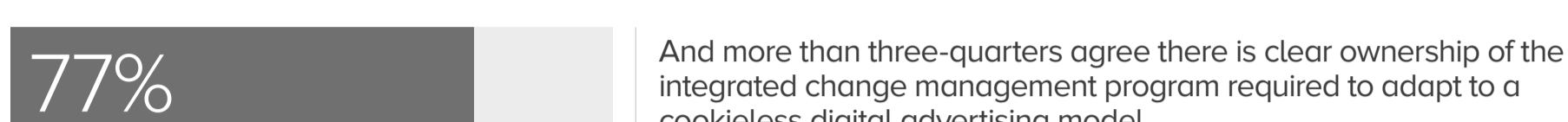
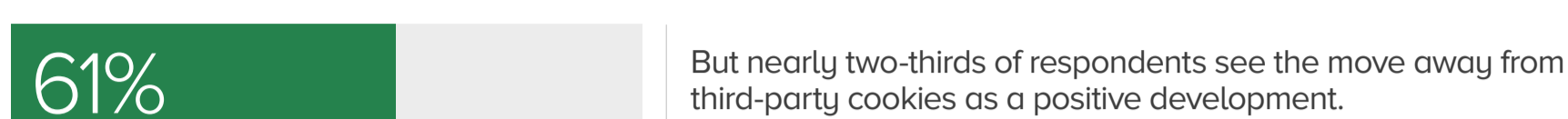
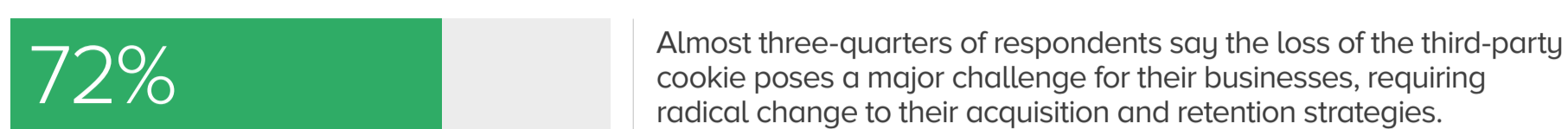




