

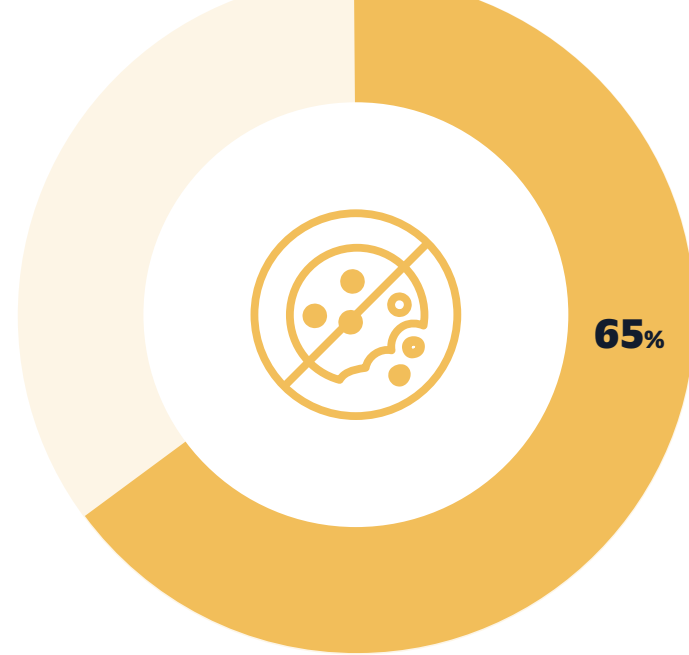
Privacy-First Marketing:

A win-win for brands and consumers



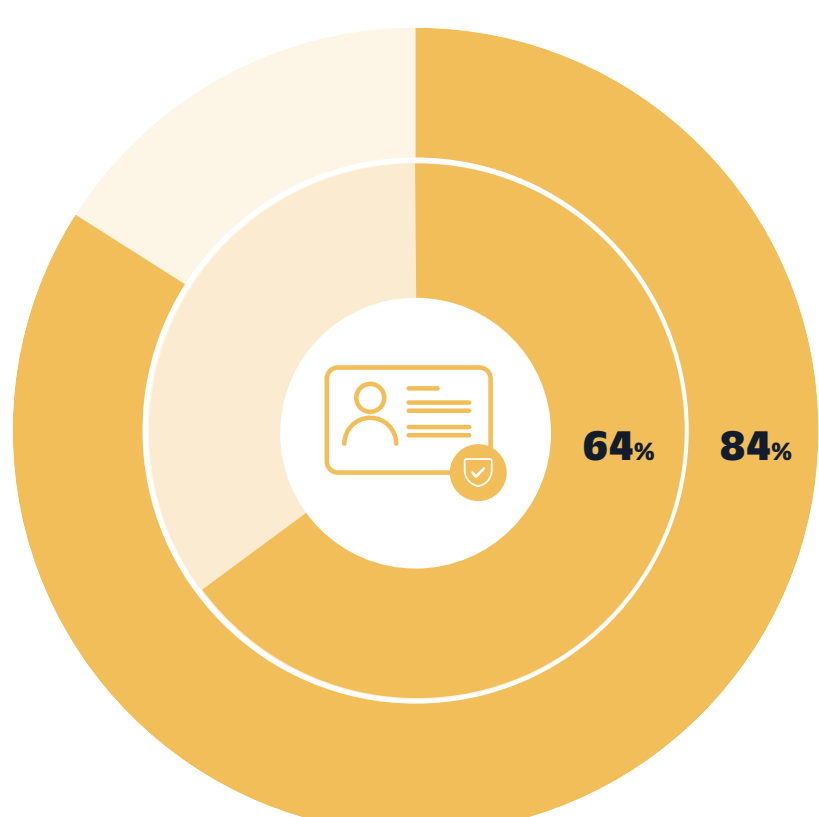
The cookie sunset provides marketers an opportunity to strengthen consumer trust

65% of consumers believe that it would add value if their personal data is used to personalize their experience on the sites of brands they engage with.



84% of marketers advocate for consumer data privacy and welcome the phasing out of third-party cookies.

