FUNNELFUEL

B2B MARKETING



Future-ready:

How to adapt to fading cookies

OCTOBER 2024

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Introduction: Navigating the evolving digital advertising landscape



Lina Vaz,
Senior Editor,
Propolis

As the digital advertising landscape undergoes significant changes, global B2B marketing leaders are faced with both challenges and opportunities. Google's recent announcement to delay the complete removal of third-party cookies and instead provide users with more control over their web browsing choices may seem like a massive U-turn.

But there's no need to worry if you were already preparing for a cookieless environment.

This is merely a development in the ongoing evolution of digital privacy, which is likely to get more and more reinforced.

Drawing insights from our webinar discussion on ***The Evolution of Programmatic Digital Advertising and How You Can Excel***, this report offers actionable recommendations to help you navigate the evolving digital space and seize emerging opportunities.

The webinar, hosted by our **B2B Marketing** *Senior Editor*, Kavita Singh, included the following guests:



Paul Collier,
CMO,
FunnelFuel



Julia Porter,
Partner,
DPN Associates

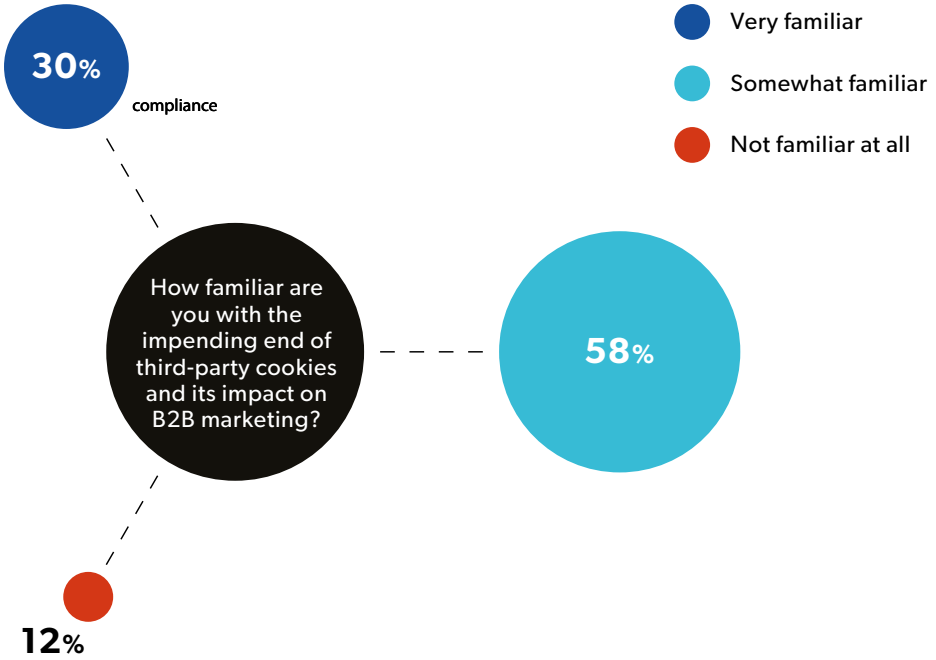


Christopher Smith,
Global Head of Performance,
The Marketing Practice

We also share the results of a survey we run within our community of B2B marketers about the current state of affairs, and concerns regarding the potential demise of third-party cookies. Driven by increasing privacy regulations and changing consumer expectations, this shift requires a strategic re-evaluation of current digital marketing practices.

I hope this report serves as a helpful guide as you navigate these industry changes.

1. Understanding the changing landscape: are you ready?



The journey of digital marketing began with a shift from traditional methods, such as print and catalogue advertising, to digital platforms. This transition, spanning over a decade, brought efficiency and new possibilities for marketers.



Paul mentioned how things have changed:

"I was around the heady days of print and catalogue advertising in the tech sector; it took a lot of time and effort to produce the go-to-market and other marketing activities. When it was digitized over a decade ago, which is essentially the basis of where we are today, it was such a relief! It actually made us far more efficient, at least in theory. I could do other marketing stuff, as our agency partners or internal teams were doing the digitized process of what I'd been doing via the traditional methods. So you didn't need to worry about it too much because it 'worked'."

However, this also led to dependence on digital processes and tools that, while effective, were largely designed for B2C contexts and adapted for B2B use. Digital advertising has been relying heavily on third-party cookies for targeting, measurement and personalization.

Familiarity and reliance on third-party cookies

Our survey revealed that 58% of B2B marketers are only somewhat familiar with the impending end of third-party cookies and its impact on B2B marketing. A large proportion of marketers may not fully comprehend the implications of this shift or the changes needed for their marketing strategies.

The fact that 12% are not familiar at all suggests a knowledge gap that needs to be addressed. The 30% who are very familiar may have a competitive advantage. They are likely already exploring alternative data collection methods and may be better positioned for the changes ahead.

While there is a general awareness of the end of third-party cookies, the depth of understanding among B2B marketers is varied, with a need for greater education and preparation to ensure businesses are ready to adapt to the impending changes.

Growing concerns about privacy have led to stricter regulations like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Major web browsers, such as Firefox and Safari, no longer support third-party cookies.

Google Chrome had previously announced that it would be phasing them out, compelling marketers to find alternative solutions. Nonetheless, this push for privacy was also met with skepticism. While Google cited privacy improvements, some viewed this move as a strategic effort to consolidate control over data.

Speaking before the recent change of Google's position about the end of third-party cookies, **Christopher** mentioned that it did "create around some of the big players in the advertising sectors a walled garden, where they are consolidating their budgets, using that first part of data that they have built, rightly or wrongly, over 20 years, and kind of recycling it into what people perceive to be a must have in their media mix."

