Marketing Data Proliferation Report

October, 2020

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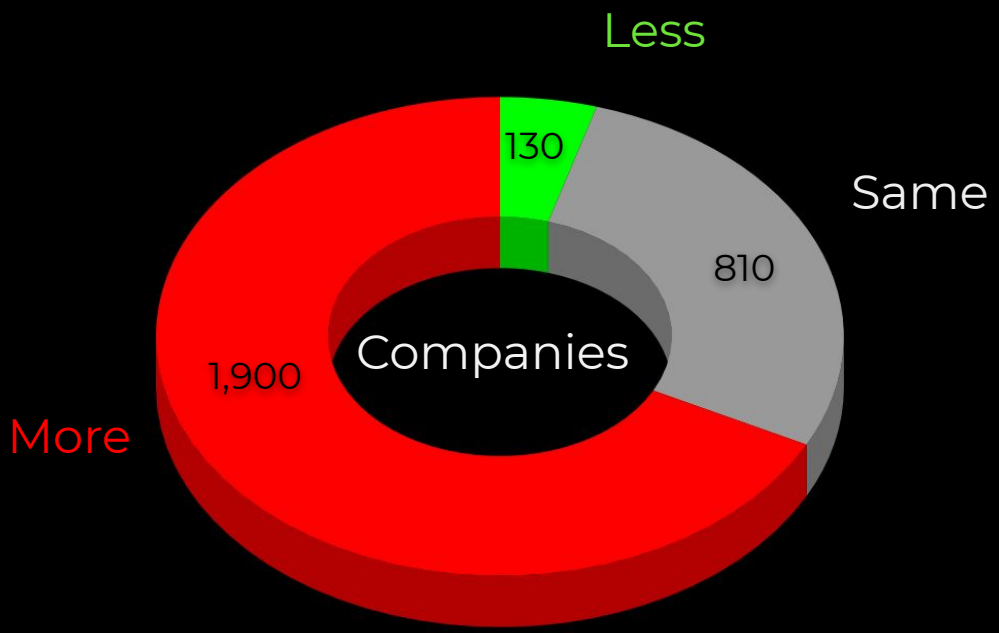
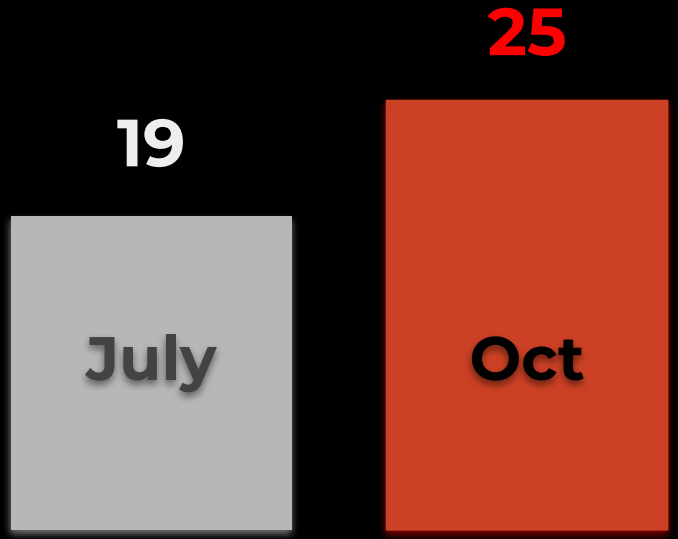
68% Companies Increased 3P Tracking vs. July



+29% 3P Ad Networks Than 3 Months Ago

Industry Avg Third-Party Ad Networks Deployed



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Marketing Data Proliferation has increased across categories

	July	October	Quarterly Change
# Companies Measured	*3057*	***3108***	*+2%*
Ad Networks	19.1	**24.6**	+29%
Audience Connectors	8.2	**9.0**	+9%
Advertising Analytics	25.0	**31.0**	+24%
Tag Management	1.0	**1.2**	+13%
Website Testing	1.5	**1.8**	+21%
Asset Analytics	2.5	**2.8**	+12%
App Analytics	1.5	**1.7**	+19%
Demand Side Platform	2.4	**2.6**	+9%
Data Management Platform	2.8	**3.1**	+10%
Creative Optimization	0.6	**0.7**	+5%
Fingerprinting	0.2	**0.3**	+43%
Cloud-Ready Connection	1.4	**1.5**	+9%

