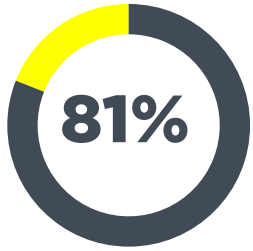


COOKIELESS WORLD

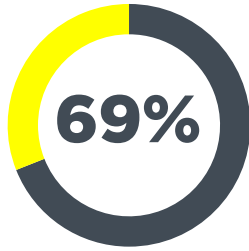


KEY FACTS

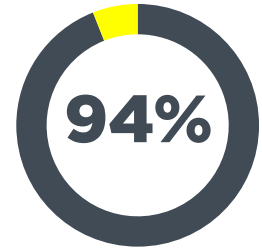
THE COOKIELESS WORLD IS A HOT TOPIC



state that they are aware of the consequences of a cookieless world

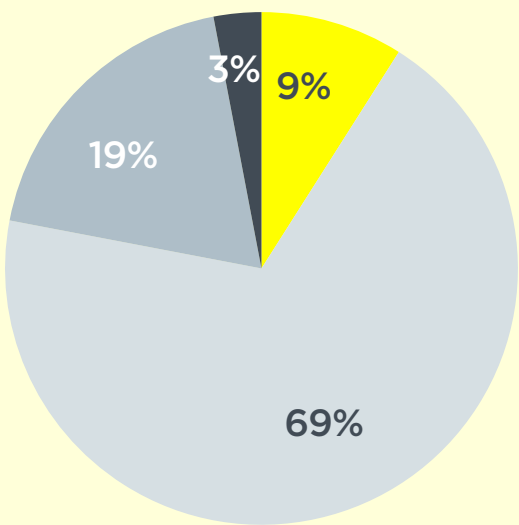


state they are preparing for a cookieless world



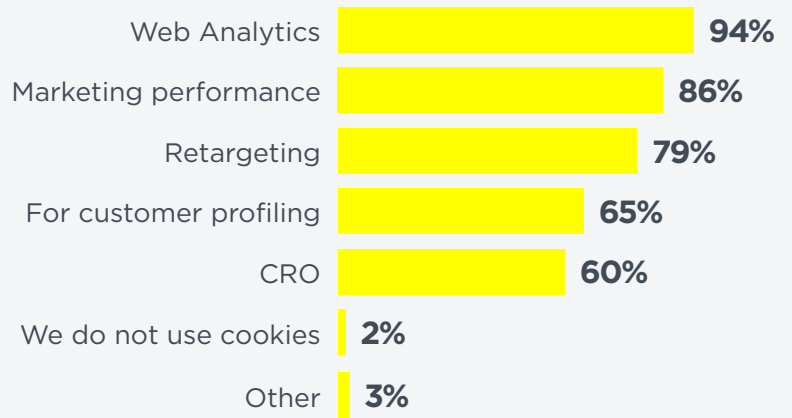
state that they would like to continue one or more cookie-related marketing activities in a cookieless age

LESS THAN A TENTH OF THE MARKET IS ACTUALLY PREPARED FOR A WORLD WITHOUT COOKIES

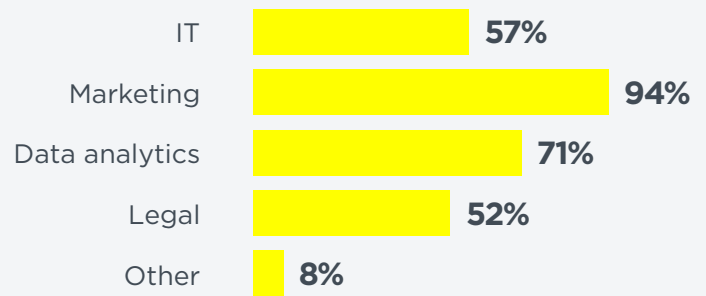


■ Fully prepared
■ We are working on it
■ Not at all
■ I don't know

THE MARKETING SECTOR STILL RELIES HEAVILY ON COOKIES. BRANDS USE THIRD-PARTY COOKIES FOR

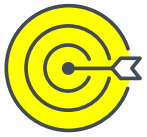


BRANDS ARE MAINLY TACKLING THE COOKIE ISSUE FROM A BUSINESS ANGLE



TOP 3 MARKETING ACTIVITIES THAT BRANDS ARE PLANNING TO CONTINUE IN A COOKIELESS WORLD

78%
Retargeting



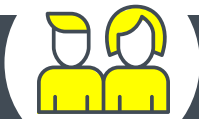
73%
Measuring campaign performance



71%
Enriching customer profiles



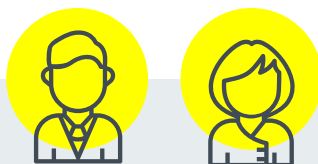
SMALL MAJORITY HAVE THE REQUIRED KNOWLEDGE OF TOOLS AND THE RIGHT PEOPLE TO CONTINUE CURRENT MARKETING ACTIVITIES IN A COOKIELESS WORLD



59%
employs the right people



51%
has the right knowledge of tools



ABOUT THE 2021 DDMA BAROMETER: 162 respondents | Research period: February-April 2021