Antitrust scrutiny and legal battles

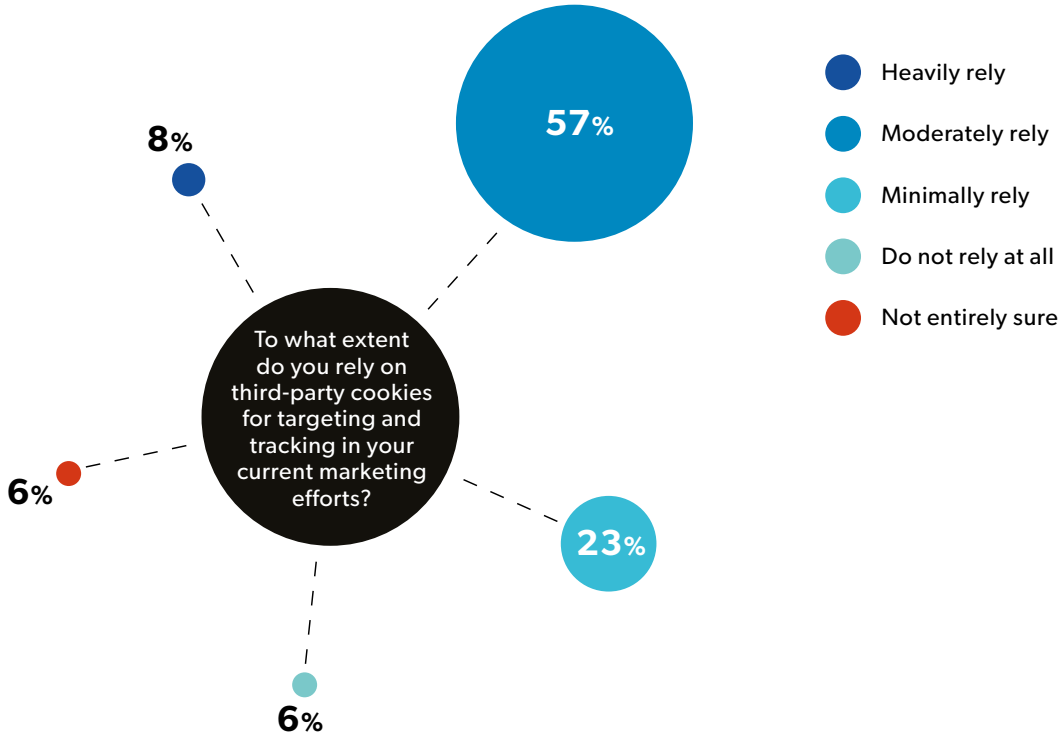
Google is currently undergoing a significant antitrust trial in the US concerning its online advertising practices. The company is also involved in multiple multi-billion pound lawsuits filed at the UK's Competition Appeal Tribunal in recent years, including one case accusing Google of misusing its dominant position in the online advertising sector.

Since our webinar, Google announced they would delay their plans to completely switch off cookies, instead opting to give users more control over their web browsing choices. Users will now be able to make informed decisions about cookies and adjust their preferences at any time.



In light of these developments I spoke with **Paul** to assess the impact of this announcement on B2B marketing. Considering historical data from other providers, he believes that cookies will eventually be phased out:

"For example, with Safari and Firefox, specifically around iOS and with Apple, when similar decisions were made, users elected in significant percentages to turn off or opt out of cookies, averaging between 75% and upwards of 97%. If we look at history and data from these other providers, we see that users will likely opt out of cookies. These numbers do vary by country, region and sector, but the baseline is clear: we must assume this trend will continue and start planning for alternative methods to identify, target and measure B2B audiences and buying communities. While "tracking" is not an appropriate term nowadays, we need new ways to target and subsequently measure these audiences compared to what we've relied on in the past. Google's announcement, in my mind, is not a reversal, more a redirection… The end result will be the same."



With 57% of marketers moderately relying on third-party cookies and 8% heavily relying on them, a substantial portion of B2B marketers could face challenges as third-party cookies become less and less sustainable. The 23% who minimally rely on third-party cookies are better positioned to adapt to the changes, likely because they already have a less cookie-dependent marketing strategy.

On the other hand, the 6% who are not sure and 6% who do not rely on them at all, point to a level of uncertainty or unawareness. The survey reveals a significant reliance on third-party cookies among B2B marketers, stressing the critical challenges the industry will face as they navigate the impending phase-out and adapt to new data-tracking methods.

Challenges of evolving third-party cookie settings

The digital advertising industry is still relatively young, and over the past decade, it has already made strides towards more privacy-friendly practices. For many marketers, cookies were the path of least resistance, providing a seemingly easy way to track and target users.

However, their effectiveness in long B2B buying cycles has always been questionable. **Julia** described the current programmatic ecosystem as the 'Wild West' due to its lack of regulation and transparency. Marketers face difficulties in tracing data origins and



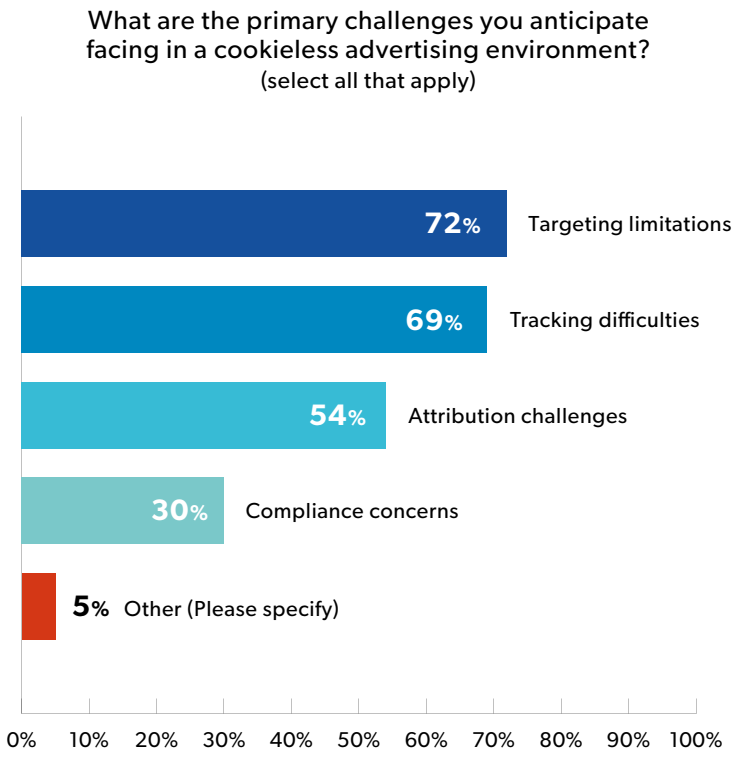
Julia explains:

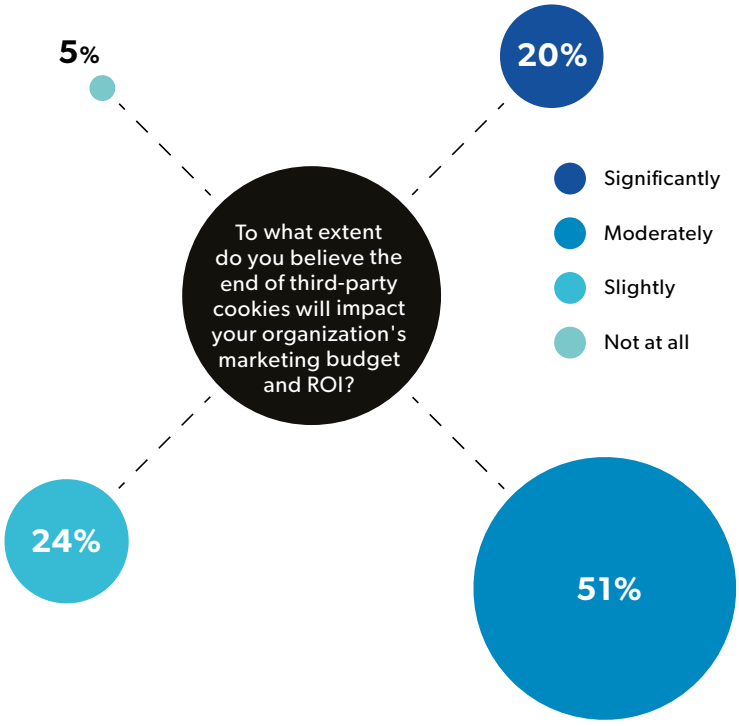
"I think the problem we've got at the moment is we have a high level of complexity in the landscape. Lots and lots of suppliers, lots and lots of data handoffs from one place to another, an inability to really trace where that data is coming from or where it's going… Advertisers in particular can't see what's worked, or certainly not very easily anyway, because they can't necessarily get hold of the data. And the data they have is very variable."

The most significant challenge perceived by B2B marketers refers to targeting limitations, as the shift away from third-party cookies makes it harder to accurately target the right audiences. Closely following targeting, tracking issues rank high, reflecting the growing concern about the ability to effectively monitor user behaviors and marketing performance without third-party cookies.

Over half of the marketers are worried about attribution, indicating the difficulty in tracking the customer journey and assigning value to touchpoints in a potential cookieless world.

Although less of a priority compared to the technical challenges, nearly a quarter of marketers are concerned about data privacy and regulatory compliance, reflecting awareness of evolving legal frameworks like GDPR and CCPA.



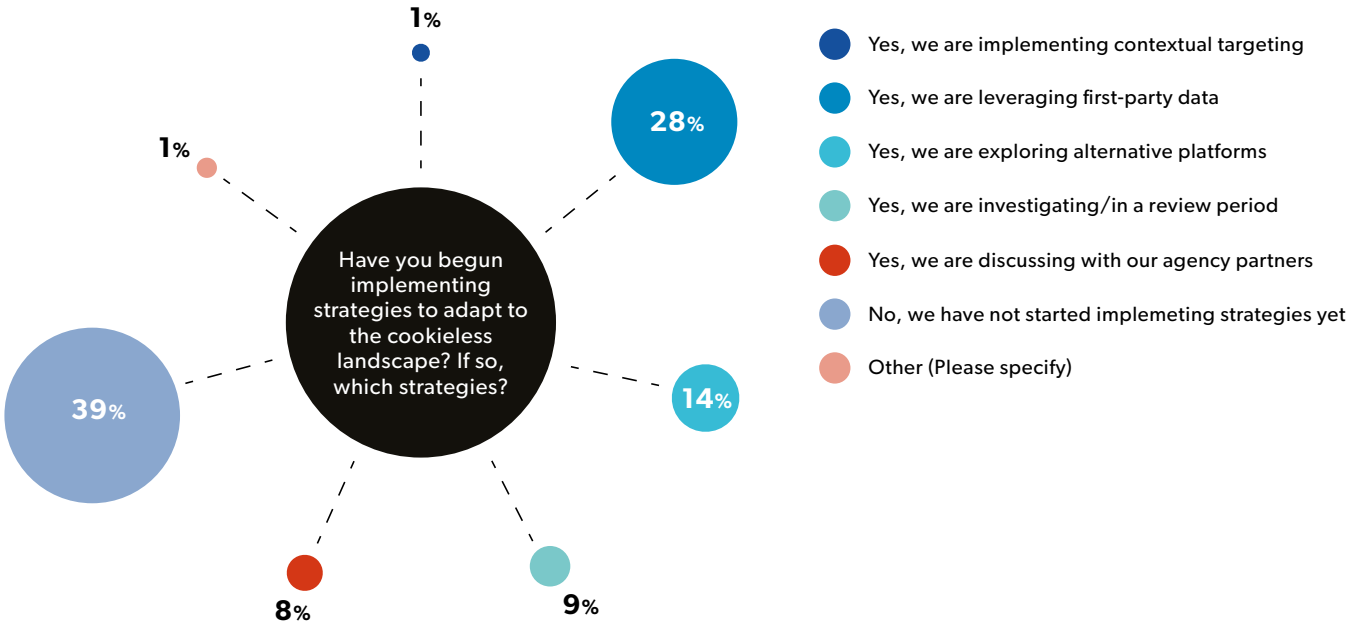


Impact on marketing budget and ROI

When asked about the impact of changes in third-party cookies on marketing budget and ROI, the majority of marketers fall into a middle ground, anticipating noticeable but manageable challenges. For 20%, the impending changes are more alarming. This group is likely more dependent on third-party cookies for key marketing functions and may face greater difficulties in adapting.

A quarter of marketers expect only a slight impact, indicating that they may already have a diversified approach, and a small percentage believe the changes won't affect them at all, either don't use third-party cookies or have already adjusted their practices.

This highlights a range of preparedness levels and the potential for the industry to divide between those who need significant adaptation and those already equipped to handle the shift.



Interestingly, our survey reveals that 39% of B2B marketers have yet to begin implementing strategies to adapt to the changes in third-party cookies. On the other hand, 28% are pro-actively leveraging first-party data, positioning themselves ahead of the curve, while 14% are exploring alternative platforms to navigate this evolving digital landscape.

This suggests a significant portion of the industry still lags in preparation, even as others begin to adopt future-proof solutions.

The lack of transparency in programmatic advertising

Programmatic advertising has been a cornerstone of digital marketing over the past 10 years. It offers cost-effective, flexible and creative ways to reach audiences, allowing for automated and data-driven ad buying. Despite its benefits, the programmatic landscape remains complex and fragmented, making it challenging to measure and analyze effectiveness.

Julia adds that "now there is a structure that largely works but we need to make it work better and make it more accountable. We also need it to become more customer-friendly and more compliant and transparent. The Advertising Association says people don't trust advertising in the way they used to; the reason for that is because they're being bombarded with messages all the time."

This issue is aggravated by the complexity of digital advertising supply chains and the fragmentation of platforms. A recurring theme among industry experts is the need for better data governance. Organizations often use multiple suppliers and platforms, leading to fragmented data that is difficult to track and understand.