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Your data was captured by 65 third-parties while you read the news this morning

	Media & Publications	Quarterly Change
# Companies Measured	*448*	*+5%*
Ad Networks	49.51	+26%
Audience Connectors	14.53	+10%
Advertising Analytics	59.4	+23%
Demand Side Platforms	4.71	+9%
Data Management Platforms	4.95	+11%
Fraud Detection	1.58	+10%
Data Onboarders	11.77	+12%
Contextual Ads	2.11	+12%
Video Ads	9.94	+19%
Fingerprinting Tools	0.47	+38%
Cloud-Ready Connections	2.19	+12%

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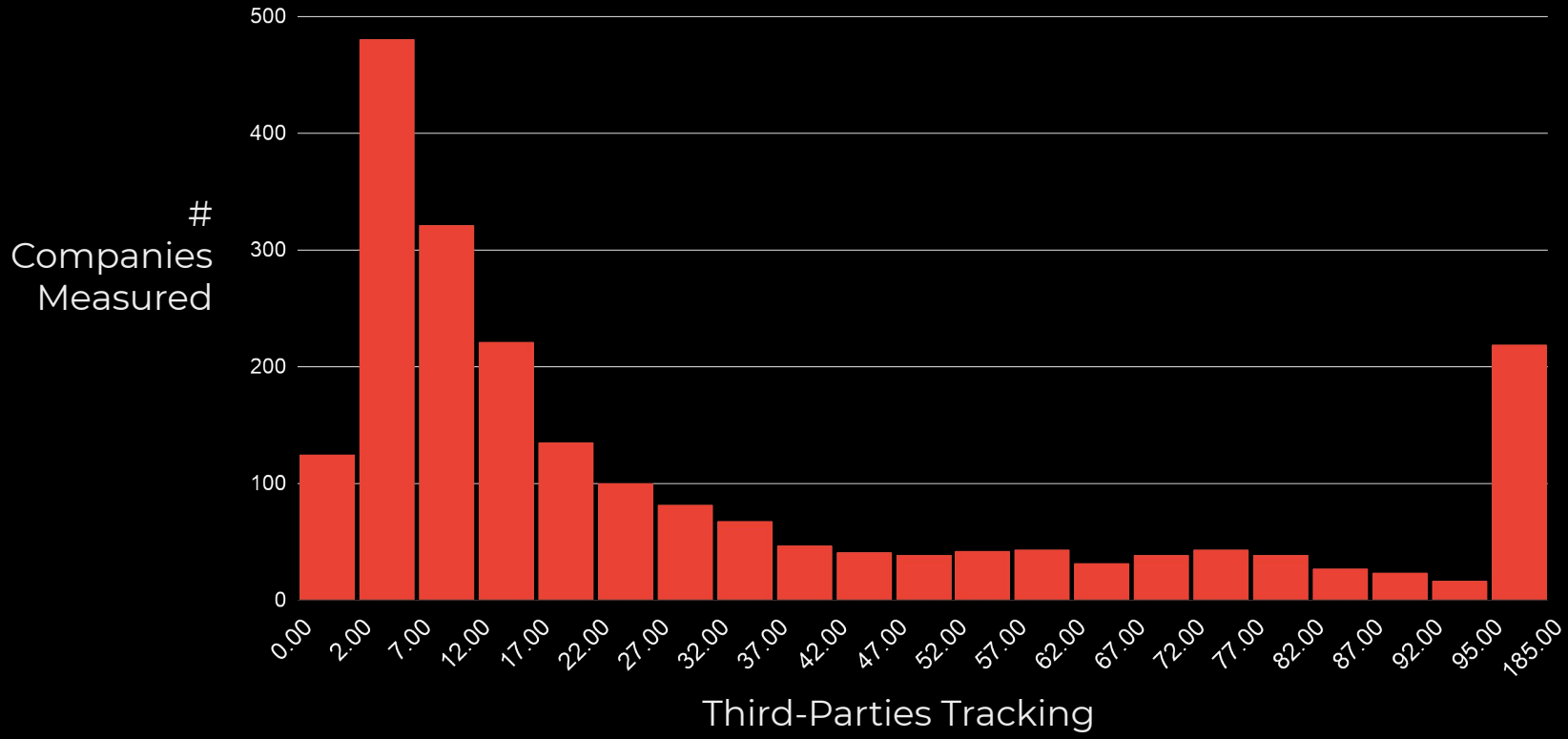
Over ~7% Companies Deploy >95 3P Trackers