## Re-Thinking Digital Marketing in the Post-Cookie Era

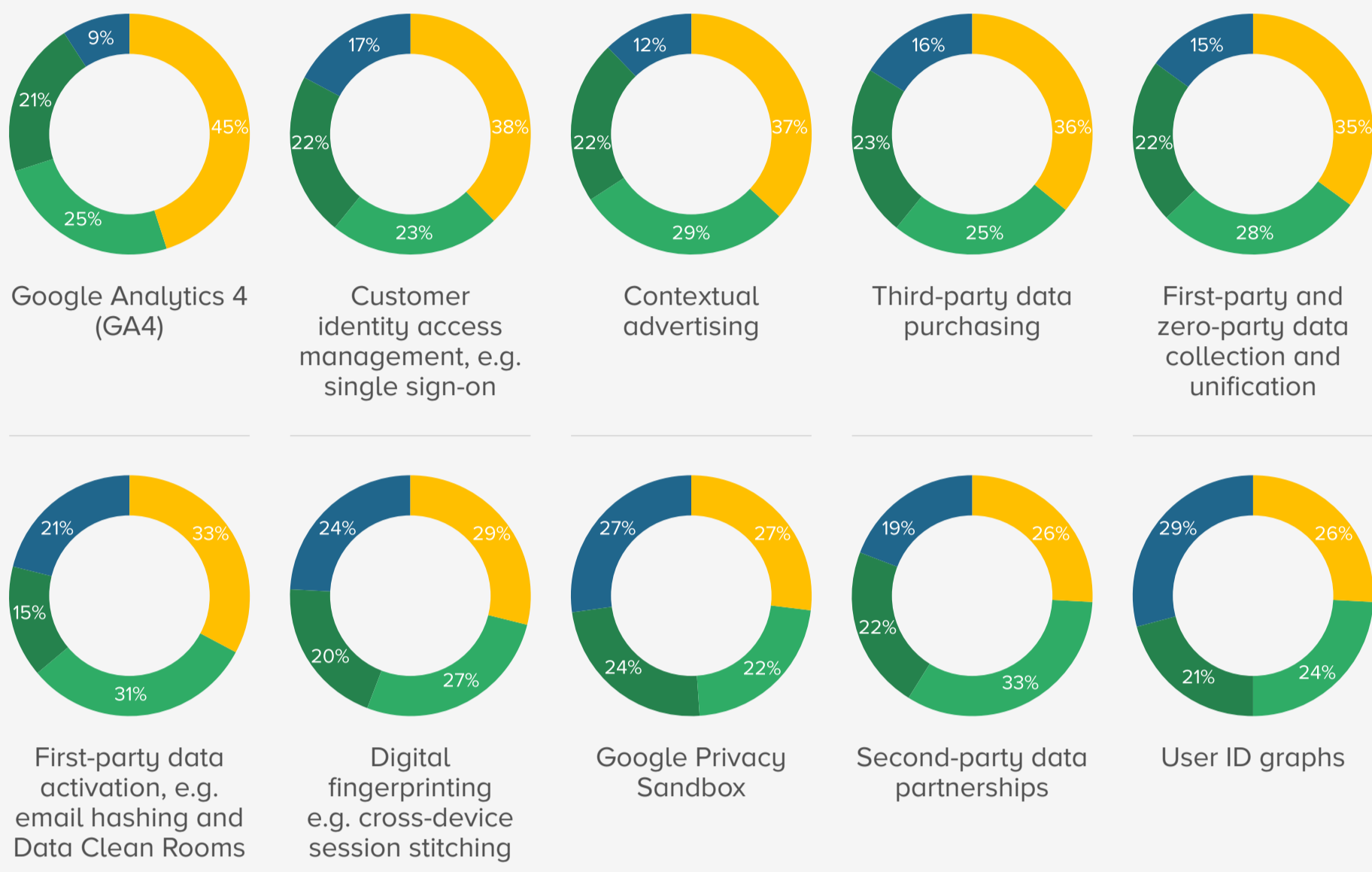
The 'cookiepocalypse' is getting closer, with Google set to withdraw support for the third-party cookie in its Chrome browser in 2024. To find out how brands are preparing for the post-cookie era, Relay42 commissioned London Research to survey more than 300 brands.\* Below are some key findings from the research...