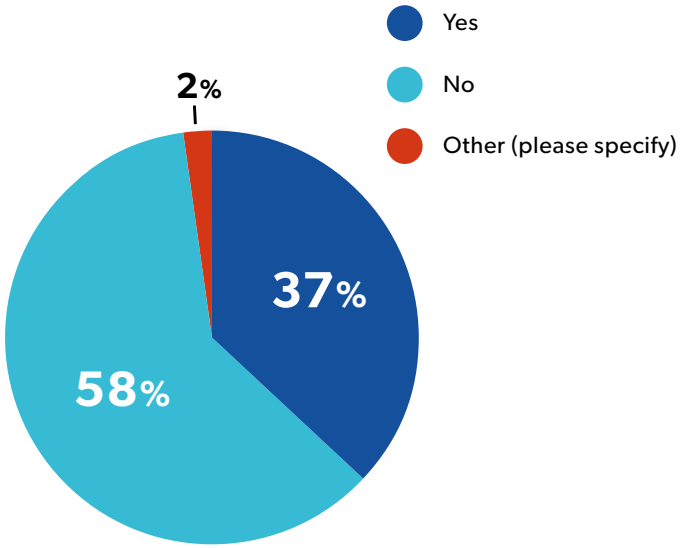
Conducting a thorough audit of the digital supply chain is crucial. This involves being clear about what each supplier is doing, how each of them adds value, and ensuring there is no redundancy. A more streamlined supply chain not only enhances data quality but also reduces unnecessary costs.

Our survey highlights a significant gap in preparedness, with 61% of B2B marketers yet to conduct audits of their current strategies and data collection methods. This points to a widespread need for greater awareness and action in preparing for the changes related to third-party cookies.

Meanwhile, the 37% who have already conducted audits are in a stronger position to navigate this transition, reflecting a proactive approach to future-proofing their marketing strategies.

The changing cookies environment can serve as a catalyst for organizations to tighten their data governance practices, ensuring data is used effectively and responsibly. Many organizations have overlapping services and data handoffs, which dilute the effectiveness and clarity of data.

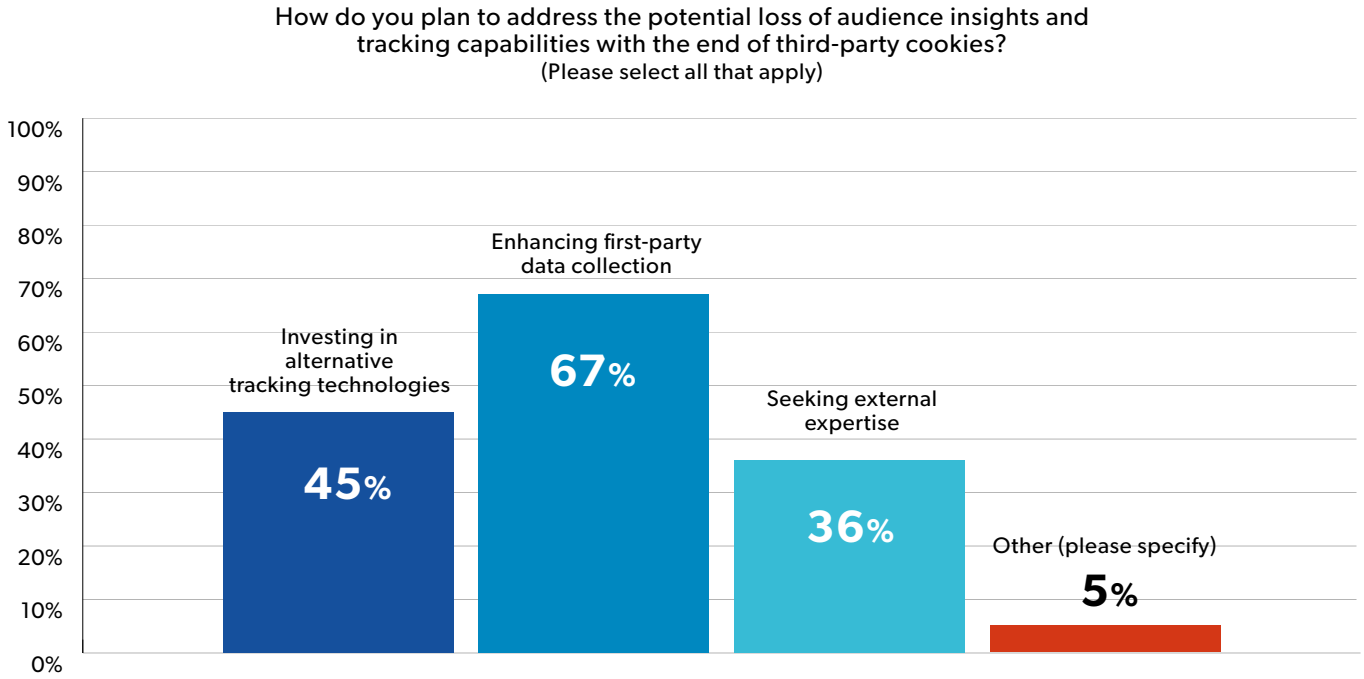
Have you conducted audits of your current marketing strategies and data collection methods in preparation for the end of third-party cookies?





2. Strategies for adaptation

Strategies for adaptation



Our survey has also helped us understand how B2B marketers plan to address the loss of audience insights and tracking capabilities. With 67% focusing on first-party data, it's clear that B2B marketers view this as the cornerstone of future strategies. This emphasis indicates a recognition that building direct relationships with customers and leveraging proprietary data will become essential for personalization and targeting.

The 45% investing in alternative technologies show that many marketers are not solely relying on first-party data, but are exploring complementary technologies, demonstrating a forward-thinking approach to maintain robust tracking capabilities.

On the other hand, 36% are seeking external expertise, indicating the need for additional guidance. This highlights both the urgency and the variety of solutions being explored across the industry.

Familiarity and reliance on third-party cookies

As B2B marketers are changing their focus towards first-party data, contextual advertising emerges as a powerful tool. Instead of relying on cookies to track users across the web, contextual advertising targets users based on the content they are currently engaging with.

This method aligns ads with relevant content, enhancing the user experience and increasing the likelihood of engagement. Contextual advertising respects user privacy while delivering relevant messages.



As the shift towards privacy-first marketing accelerates, **Julia** stresses the growing importance of innovation and adaptability in response to these changes:

"You're seeing better quality technology, better content solutions and better contextual solutions coming through. This sector is migrating towards a more privacy-friendly, customer-friendly and first-party data focused world. Having private marketplaces is something that is more common now than it was ever before. You're seeing companies taking the programmatic activities in-house or developing hybrid solutions by working with big consultancies. My fear here is that very large organizations can afford this, while smaller organizations are the ones who may struggle."