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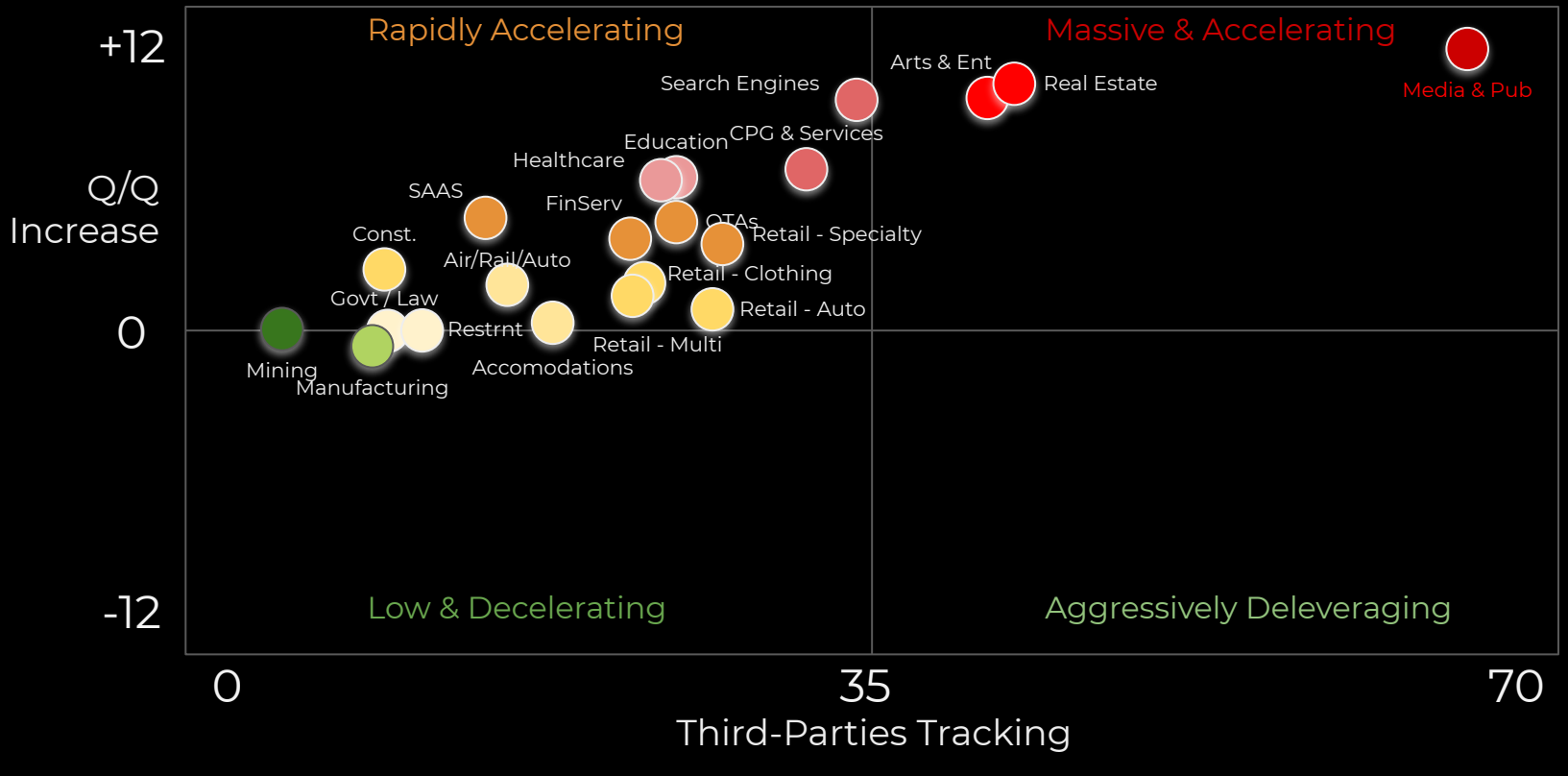
October 2020 3P Tracking Changes: Verticals



