

Research reveals what will reap benefits from decline of third-party cookies

The majority of the global browser market has now phased out third-party cookies in response to protecting users' privacy and personalising a connection with the modern consumer. With Google Chrome, which controls the majority of the global browser market, following suit next year, 65.15% of the browser market will be open to new ad channels and solutions.



Source: www.unsplash.com

Alfi, an AI enterprise SAAS advertising platform, surveyed senior advertising executives from around the world to learn more about the demise of third-party cookies and their focus on new ad channels and found that 85% expect budgets for digital out-of-home (DOOH) advertising and online advertising to increase. Furthermore, nearly four out of five (79%) anticipate budgets for television advertising to rise following the shift away from third-party cookies.

"With web browsers increasingly blocking cookies, ad spend is being relocated to the DOOH sector quicker than we expected," said Peter Bordes, interim CEO, Alfi. "Our research suggests strong growth for the DOOH ad sector as advertising executives expect increased budgets for all other main areas of advertising, marking DOOH market as the main beneficiary."

Additionally, 78% of advertising executives interviewed believe DOOH advertising will represent over 50% of the total spent on out of home ads by 2023, with online and DOOH representing the most anticipated advertising budgets to increase following the decline of third-party cookies.

Type of advertising	Percentage of senior advertising executives interviewed who expect budgets here to increase dramatically because of changes to the use of third-party cookies on web browsers	Percentage of senior advertising executives interviewed who expect budgets here to increase slightly because of changes to the use of third-party cookies on web browsers	Overall percentage of senior advertising executives interviewed who expect budgets here to increase because of changes to the use of third-party cookies on web browsers
Online	54%	31%	85%
DOOH	47%	38%	85%
Television	37%	42%	79%
OOH	29%	45%	74%
Radio	27%	40%	67%
Direct Mail	23%	40%	63%
Magazines	27%	34%	61%
Newspapers	25%	27%	52%
Catalogues/pamphlets	21%	31%	52%

"Consumers and regulators are rightly concerned about the growing threat to privacy and personal data collection as every aspect of society becomes digitised," said Bordes. "Interestingly, the DOOH industry has deployed software that is much better at targeted advertising without ever collecting cookies from or personal information about its viewers and is already leading this revolution. It is now in the hands of ad executives to become leaders in the protection of consumer privacy while providing brands with the precise data they need to grow."

Advertisers are increasingly demanding improved performance and capabilities from the ad technology they utilise. Alfi provides data-rich reporting functionality that informs advertisers if someone viewed their ads, including the number of views, and each viewer's reaction. The company also provides advertisers with analytics, accountability, transparency, proof of engagement and actual impressions.

Methodology

Commissioned by Alfi, PureProfile, a global research company, conducted 100 interviews amongst senior advertising professionals from across the U.S., U.K., Canada, China, France, Germany, and the UAE. Interviews were conducted online in September 2021.

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