

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?



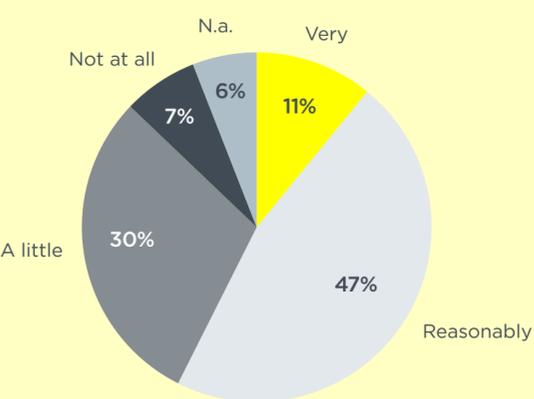
These figures are for organizations that use cookies for at least one of the above marketing activities

“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

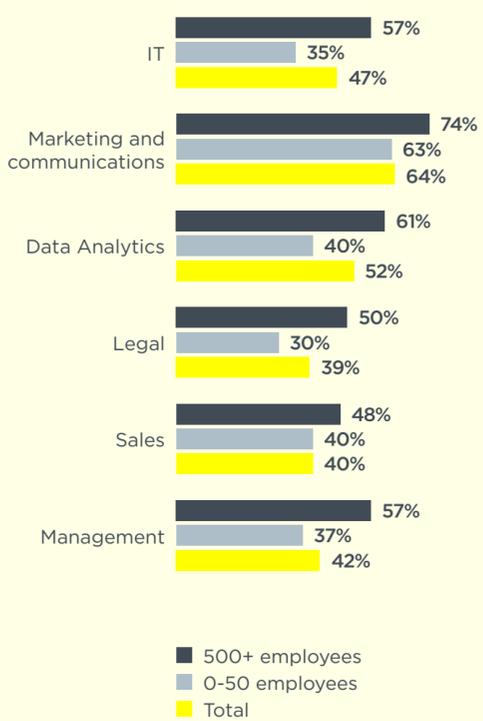
ALSO AMONG B2B CUSTOMERS/CLIENTS THERE IS A LACK OF URGENCY WITH REGARD TO THE COOKIELESS WORLD

How urgent is the cookieless world among customers/clients?



COOKIELESS WORLD ESPECIALLY TOP OF MIND WITHIN MARCOM

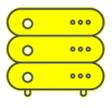
Who within your organisation is dealing with the cookie issue?



“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

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.