On the other hand, **Paul** stresses that larger organizations have more capabilities theoretically, but in practice, many of them struggle to change due to their inherent complexity. While they have access to substantial resources and capital expenditure, transformation is far from simple.



He adds that "change in any organization is challenging. The growing wave of innovation and new solutions, such as FunnelFuel's capabilities, can enable organizations to pivot relatively quickly or alternatively test on an ongoing and cumulative basis. We're seeing a variety of approaches by B2B client marketeers and agency alike, according to their size, capability and ability (or willingness) to approach industry wide change as a potential competitive opportunity"

Advances in artificial intelligence (AI) and machine learning can further refine contextual targeting, making it a viable and effective alternative. They can be used to enhance contextual targeting capabilities, delivering relevant messages in a privacy-compliant manner.

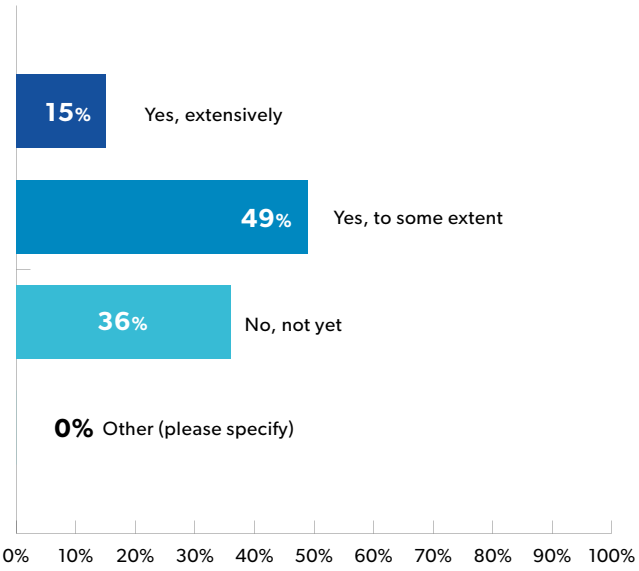
Exploring alternative targeting methods

When we asked our community of B2B marketers about alternative targeting methods, such as contextual advertising or leveraging first-party data, 49% of B2B marketers said yes to some extent, but only 15% are extensively doing so, indicating that the shift toward privacy-friendly methods is still relatively slow.

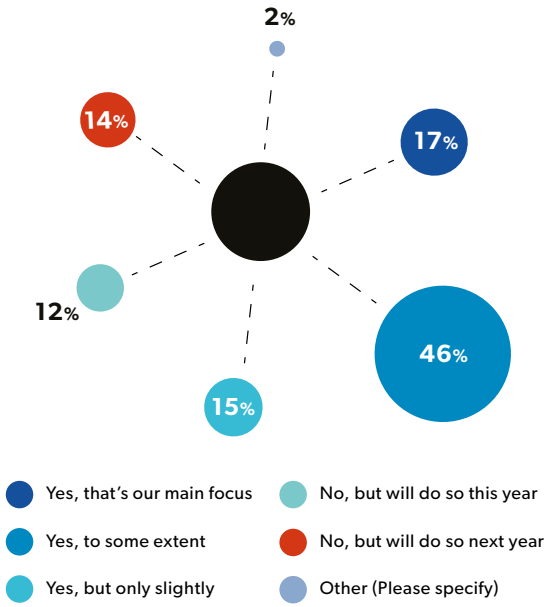
The 36% who have not yet started exploring alternatives are at a significant risk of falling behind. Without proactive adaptation, these marketers may struggle to maintain effective targeting and engagement soon.

It's important to revisit and refine your approach to contextual advertising. Identify high-value contexts, where your target audience is likely to engage with relevant content, and use advanced contextual targeting tools. These are able to analyze the content of web pages in real-time and place ads accordingly.

Are you exploring alternative targeting methods such as contextual targeting or leveraging first-party data?



Do you prioritize building first-party data strategies?



Leveraging and prioritizing first-party data strategies

In terms of readiness and competitive advantage, our survey shows that 17% are making first-party data their main focus while 40% are prioritizing to some extent. These marketers are positioning themselves to thrive in the future by preparing for the privacy-centric shift and will benefit from having direct, consent-based relationships with their customers.

The 29% who plan to focus on first-party data later this year or next year may encounter challenges if they delay implementation, as first-party data will become a critical asset for personalization, targeting and tracking.

While a majority of marketers recognize the importance of first-party data, the timeline for adoption varies, leaving some at risk of falling behind if they delay action. Early adopters are likely to gain a competitive edge by preparing for the shift to a privacy-first, first-party data-driven marketing environment.

This approach reduces reliance on external data sources and enhances the ability to model customer journeys effectively. Additionally, fostering trust with customers through transparent data practices will encourage them to share their data willingly.

The importance of value exchange



Paul mentions that creating your own first-party data *"is going to be done on value exchange, not the sign up form - get rid of that! As a consumer and business, I will readily give my data to you because you've got something of value to me. There's a degree of maturing of this process, and the function that we're going to go through, which is a good thing."*

First-party data is more reliable and aligns with privacy regulations, enabling more accurate targeting and personalization. Organizations need to develop robust systems for collecting and managing it.



Christopher emphasizes that *"first-party data is obviously the priority. Looking at some of the platforms and tools available as you go through the assessment process, they are very much set up to capture first-party data in the sense of an individual. In B2B, it's important to build first-party data at the account level, making sure it matters to the touch points within the account. Otherwise, you're going to build a load of data that actually is linked to individuals and that might not be useful, as individuals move from companies. I think that will require a big change in tech and the platforms available."*

Understanding customer journeys is imperative for success in a changing cookie environment, so start building a comprehensive first-party data strategy.



Julia stressed that *"it's important to have a plan, decide what data to capture and only capture that data because you know why you're capturing it. One of the big challenges with third-party cookies is that there's far too much data being captured, without really knowing what the key variables are, or what key pointers would result in better sales."*

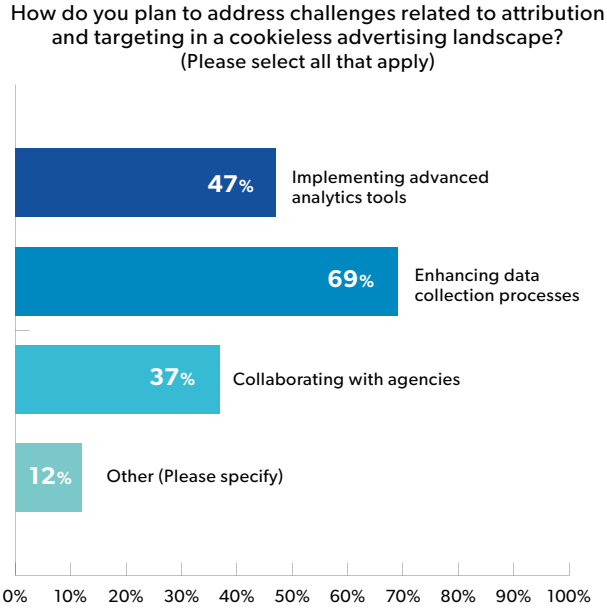
Once you develop a strategy, collect data at every customer touchpoint, including website interactions, email signups and customer surveys. Ensure that this data is stored securely and used to create detailed customer profiles and predictive models.

