2022 North America Quantcast State-of-the-Industry Report
What you’ll find in this report

The 2022 North America Quantcast State-of-the-Industry Report explores industry solutions addressing the deprecation of third-party cookies; the challenges and opportunities ahead for brands, agencies, and publishers; and what skill gaps need to be filled in the ad tech industry.

Data collection

Data in this report is from an online survey of first-party respondents conducted October 27 - November 10, 2021. The survey generated responses from over 600 advertising and publishing professionals in North America. Survey results were collected via SurveyMonkey, and data percentages may not total 100 due to respondents selecting multiple answers. Only the top answers are shown.

- **Over 600** survey respondents
- **Over 300** respondents are ‘Manager’ and above.
THE COOKIE CONUNDRUM

The demise of third-party cookies will remain a key obstacle for brands, agencies, and publishers in 2022, as 60% of survey respondents said preparing for the cookieless future is either their #1 or one of their top priorities. Survey results show that finding new audiences, measurement, and attribution will be primary concerns while navigating the cookieless world.

APPROACHES TO COOKIELESS SOLUTIONS

- 57% of respondents think first-party data will be foundational to a cookieless solution
- 38% of respondents think a contextual approach will comprise the best solution
- 36% of respondents think a combination of first-party data, contextual, industry IDs, and cohorts will produce the best cookieless solution
How important to you is preparing for the deprecation of third-party cookies?

60% of survey respondents said preparing for the cookieless future is a top priority

- **8%** “It's our #1 priority.”
- **52%** “It's one of a few top priorities.”
- **18%** “We will deal with it in 2022.”
- **18%** “It's not a priority right now.”
- **4%** “I will worry about it when Google removes them in 2023.”
Top 3 concerns around the deprecation of third-party cookies

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BRANDS

AGENCIES

PUBLISHERS
TOP OF MIND FOR 2022

BRANDS AND AGENCIES
Most brands and agencies see attribution and driving revenue as key challenges in the coming year, highlighting the importance of tracking marketing spend to return on investment. As for what they are looking for in an ad tech partner in 2022, the majority of respondents listed campaign effectiveness and cookieless solutions as being most important. Additionally, brands and agencies will be looking to gain skills in attribution and measurement, audience insights and behavioral change, and AI and ML technology.

PUBLISHERS
On the other side of the ecosystem, publishers expect their top challenges in 2022 to include driving revenue and growing first-party data, which will be paramount as the industry looks at novel ways to find new audiences in a post-cookie world.
Key challenges for this year

**BRANDS**
1. Driving revenue
2. Attribution
3. Performance / Brand

**AGENCIES**
1. Challenges in measuring ad effectiveness
2. Attribution
3. Keeping pace with the complexity of change in the industry and technologies

**PUBLISHERS**
1. Driving revenue
2. First-party data
3. Keeping pace with the complexity of change in the industry and technologies
BRANDS AND AGENCIES

Which of the following will be most important when working with an ad tech partner in the next 12 months?

- Campaign performance: 50%
- Cookieless solution: 38%
- Audience insights: 32%
- First-party data access: 27%
- Ease of use: 23%
BRANDS AND AGENCIES

Learning and development opportunities

- Attribution and measurement
- Audience insights and behavioral change
- AI and ML technology
Interested in Learning More?

About Quantcast

Quantcast is an advertising technology company and the creator of an innovative intelligent audience platform that empowers brands, agencies, and publishers to know and grow their audiences online. The Quantcast Platform, powered by Ara,™ a patented AI and machine learning engine, delivers automated insights, marketing performance, and results at scale to drive business growth. Our solutions are leveling the playing field for our customers when it comes to effectively reaching audiences online and helping them power a thriving free and open internet for everyone. Headquartered in San Francisco, Quantcast has been serving customers around the world since 2006.

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