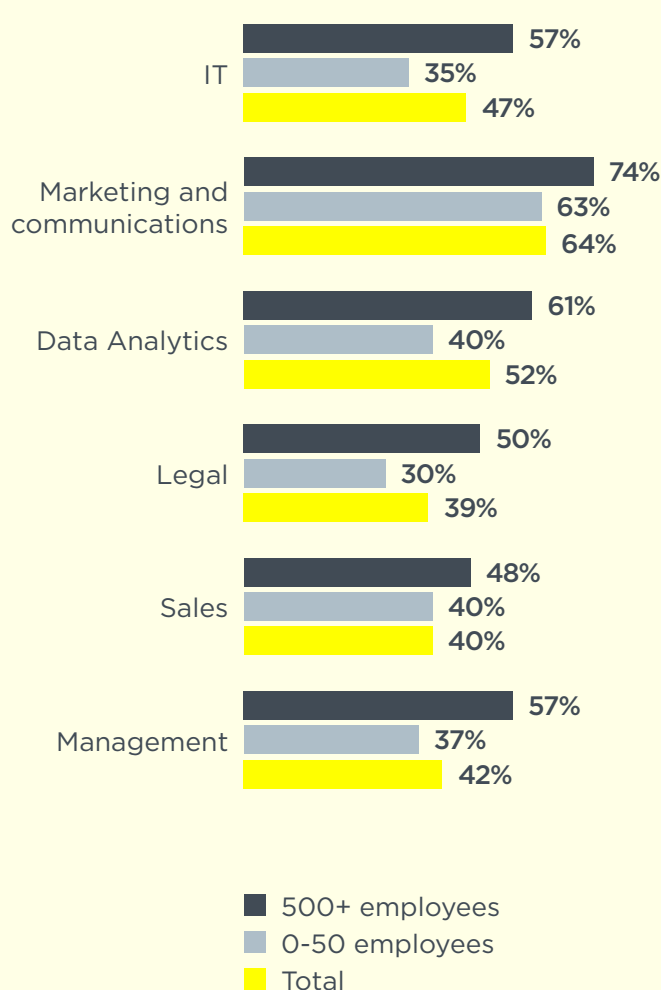


“I think for many customers it only really comes into play at the moment the regulations take effect - just like with the AVG at the time”

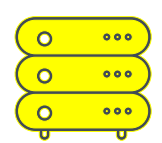
Manager, working at a B2B organization with 0-50 employees

### COOKIELESS WORLD ESPECIALLY TOP OF MIND WITHIN MARCOM

Who within your organisation is dealing with the cookie issue?



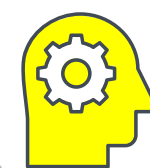
### NO FOCUS YET ON FIRST-PARTY DATA, MANPOWER AND KNOWLEDGE ARE MAJOR CHALLENGES TO OVERCOME IN ORDER TO CONTINUE MARKETING ACTIVITIES IN A COOKIELESS WORLD



Only **1 in 4** organizations have a first-party data strategy



**61%**  
(the majority) see employing the right people as a major challenge  
(2021: 53%)



**59%**  
have difficulty with having the right knowledge of tooling

### UNCERTAINTY ABOUT THE FUTURE LIMITS OPPORTUNITIES FOR THE BUSINESS

**53%**  
indicate that legal is a challenge when undertaking preparations for the cookieless world

“Legally, people often want to lock everything up. There sometimes is a lack of insight into what the business needs to keep running.”

Manager, working at a B2C organization with 1000+ employees



#### Statement of accountability

The DDMA Barometer was conducted among 159 respondents working within the marketing sector, who indicated that they were – to some extent – aware of the approaching cookieless world and the possible consequences of it for the data-driven marketing sector.

DDMA is the largest association for data-driven marketing, sales and service. We are a network of advertisers, non-profits, publishers, agencies and tech suppliers that use data in an innovative and responsible way to interact with consumers. With knowledge and advice, we help our members to work in a data-driven and customer-focused way, to develop a vision on data use and to deal with legal changes. We also give our members a voice in The Hague and Brussels and we professionalise the sector by developing self-regulation.