



DIRECTOR OF BUSINESS INTELLIGENCE

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Cross-Device Targeting

Current State of Cross-Device Targeting

The progress of improving cross-device targeting is currently being halted by a suffering competitive landscape caused by the "walled gardens" restricting access to deterministic identification.

An inability to identify individuals across all devices in a universal manner is the **key obstacle**.

- Only **6%** of marketers have a current solution that provides an adequate single view of customers across devices and touchpoints
- **33%** of publishers agreed that the leading challenge of growing their digital display ad offers was due to insufficient scale to recognize individuals online and **across channels**
- **32%** agreed that the leading challenge was due to inability to recognize consumers **across devices**

Privacy concerns will rise - **96%** of US internet users are concerned about data privacy and how companies use their data

Addressable TV will be the preference - **78%** of agencies/brands use advanced TV advertising

TRAJECTORY

Priority emphasis will be on email - **59%** of cross-device digital activities comes from email

Focus on collecting and utilizing 1st-party data will increase

IN THE NEWS



- Walled Gardens May Not Be The Answer
- Cross-Screen TV Data Use Grows In Video
- comScore Partners With Adobe For Cross-Device Measurement
- Eight Must-Haves For Cross-Platform Media Measurement
- A Coming of Age For First-Party Data

EVENTS



- **MARTECH**
November, London
- **MozCon**
September, Seattle
- **Adobe Summit**
March, Las Vegas

RESOURCES



- **Cross-Platform in Focus**
comScore
- **Maximizing the Value of Analytics and Big Data**
Aberdeen