Plans to address challenges

According to our survey, data-driven solutions take priority: with 68% enhancing data collection processes and 51% implementing advanced analytic tools, it's clear that B2B marketers are prioritizing a data-driven approach to solve attribution and targeting challenges.

This indicates a growing reliance on first-party data and the need for sophisticated tools to manage and interpret this information. 34% are collaborating with agencies, perhaps due to resource or expertise gaps within their organizations.

This could indicate that while larger companies may be able to build in-house solutions, smaller businesses might struggle to fully adapt to a cookieless landscape without additional help. The reliance on agency partnerships shows that many marketers are seeking external expertise to navigate this transformation.



Exploring alternative platforms

While it's essential to have a plan before investing in new technology, certain tools can facilitate the transition to a potential cookieless environment. Customer Data Platforms (CDPs), for example, can help unify first-party data across different sources and provide actionable insights.

However, technology should support a well-thought-out strategy rather than drive it. B2B marketers can adopt technologies that enhance privacy and customer trust, beyond traditional giants like Google and Meta. **Paul** mentioned that solutions not relying on third-party cookies will become more and more important:

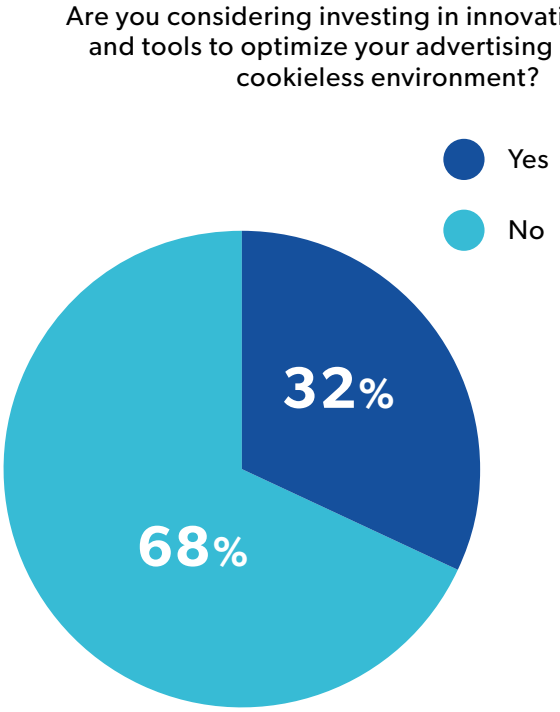
"My belief, and the belief of FunnelFuel and other experts in the industry, is that we should continue, and in fact probably accelerate, our work in developing new identity solutions and methods, such as ID graphs. These graphs draw on various smaller signals or identifiers, rather than relying solely on Chrome and monolithic tools. So far, these new methods are proving to be quite effective, in some cases even more effective than cookies were in the past."

It's crucial to shift the focus from short-term gains to long-term strategic value. This involves moving towards comprehensive data governance and using new technologies to build a sustainable competitive advantage. It's worth examining and taking advantage of the potential of omnichannel.

The convergence of emerging and developing advertising technologies should be more closely looked at, as its capability is becoming more suitable for B2B. Areas such as digital out of home advertising (DOOH), connected TV (CTV) and audio contribute to adding a context layer to the digital advertising capability of a business.

3. Innovative solutions and collaboration

Innovative solutions and collaboration



Our survey reveals a significant insight into the mindset of B2B marketers regarding the future of advertising in a potentially cookieless environment - a widespread lack of preparedness. 68% are not considering investing in innovative solutions, which indicates that a majority are either unaware of or reluctant to engage with new technologies designed to optimize advertising in the wake of privacy changes.

As digital privacy regulations tighten, the reliance on cookies will become increasingly problematic. This group risks being unprepared when cookies are phased out, leading to inefficiencies in targeted advertising, data gaps and a loss of competitive advantage.

On the other hand, 32% of B2B marketers are already considering or investing in innovative solutions. This group is preparing for the shift towards first-party data, contextual advertising or alternative targeting technologies.

By taking early action, these marketers will likely have an advantage in adapting to the changing environment, ensuring their advertising strategies remain effective and compliant with privacy laws, potentially gaining market share from competitors who lag behind.

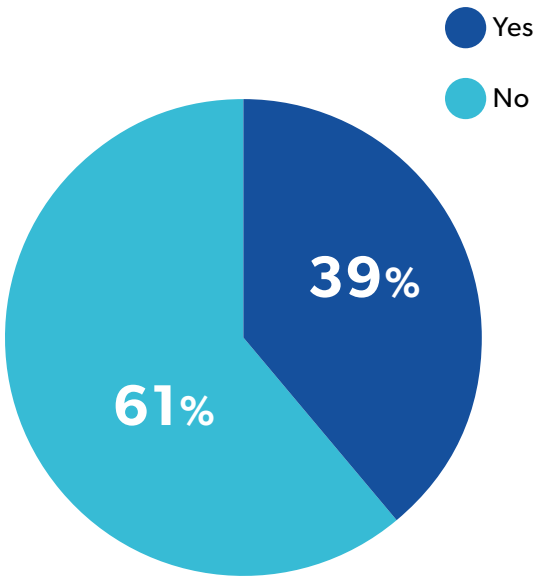
Additionally, there isn't much interest in alternatives to tech giants with 61% of B2B marketers not exploring new platforms, highlighting a lack of preparation for the future. As the industry evolves, marketers need to actively seek new channels that align with privacy regulations and offer innovative ways to engage their target audiences.

The 39% who are exploring alternatives may face difficulties in adapting, as the dominance of traditional advertising platforms is challenged by privacy regulations and the diminishing effectiveness of third-party cookies. By staying tied to these giants, they risk becoming overly dependent on a shrinking set of tools and may struggle with the evolving landscape.

B2B Marketing leaders must take proactive measures to understand, prepare and take advantage of the changes in third-party cookies. This includes conducting readiness reports and collaborating within the industry. As mentioned earlier, it's important to evaluate your current digital supply chain and data governance practices with a comprehensive audit.