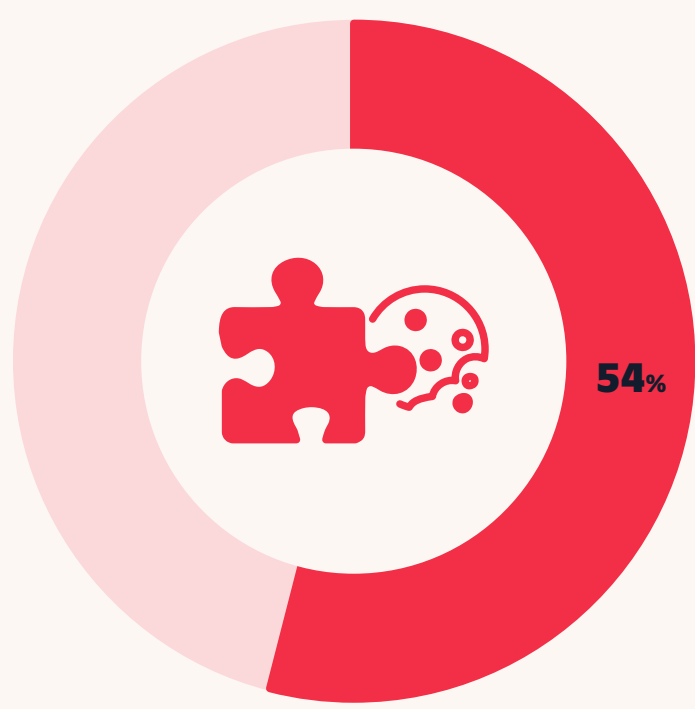
64% of consumers are more willing to engage with brands that obtain data directly from them.



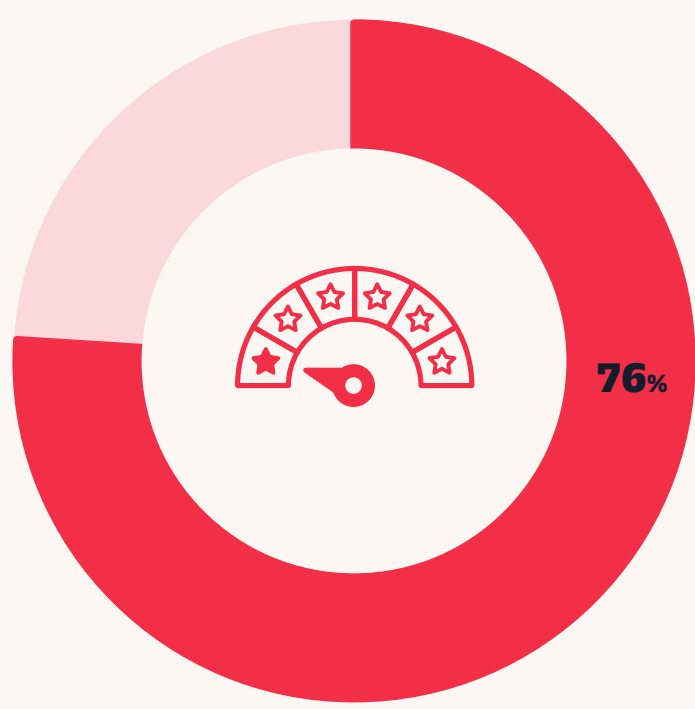
At the same time, third-party data is no longer a reliable driver of campaign performance

Privacy-conscious consumers are increasingly using browser extensions to block cookies, decreasing the volume of available third-party data.

Amid privacy concerns and increased regulations around data collection, marketers are becoming aware of third-party data limitations.



54% of marketers have noticed a drop in the amount of third-party data being collected.

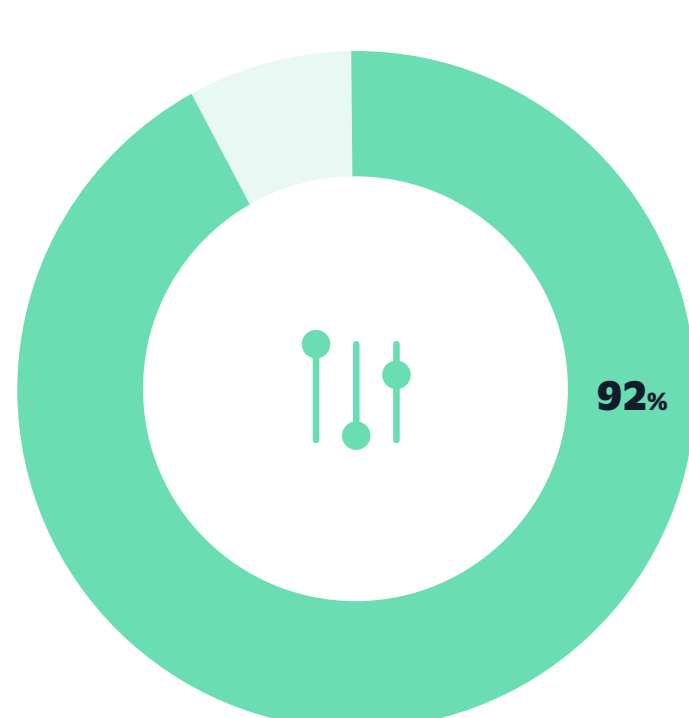


76% of marketers have observed a decline in the quality and depth of personal information obtained from third-party data sources.