### The demise of the third-party cookie is both a challenge and an opportunity.

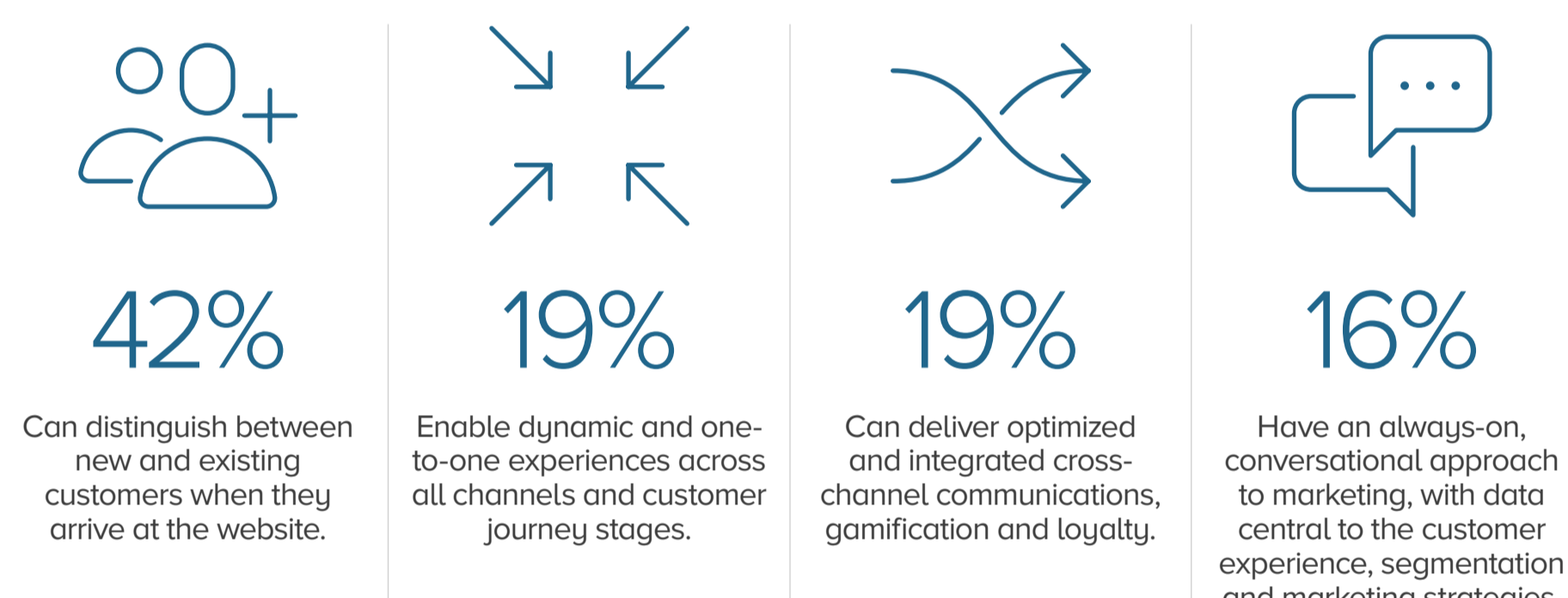


### Companies are using a wide range of alternative solutions in preparation, but there is no silver bullet.

■ Already using 
