
2022 North America Quantcast State-of-the-Industry Report

Quantcast



What you'll find in this report

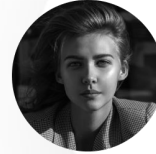
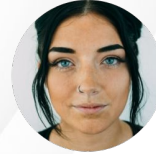
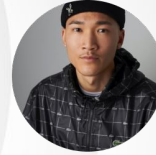
The 2022 North America Quantcast State-of-the-Industry Report explores industry solutions addressing the deprecation of third-party cookies; the challenges and opportunities ahead for brands, agencies, and publishers; and what skill gaps need to be filled in the ad tech industry.

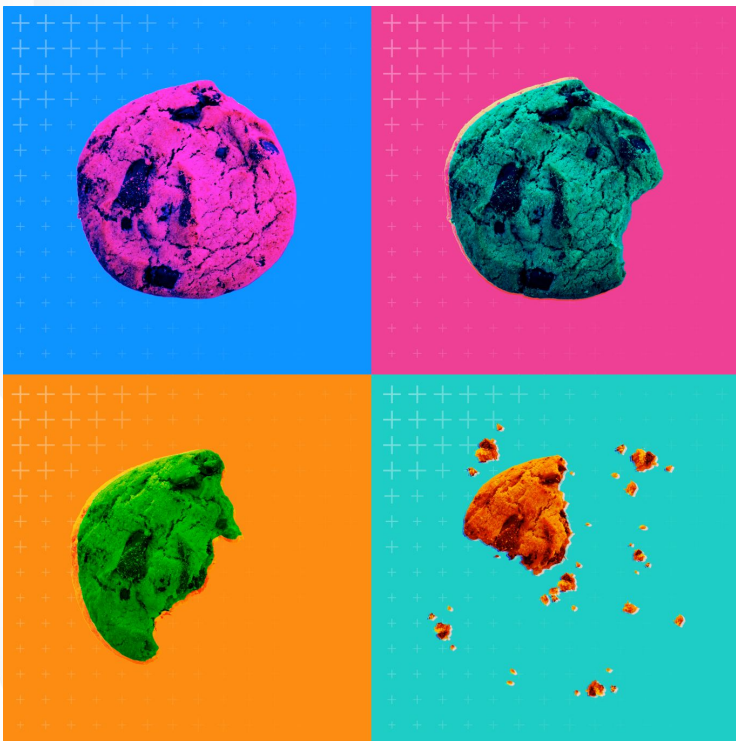
Data collection

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

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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

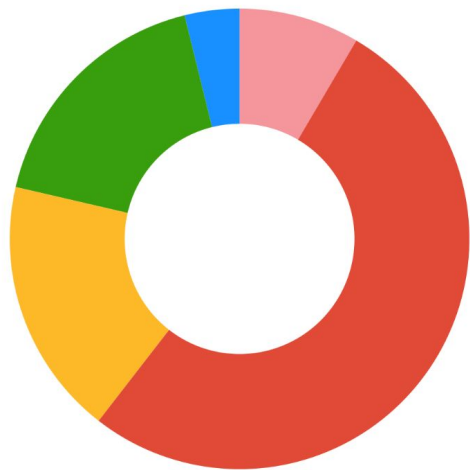
57% of respondents think **first-party data** will be foundational to a cookieless solution

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

BRANDS, AGENCIES, PUBLISHERS

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

BRANDS

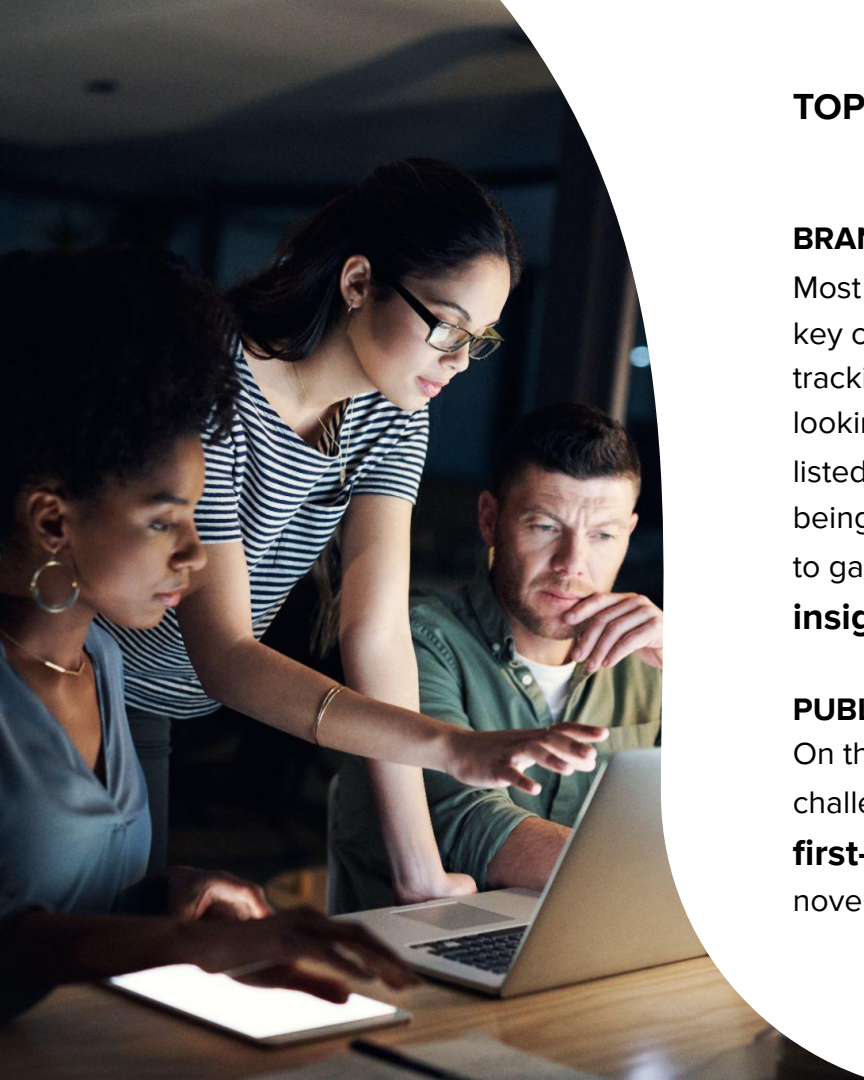
- 1 Attribution
- 2 Finding new audiences / Audience targeting
- 3 ROI / Performance

AGENCIES

- 1 Finding new audiences / Audience targeting
- 2 Measurement
- 3 Attribution

PUBLISHERS

- 1 Finding new audiences / Audience targeting
- 2 CPM
- 3 ROI / Performance



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?



50% Campaign performance

38% Cookieless solution

32% Audience insights

27% First-party data access

23% Ease of use

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.

See Quantcast in action, request a demo today:

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