

Quantcast

6 Predictions for 2022 Ad Tech



Trend 1



Early adopters of ensemble cookieless solutions will reap significant benefits

Marketers with a focus on future-proofing their digital marketing will begin testing new cookieless solutions in early 2022 in an effort to avoid the mad dash of Google's 2023 third-party cookie deprecation deadline. We are already seeing that those who advertise in cookieless environments early can reap the competitive advantage of access to new audiences, more inventory, and more scaled advertising results. Furthermore, savvy marketers will focus on more than a single approach to replace the third-party cookie, because the truth is that the best cookieless solutions will build on first-party data, cohorts, contextual, and more, using an AI-driven ensemble to understand audiences, value advertising, and measure results.

Konrad Feldman, Co-Founder and CEO, Quantcast

Trend 2



Marketers will become more intentional with their advertising budgets

With brands like Patagonia [doubling down](#) on their decision to stop all paid advertising on Facebook (Meta), we will start to see more marketers taking a thoughtful and intentional approach to how and where they invest their marketing budgets. Recognizing that their spend supports and sustains the voices and viewpoints that directly impact billions of people around the world, marketers will increasingly scrutinize precisely what that spend is funding and who benefits from it, with a greater focus on investing in businesses that align with corporate values and societal issues. We will see more brands tapping into the open internet to reach the diverse audiences it enriches and being intentional in aligning with publishers that represent diverse backgrounds.

Konrad Feldman, Co-Founder and CEO, Quantcast

Trend 3



If marketers don't adopt AI-driven ad tech or martech solutions, they will be left behind

AI may be one of the most hyped technologies in recent years, but from where I sit, it is one of the most effective technologies to determine future behavior. According to [Forrester](#), brands will flock to AI-powered audience solutions, fueling 20% of media and advertising category growth in 2022. With AI and machine learning, marketers can gain insights in real time and at scale, providing them with the ability to better understand their audience, what they need, and where they're looking for it. This empowers them to create better online experiences, improve business performance, and build brand trust through true relevance. If a marketer or advertiser is not using AI-driven solutions to enhance their campaigns, they are missing out on insights, new audiences, and productivity gains.

Konrad Feldman, Co-Founder and CEO, Quantcast

Trend 4



Agencies will need to provide more flexibility and perks to stem attrition

The Great Resignation will follow us into 2022 – to avoid employee exodus, it's time to deliver on flexibility and employee perks. Nearly nine in ten (88%) executives surveyed in [PWC's US Pulse Survey](#) said their company is experiencing a higher turnover than normal. In addition, the Labor Department reported [Americans quit their jobs at a record pace in August](#), the highest on record dating back to December 2000. We know employees are looking for more flexibility, expanded benefits, and higher compensation. As organizations search for the best talent and look to increase retention, refining value propositions to focus on making employees feel heard, and treating them as whole individuals, rather than just employees will be key in 2022. Organizations that refuse to adapt will struggle to hire and retain talent through 2022 and beyond.

Valerie Junger, Chief People Officer, Quantcast

Trend 5



Well-intended state data privacy regulations will cause confusion

California, Virginia, and Colorado have each passed their own comprehensive data privacy laws aimed at protecting consumers' digital data. More states will soon follow, with a half dozen states having similar bills active in their legislatures in late 2021. While these efforts are a positive step forward, this approach will result in confusion. With each state passing its own privacy laws, rules and regulations will vary throughout the US. The complexity will make it difficult for businesses to navigate. Ultimately, this will underscore the need for a single set of federal data privacy regulations in the US, similar to GDPR.

Min-Jae Lee, Chief Privacy Officer, Quantcast

Trend 6



Companies put user privacy first, as a step in rebuilding consumer trust

Against the backdrop of growing data privacy concerns, next year enterprises will make a concerted effort to build greater trust with their customers by establishing strong data privacy policies. We're seeing this unfold as more and more companies appoint Chief Privacy Officers. However, organizations don't necessarily need a CPO to be successful as long as they recognize what their users want and put those preferences first. For this to be effective, companies must ensure their privacy policies are transparent, follow those policies at all times, and never surprise their users.

Min-Jae Lee, Chief Privacy Officer, Quantcast

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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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