 ■ Starting to explore 
 ■ Plan to explore 
 ■ No idea

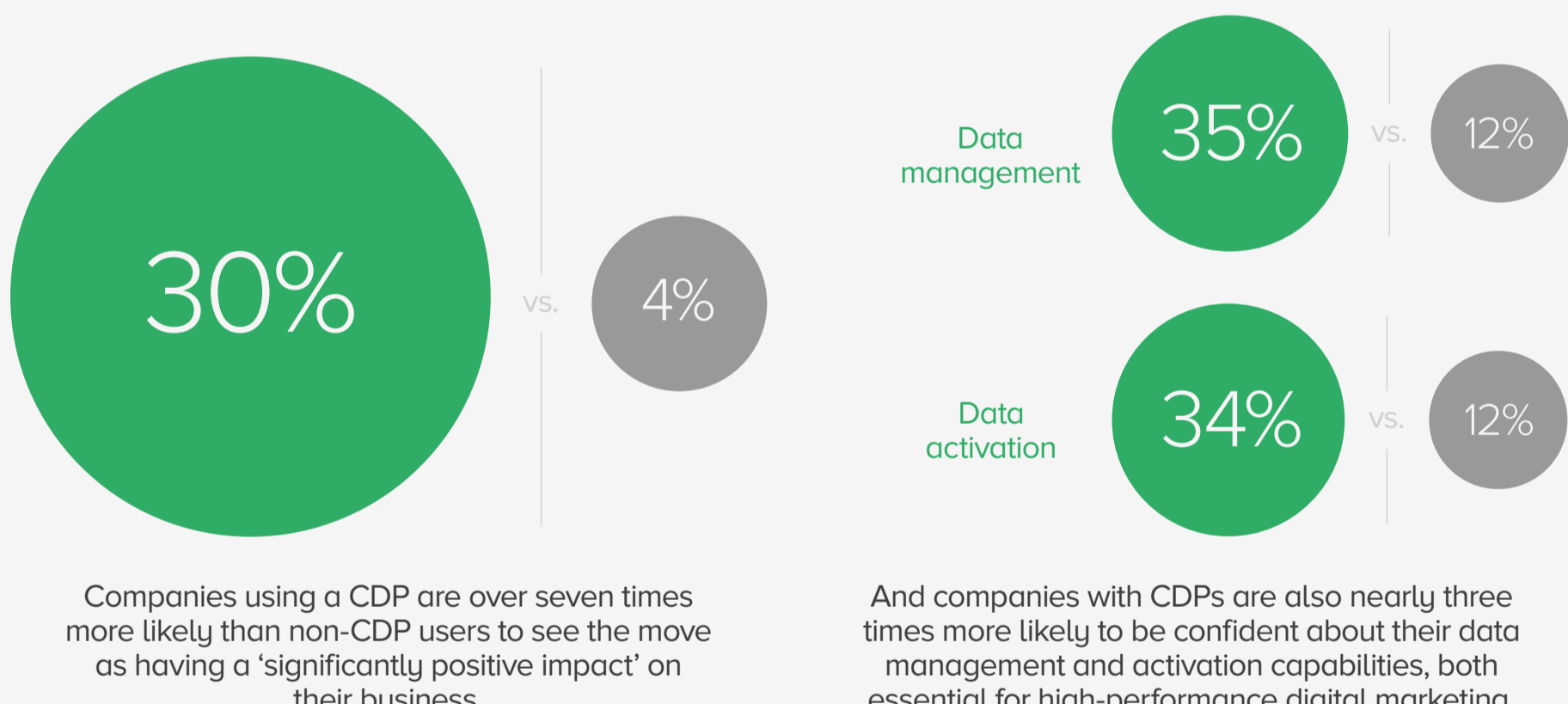


### While paid media channels will need to work hard to stand still, too few companies are getting maximum value from their owned channels to drive loyalty and retention.