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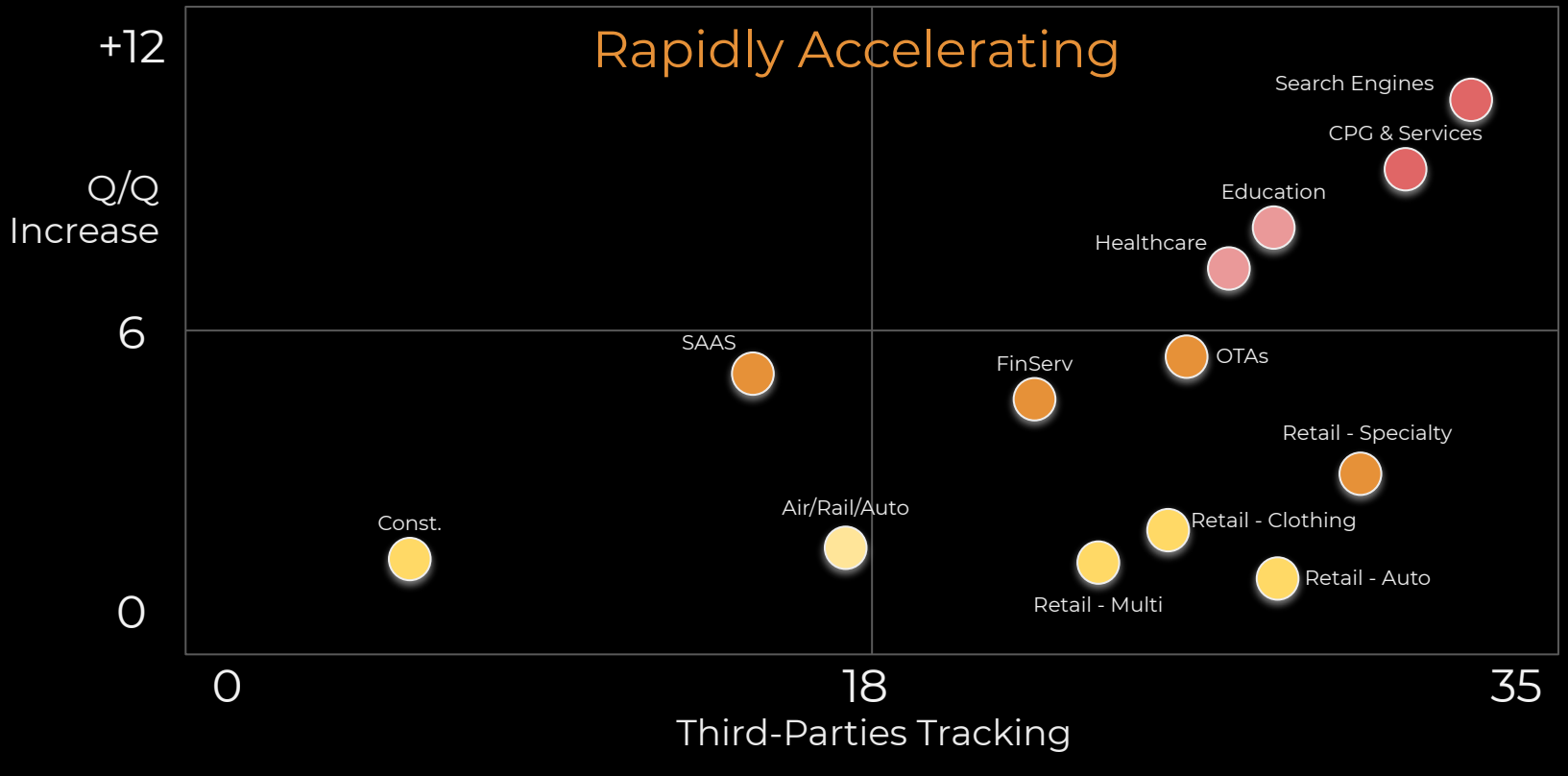
October 2020 Rapidly Accelerating Verticals



