



# Thrive in the cookieless future with smart data.

Brands that are preparing for the new world of cookieless customer data are edging out the competition.



Well-targeted, personalized customer experiences (CX) build business and grow brand loyalty. And until recently, using third-party cookies was a savvy strategy. The deprecation of third-party cookies across browsers, and Google's announcement that it will follow suit, has put many companies at risk. Brands that are still overreliant on third-party cookies are at risk of losing market share and brand loyalty today and hurting their chances of staying relevant in the future.

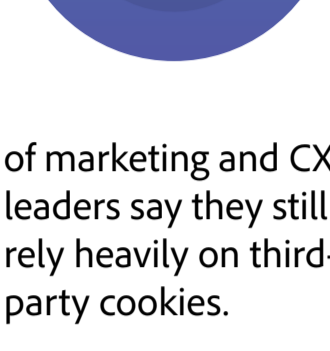
Adobe asked over 2,500 global marketing and CX leaders about their readiness for a cookieless future, and we've shared their answers below.

## The future has arrived.

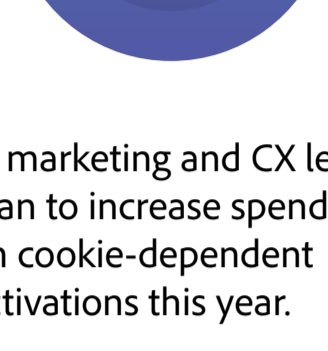
Third-party cookie deprecation is already changing the digital landscape, but most brands confess they're still relying too much on third-party cookies to capture a clear view of their customers.

## Marketing and CX leaders across the globe are struggling to evolve.

This behind-the-curve approach is already costing these brands precious time, money, and competitive advantage—and will have dramatic long-term consequences.



75% of marketing and CX leaders say they still rely heavily on third-party cookies.



64% of marketing and CX leaders plan to increase spending on cookie-dependent activations this year.



45% of marketing and CX leaders spend at least half their marketing budgets on cookie-based activities.

Source: Adobe



**50%** of potential customers today are beyond reach for companies that rely heavily on third-party cookies.

Source: Adobe

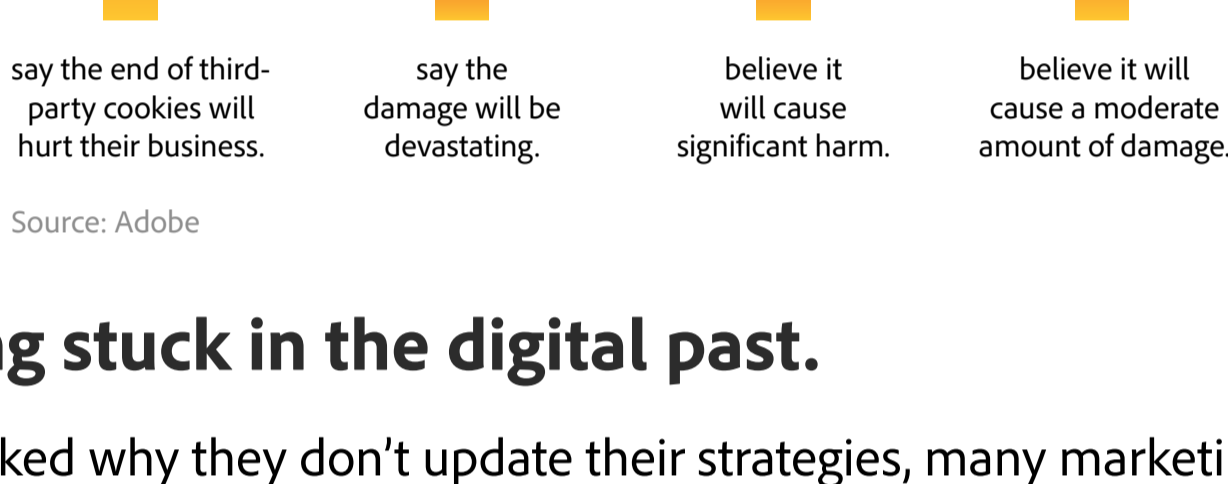
## Inaction is already taking a toll.

Companies without full control of their customer data are leaving significant money on the table. Nearly half of surveyed marketing and CX leaders at cookie-dependent brands say they don't have access to markets in settings where third-party cookies don't work—environments like Apple's operating system and social media sites like Facebook put 50% of potential customers out of reach.