Begin by assessing your current digital marketing practices. Understand where and how third-party cookies are used and identify areas that will be most affected by their eventual removal. It's also important to look into your digital advertising supply chain, identifying and eliminating inefficiencies. Simplifying the supply chain and ensuring clear roles and responsibilities can help maintain data integrity and

Are you exploring new advertising platforms beyond traditional giants like Google and Facebook in response to the end of third-party cookies





As the digital marketing landscape evolves, it's crucial to reassess current strategies and practices. **Paul** said this period of change provides an opportunity to critically evaluate past methods and adapt to the new realities:

"It's a good thing to start the discussion, debate, inspection and review on the client, advertiser and agency sides. We need to look at what we have been doing in the past and how we've been doing it. Some of our methods need to be reassessed to determine whether they will be as effective or if they could become more expensive compared to their effectiveness. Another issue that frequently comes up in conversations with clients and agencies is the degradation in business analytics capability with G4, which is not fit for purpose in the B2B world."

Collaborating with the industry

B2B Marketers can recognize and accept ignorance in certain areas and view challenges as opportunities for growth and transformation. **Paul** compares the process of adapting to the potential demise of third-party cookies to what happened when GDPR was first introduced:



"I think there's an opportunity and it's going to trigger a reset in some areas. The marketing function is going to go through a bit of self-reflection and analysis, similar to what we've experienced around GPPR, going through the different stages of awareness, realization, acceptance and subsequent action. In the era of digital marketing, it's an opportunity for client side marketers and agencies to really take a challenge to relook at what they've been doing, analyze how effective it truly has been, and then a chance to reset. There's an opportunity to be quite creative."

A way of driving innovation and resilience is to collaborate within the industry. You can advocate for industry standards, engaging with industry bodies and stakeholders to develop and promote new standards and best practices for a potential cookieless world.

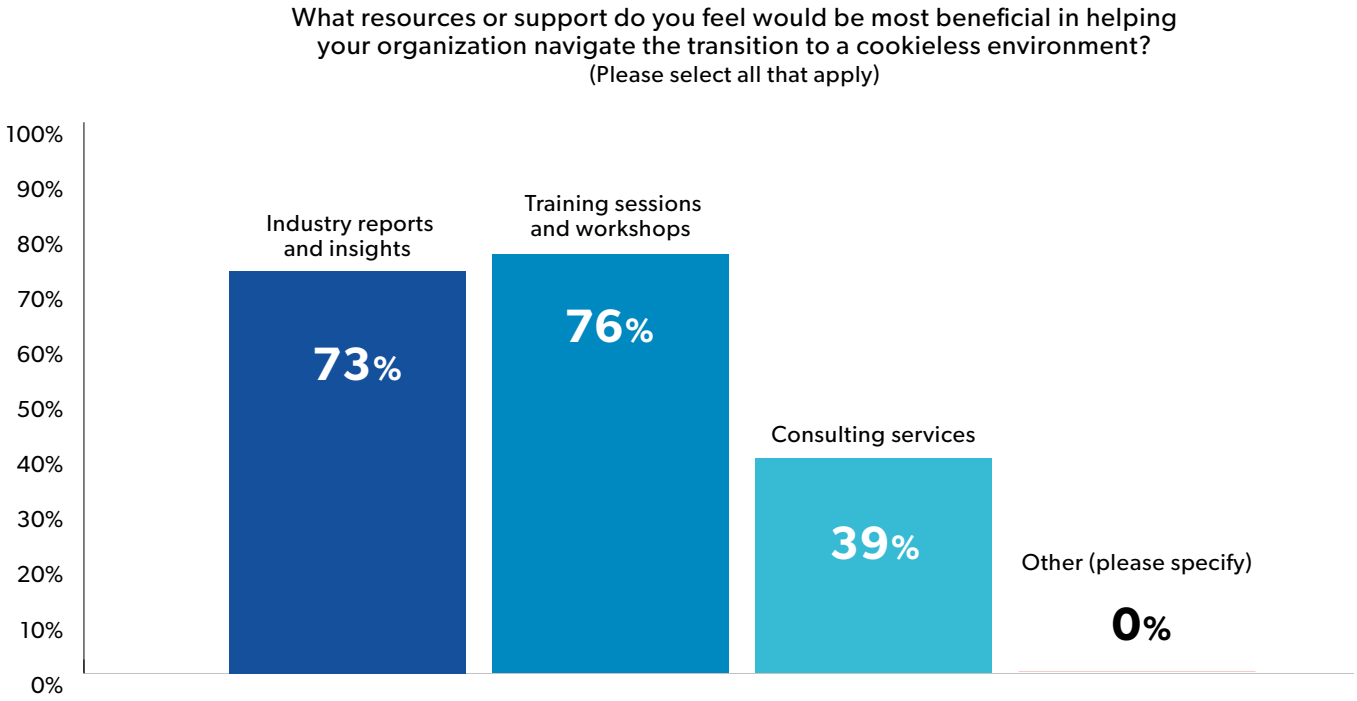
Driving positive change

Collaborative efforts between marketers, agencies, and industry stakeholders are also essential for fostering transparency and accountability in B2B marketing. By working together, these groups can develop and implement standardized best practices that ensure ethical data handling, compliance with regulations, and enhanced data privacy.

Such collaboration can lead to the creation of industry-wide guidelines and frameworks that support transparent operations and responsible data use. This collective approach also involves sharing insights, technologies and resources that can lead to more effective and innovative marketing strategies.

Marketers and agencies can partner with technology providers and industry associations to stay ahead of trends and emerging technologies that support privacy-friendly marketing solutions. Joint initiatives, such as industry conferences, webinars, and research projects, can facilitate knowledge exchange and drive the adoption of best practices.

The relationship between clients and agencies will be pivotal in navigating the transition to a cookieless environment. Agencies must evolve from being mere facilitators to becoming strategic partners and innovators. This requires a deep understanding of the client's business objectives and a proactive approach to driving value through data-driven insights and creative solutions.



In terms of resources and support that would be most beneficial in helping their organization transition to a potentially cookieless environment, our survey reveals that most B2B marketers are focused on building their own capabilities and knowledge. There's a high preference for training sessions (76%) and industry reports (73%).

This demand for learning resources presents opportunities for training providers, thought leaders, and consultants to help marketers navigate this evolving environment effectively. On the other hand, 39% use consulting services, which suggests that consulting is viewed as a supplementary resource for those who need more customized support.