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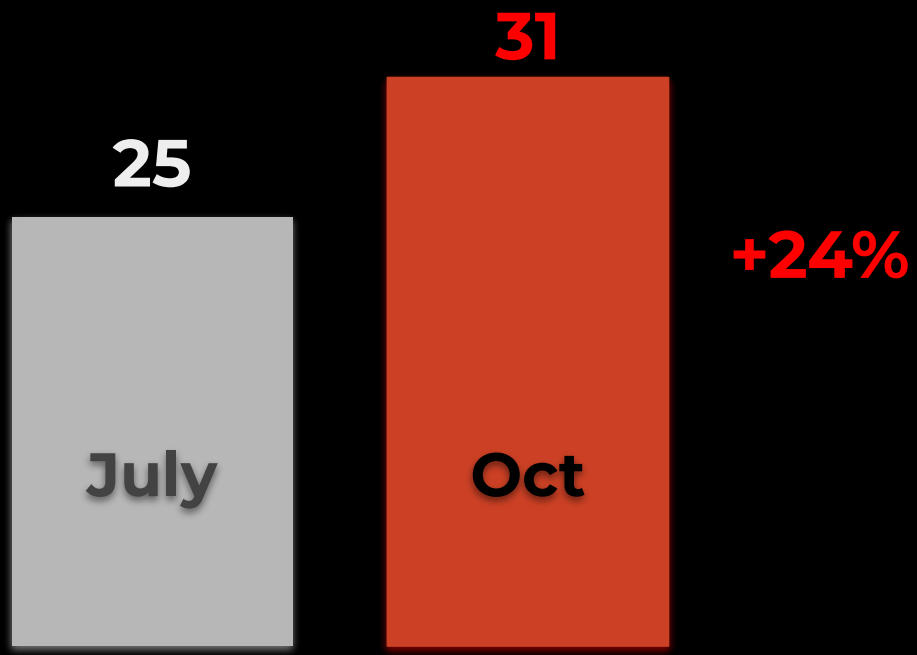
Marketing Analysts Will See Online Conversions Attributed 31 Distinct Ways