## The longer the wait, the higher the cost.

Shifting timelines of the deprecation of third-party cookies have tempted many companies to wait to re-center their marketing activities around the zero- and first-party customer data they own. But the costs of inaction are high. Brands that wait too long are at serious risk of being left behind when access to third-party data is finally pulled.

## Brands overreliant on third-party data report strong concerns about future impact.



Source: Adobe

## Feeling stuck in the digital past.

When asked why they don't update their strategies, many marketing and CX leaders who are overly dependent on third-party cookies say they simply feel stuck. Around half of respondents say third-party cookies are a "necessary evil," and almost another half say they can't get the resources they need to evolve their strategies.

## Continued delays keep leaders in limbo.

For the majority of brands, the way forward is clear—they're either accelerating cookieless readiness or making readiness a high priority. But over 40% are confused or unmotivated to make cookieless strategies a priority because of slow policy rollouts, so they're playing the waiting game.



**21%** are delaying preparations altogether.

**20%** aren't acting because they're not sure how urgent the issue is.

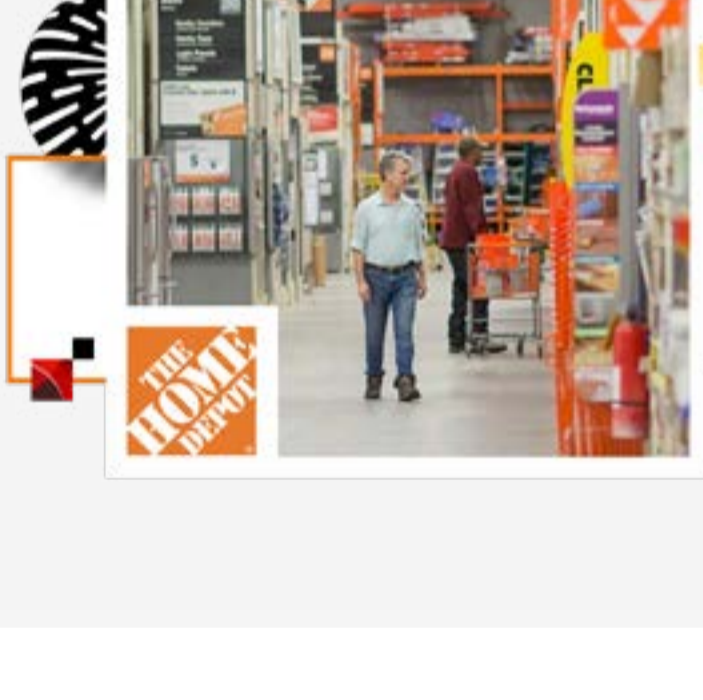
Source: Adobe

## Smart tech, smart transitions, smart growth.

The good news is that companies making a strategic pivot can rely on powerful tools to do the heavy lifting. Customer data platforms (CDPs) collect and unify data in real time to create a clear and current customer view rooted in first-party identifiers. Brands can use this up-to-the-minute insight to accurately target and engage customers with personalized experiences.

### The Home Depot delivers customer experience 10x faster.

Top brands like The Home Depot are using fresh creative strategies along with powerful platforms like [Adobe Real-Time Customer Data Platform](#) to accelerate business and delight customers. Read [The Home Depot's customer success story](#) to learn more.



## Customer data platforms = growing ROI today and tomorrow.

CDPs help brands build a first-party data strategy of resilience and growth by connecting them with the right audiences and adding real-time insights to the customer journey—translating into growth of the return on investment (ROI).

## Brands using CDPs are seeing big customer wins.



Source: Adobe

## Brands without a CDP are falling behind.

Companies not using CDPs can't keep up with growing customer demands and are losing their competitive edge.

**40%** of companies without CDPs say they struggle to deliver personalized experiences to clients across channels.

Source: Adobe

**34%** of companies without CDPs say they can't use their marketing investments efficiently.

## The digital horizon is bright.

It's clear that the end of third-party cookies will change the landscape of digital marketing for good. But there's light at the end of the tunnel. Forward-thinking leaders who adopt the right tools and strategies now can ensure a bright future for their business.

## Learn how to find and keep customers in a cookieless world with Adobe.

Market leaders are building valuable relationships with loyal customers by focusing on the data they own. Discover new opportunities to deliver personalized experiences to the right audiences.

[Learn more](#)



Adobe, the Adobe logo, and Adobe Real-Time Customer Data Platform are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2023 Adobe. All rights reserved.