Deloitte surveyed 500 global executives across 11 industries to better understand the state of data clean rooms and the role they are playing in a cookie-less future. Here’s what we found.

Data clean rooms are here today—and they will be an integral part of the future. 1 in 4 companies are using data clean room technology extensively, and the potential revenue at risk is significant: $91M - $203M.

### Theme 1: The hype cycle is just beginning, and no one wants to be left playing catch-up.

The hype cycle for data clean rooms is just beginning, and companies are already preparing for and adopting data clean rooms. Here’s what we found.

- **Roughly 25% of companies are using data clean rooms extensively.**
- **85% of marketers who have adopted data clean rooms expect their use of data clean rooms to grow in the next 12 months.**
- **87% of companies are planning to use data clean rooms, with an average of $879K in company spend.**

### Theme 2: Business benefits and the value of data clean rooms.

From Marketing to IT to the C-suite, clean rooms are becoming more disruption is coming—in the form of privacy regulations and the potential for broader business value.

- **59% of companies report that they are using data clean rooms to improve their marketing and advertising ROI.**
- **60% of companies report that they are using data clean rooms to improve their ad campaign effectiveness.**
- **53% of companies report that they are using data clean rooms to improve their spending on audience activation.**

### Theme 3: Companies are making strategic investments in clean room technology.

Making room for clean rooms

Companies are making strategic investments in clean room technology. Here’s what we found.

- **55% of companies report that they are making strategic investments in clean room technology.**
- **46% of companies report that they are making strategic investments in clean room technology in advertising/marketing.**
- **$187,935 on average is being spent on clean room technology.**

### Theme 4: Leaders preparing for and adopting data clean rooms.

Preparing for and adopting data clean rooms includes identifying leading practices, and then expanding their use. And with many major brands piloting these cloud-based solutions, the hype cycle for data clean rooms is just beginning.

### Theme 5: The value of data clean rooms is growing more evident:

And the value of data clean rooms is growing more evident as cross-functional teams use data to:

- **Enable measurement**
- **Derive audience insights**
- **Optimize media spending**
- **Improve campaign effectiveness**
- **Improve spending on audience activation**
- **Improve marketing and advertising ROI**
- **Improve ad campaign effectiveness**
- **Improve spending on audience activation**

### Conclusion

To help better understand the future of data clean rooms—and how they will shape the future of marketing, advertising, and data collaboration—we took a deeper dive into survey results.

Face new marketplace challenges, and data clean rooms are here today—and they will be an integral part of the future. 1 in 4 companies are using data clean room technology extensively, and the potential revenue at risk is significant: $91M - $203M.