Zero- and first-party data will do more than just to fill the void left by third-party cookies

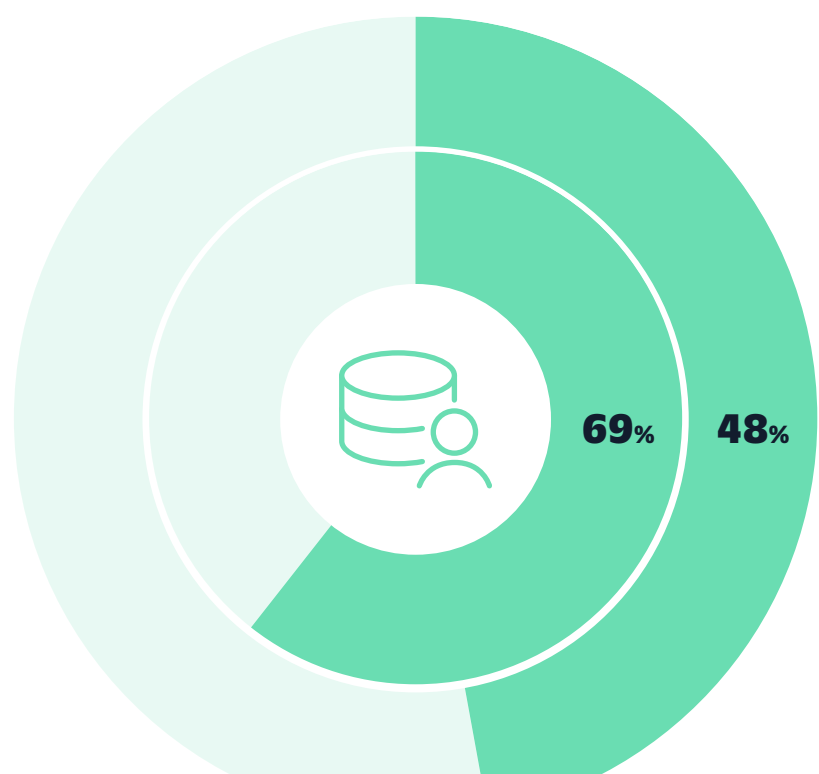
Zero- and first-party data are now emerging as a key tool in the marketing arsenal.

92% of marketers in Asia Pacific are already collecting zero-party data, amid increased consumer data-sharing expectations and preferences.



48% of marketers agree that first-party data offers more accuracy, flexibility, and control.

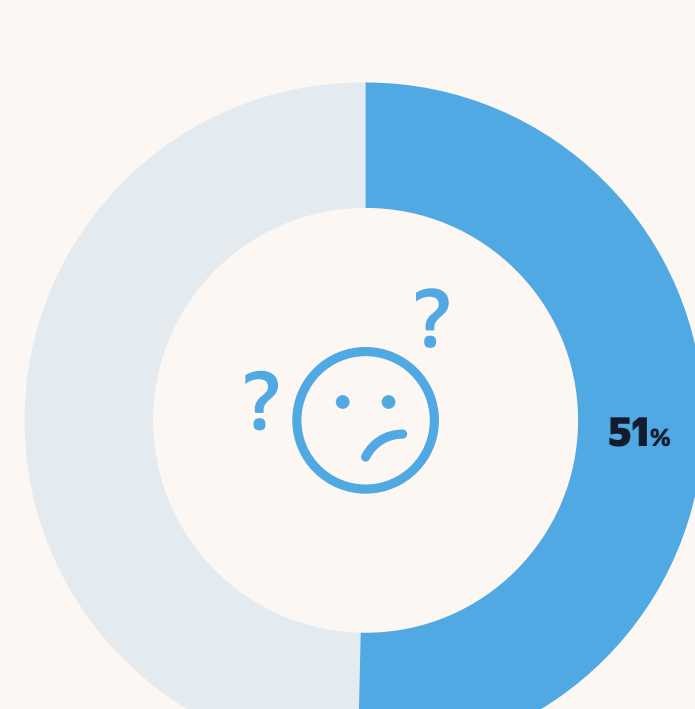
69% of organisations are already using first-party data to expand or nurture their existing customer base.



But a dearth of skills, resources, and time remains a barrier to data transition

51% of marketers understand the value of first-party data in theory, but remain uncertain about applications in day-to-day operations.

Organisations that are still third-party-data-reliant due to convenience and commercial viability run the risk of needing to rush their transition or even missing out on key marketing opportunities along the way.



A combination of innovation and education is the way forward in the new trust-based data ecosystem

Many organisations struggle managing customer data, with data silos being a pressing issue. While CDPs can plug this gap by integrating consumer data from multiple sources, there needs to be more education on the value of such platforms.



Organisations need to rethink how they approach using zero- and first-party data to drive a more impactful consumer experience.

Prioritising consumer trust, embracing new data collection methods, and communicating openly will enable marketers to unlock opportunities in the cookieless future.