The relatively lower reliance on consultants compared to training or reports may reflect either a desire for more cost-effective solutions or the perception that generalized, industry-wide information is sufficient for many organizations.

Training, agility and analytics

Addressing issues such as control, transparency, compliance and digital waste requires education and understanding. Invest in continuous education and training for marketing teams to stay updated on the latest trends, technologies and best practices in a cookieless environment.

Training sessions and workshops can equip your team with the knowledge and skills necessary to leverage first-party data, contextual advertising and new technologies effectively. It's important to adopt agile marketing practices, staying flexible and responsive to changes in the digital landscape.

Regularly update strategies and tactics to reflect new opportunities and challenges. In order to understand the impact of digital advertising efforts, marketers need to improve measurement and analytics. This includes developing new metrics and methodologies that do not rely on third-party cookies.

4. Embracing accountability and transparency

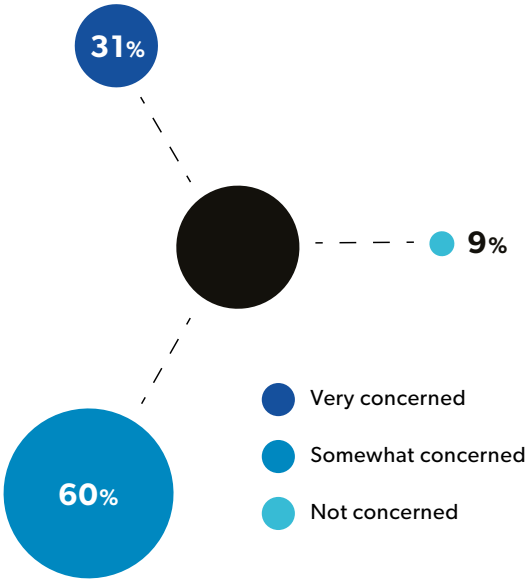
Embracing accountability and transparency

The transition to a potential cookieless world needs a greater focus on accountability and transparency, which are crucial for building trust and addressing challenges related to data governance.

This means implementing robust data governance frameworks that prioritize user consent, data accuracy and ethical data handling. By doing so, businesses can mitigate risks associated with data breaches and misuse, fostering a more secure and trustworthy environment for their clients.

Additionally, enhancing transparency in data practices helps companies address the growing demand for privacy and ethical standards from both consumers and regulators. Clear communication about how data is collected, stored and used, can significantly improve customer trust and loyalty.

How concerned are you about issues related to control, transparency, compliance, and digital waste in a cookieless environment?



Addressing challenges related to data governance

B2B marketers must invest in technologies and strategies that offer greater control over data, such as customer data platforms (CDPs) and privacy management tools. By prioritizing transparency and strong data governance, businesses can navigate the complexities of the changes in third-party cookies while maintaining robust and trust-based relationships with their clients.

There's an overwhelming concern, affecting 91% of our survey respondents, which highlights the urgency of addressing key issues related to control, transparency, compliance and digital waste management in a potentially cookieless environment.

Our survey also suggests that marketers are particularly worried about how they will maintain transparency in their data practices and ensure that their digital spend is efficient without relying on third-party cookies.

The potential for digital waste looms large, with many B2B marketers seeking ways to optimize their campaigns in a more restrictive data scenario. It's all about finding ways to maintain control over their data, ensure transparency and minimize digital inefficiencies while staying compliant with regulations. This indicates a strong need for solutions and guidance in these areas.

Conclusion

As reliance on third-party cookies decreases due to tightening privacy regulations and shifting consumer expectations, it is essential for marketing leaders to adjust their strategy accordingly. While the initial concerns about diminished targeting precision and measurement capabilities are valid, this change also opens doors for innovation and refinement in marketing practices.

By prioritizing customer experience through contextual advertising, harnessing the power of first-party data and exploring alternative platforms, marketers can mitigate the impact of this transition and potentially gain a competitive advantage.

Industry-wide collaboration will also play a crucial role in navigating this shift. Marketers, agencies and stakeholders must work together to develop standardized best practices, enhance transparency and drive positive change. Embracing accountability in data governance will build trust, ensure compliance with privacy regulations and foster stronger, more loyal customer relationships.

The adjustment to changing cookie settings is not merely a challenge but an opportunity for B2B marketers to innovate and excel. The insights and recommendations in this report provide a strategic roadmap to effectively navigate this transition, seize emerging opportunities and achieve sustainable growth in a privacy-first digital advertising world.

About B2B Marketing

Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe.

Right from the start, we had a clear mission: to provide marketers at business brands with the intelligence, tools and inspiration they need to grow and succeed – as both individuals and businesses.

Unlike B2C, we focus on building relationships between businesses, strengthening connections within the B2B marketing community and putting marketers at the centre of the businesses they work for. We believe that every company has a unique story to tell, and we are committed to helping them communicate that story in the most impactful way possible.

Ultimately, we exist as a partner to a business, leveraging our community intelligence to help marketers make informed decisions and achieve their marketing goals.

We are committed to providing the B2B community with the tools and resources they need to succeed in today's competitive marketplace, and to fostering a culture of learning and innovation that drives long-term success for everyone involved.

We're proud to serve as the focus point for the B2B marketing sector, enabling marketers and leaders to transform their marketing.

B2B MARKETING

About FunnelFuel

Launched in 2020 FunnelFuel developed a digital advertising supply chain and analytics technology stack specifically tailored for the B2B industry.

The current standard in digital advertising falls short in an complex industry increasingly focused on advanced marketing for targeted, personalized interactions and analytics-driven insights to streamline revenue generation.

With the impending removal of cookies and the diminishing effectiveness of Google Analytics, underpinned by an inefficient digital advertising supply chain modern marketers are coming to realise they've never truly been in control of their organization's digital destiny.

FunnelFuel addresses these challenges by offering a specialist B2B Audience ID graph to enable more effective targeting, a demand side platform (DSP) with analytics capabilities and industry-standard tools for increased effectiveness in advertising delivery and measurement in a cookieless, privacy first environment.

FunnelFuel operate seamlessly in an omnichannel landscape, enabling clients to capitalise on evolving B2B buyer trends, platform convergence, and post-COVID behavioral shifts. This includes not just display advertising but also the potential to activate across digital out-of-home (DOOH) audio and connected TV platforms for maximum reach, frequency and impact.

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For further information on how to partner on the Marketing Lead Generation Report, contact:
B2B Marketing UK

Mitch Hole
Head of media,
B2B Marketing

+44 (0) 20 7014 4932
mitch.hole@b2bmarketing.net

B2B Marketing
Westgate House
9 Holborn
London
EC1N 2LL

info@b2bmarketing.net
b2bmarketing.net

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