Industry Avg
Advertising
Analytics
Reporting
Platforms



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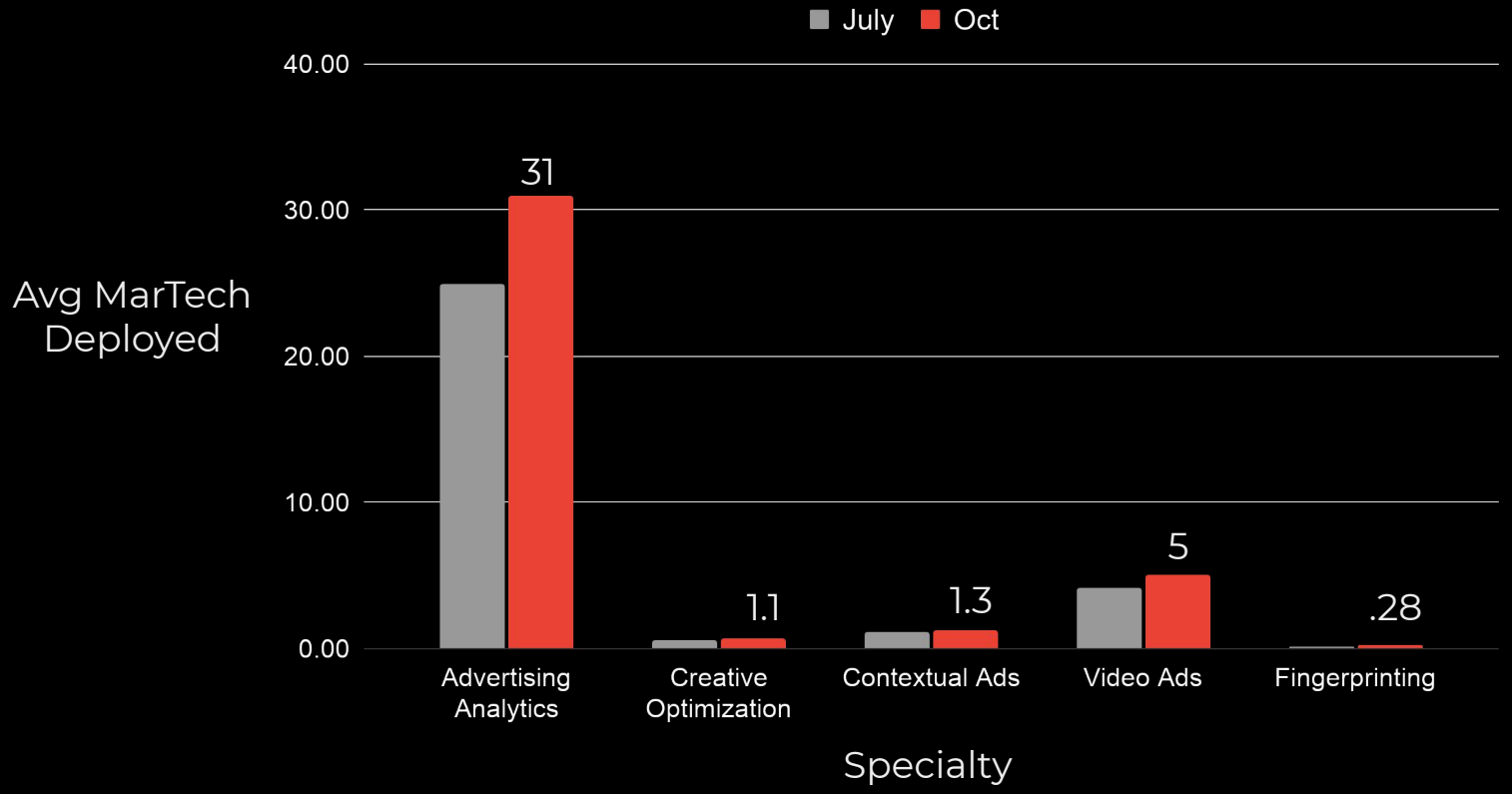
Measurement Remains Dominant Contributor



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Marketers use 45% more fingerprinting than Q2 2020

Quarterly Change: Platforms In-Use

Industry Average	Fingerprinting
Online Travel Agencies	+162.50%
Accomodations	+100.00%
Utilities	+100.00%
Consumer Goods & Services	+92.86%
Agriculture, Forestry, Fishing and Hunting	+92.31%
Manufacturing - Automotive	+83.33%
Telecommunications & ISP	+65.22%
Software & SAAS	+61.54%
Transportation & Warehousing	+57.14%
Tech Infrastructure	+47.37%

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References & Resources

Marketing Data Proliferation Report

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[10] Safari Privacy Overview. November, 2019. https://www.apple.com/safari/docs/Safari_White_Paper_Nov_2019.pdf

[11] This is known as “First-Party Data.”

[12] “Data onboarding is the process of transferring offline data to an online environment for marketing needs.” Wikipedia. “Data Onboarding.” April 14, 2020. https://en.wikipedia.org/wiki/Data_onboarding

[13] “Readiness” is registered for any company currently deploying 1P data collection, typically through asset or website analytics deployment, alongside first party audience onboarding & ad serving capabilities through one or more third-party marketing technology suites. Readiness % is measured as the total number of companies in the industry deemed “1P ready” over the entire sample of companies measured from within that industry.

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