### Companies with a customer data platform (CDP) are better prepared for the cookieless era.

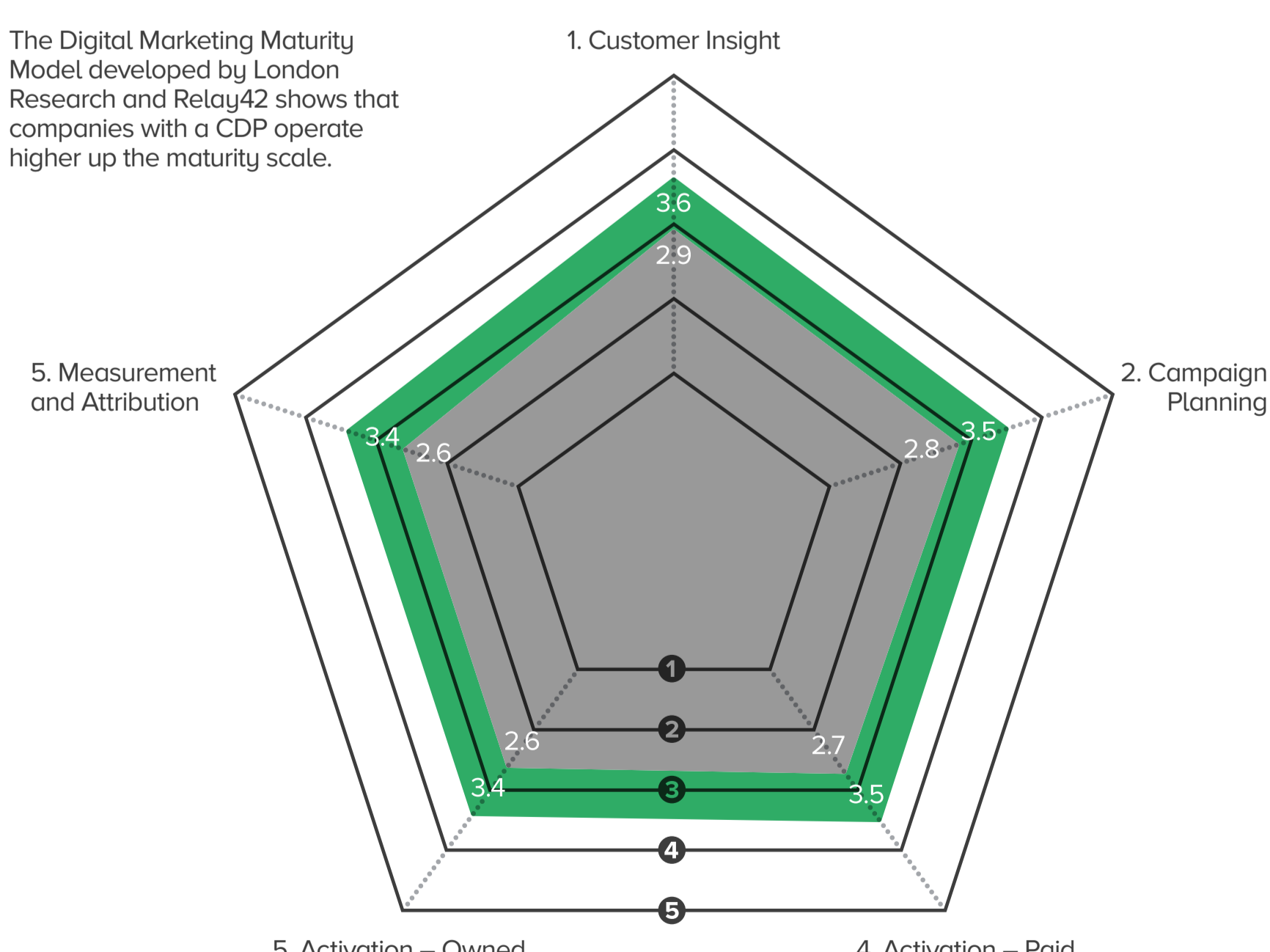
■ CDP 
 ■ Non-CDP



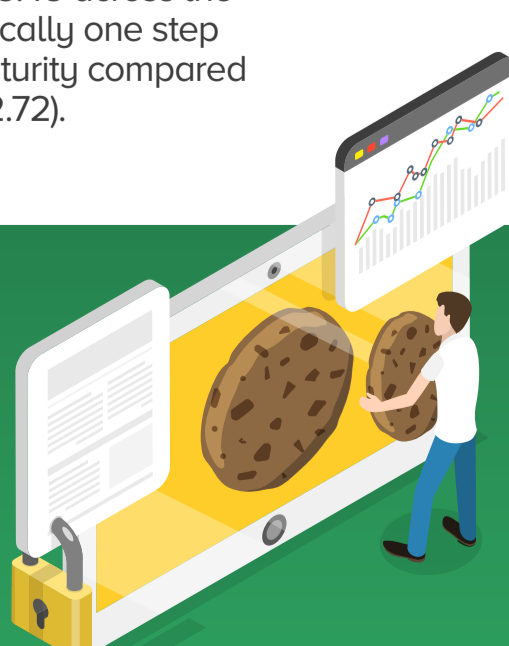
### Use of a CDP correlates with greater maturity across all five key marketing dimensions relating to the campaign lifecycle.

■ CDP 
 ■ Non-CDP

The Digital Marketing Maturity Model developed by London Research and Relay42 shows that companies with a CDP operate higher up the maturity scale.



CDP users (with an average score of 3.48 across the five advanced dimensions) are typically one step more advanced in terms of digital maturity compared to non-CDP users (average score of 2.72).



\*This research is based on a survey of 319 senior marketers working for companies with at least \$10m in annual revenue, carried out in March and April 2023. Please see the full report for a further breakdown of survey respondents.