

## U.S. Marketers Shift Focus to First-Party Data

Medical media reliant on cross-site tracking, retargeting need to rethink data activation strategies

A “cookie-less” future is around the corner, and marketing professionals are beginning to realize the importance of first-party data, according to a new eMarketer report on digital strategy.

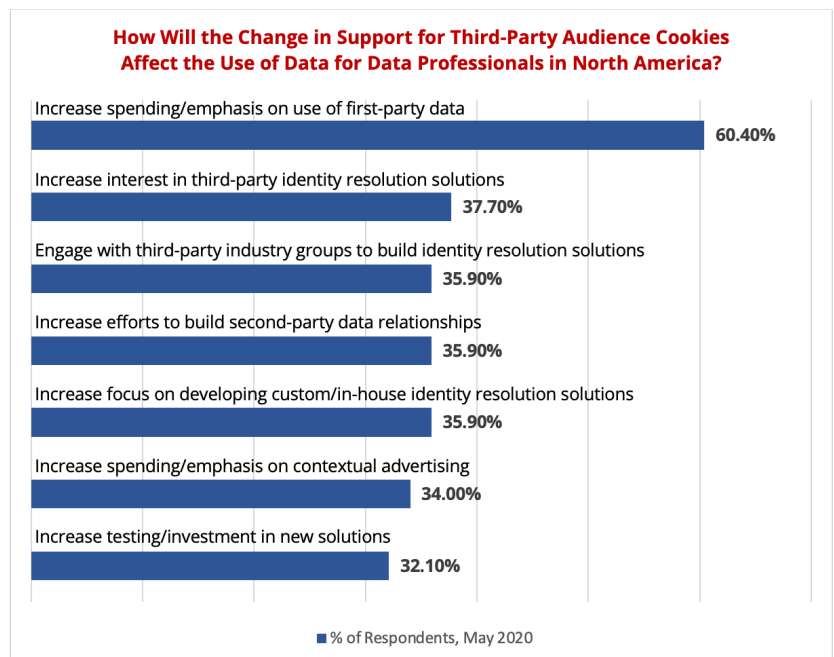
More than 60% of U.S. marketers surveyed said they would increase “spending/emphasis on use of first party data,” with another 36% saying they would increase their focus on “developing custom/in-house identity resolution solutions.”

First-party data is collected directly from your audience; second- and third-party data are collected by somebody else. Web browsers like Firefox and Safari do not allow third-party cookies; Chrome, the largest browser in the U.S., is phasing out cookies by 2022. That means popular digital tactics like cross-site tracking and retargeting will no longer be allowed on the most popular web browsers.

The “State of Data 2020” survey, conducted May 2020 by Winterberry Group and IAB, found U.S. marketers spent \$7.8 billion on audience data activation solutions in 2020. The report points out that more than a third of marketers are seeking ways to “replace” the third-party cookie via second-party data relationships, third-party ID resolution solutions, and contextual advertising.

“It is imperative for all advertisers and their partners to understand that how they do things today is dependent upon a set of measurement standards, and those measurement standards are changing,” said Philip Smolin, chief strategy officer at demand-side platform Amobee. “Therefore, how you are doing things today is going to have to change... you have to begin leaning into alternative strategies.”

**The Takeaway:** Now is the time to prepare. And while no current solution is perfect, HCP marketing teams must reinforce their first-party data collection and rethink all current uses of third-party data.



This is part of a series. Fact sheets are available at [www.ammonline.org/knowledge-exchange](http://www.ammonline.org/knowledge-exchange)