

Data Privacy and Customer Preference

November 21, 2019



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Data Privacy and Customer Preference.

Dr. Christine Bailey, CMO, Valitor

Thursday 21st November 2019

 [@christinebailey](https://twitter.com/christinebailey)

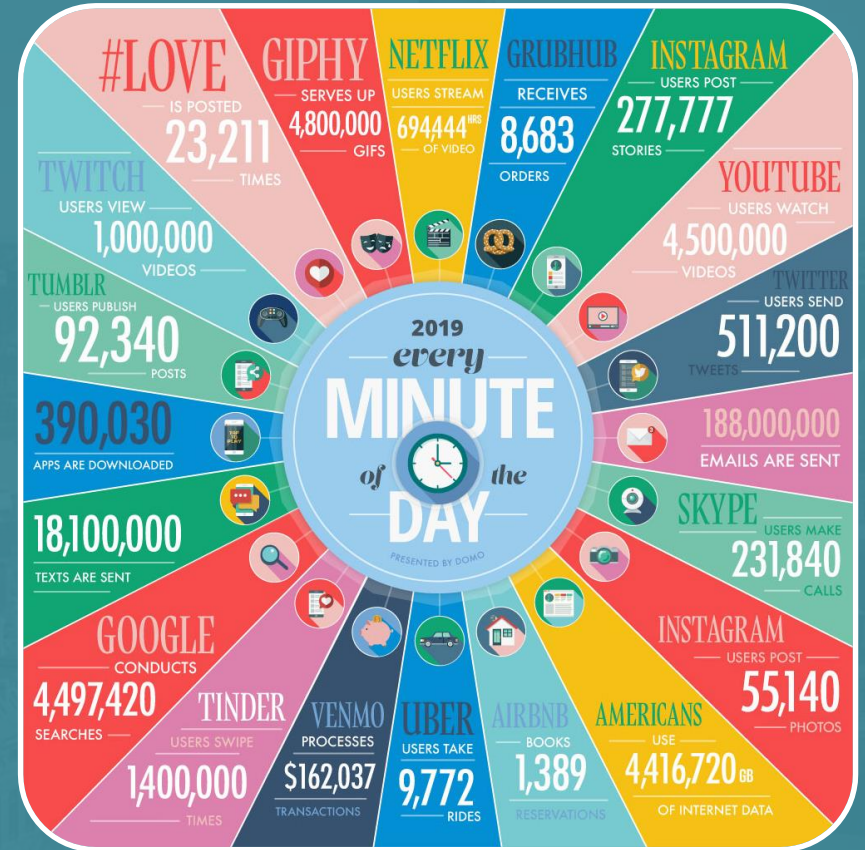
Data Never Sleeps.

Every minute online

- ✓ **18,100,000** texts are sent
- ✓ Skype users make **231,840** calls
- ✓ YouTube users watch **4,500,000** videos
- ✓ **390,030** apps are downloaded

By 2020, there will be **40x more bytes of data** than there are stars in the observable universe.

Source: DOMO



Growing Concerns About How Data Is Used.

Edelman Trust Barometer

55%

Have concerns over
the customer
experience

**British Airways and
Marriott International
fined for violating
GDPR**

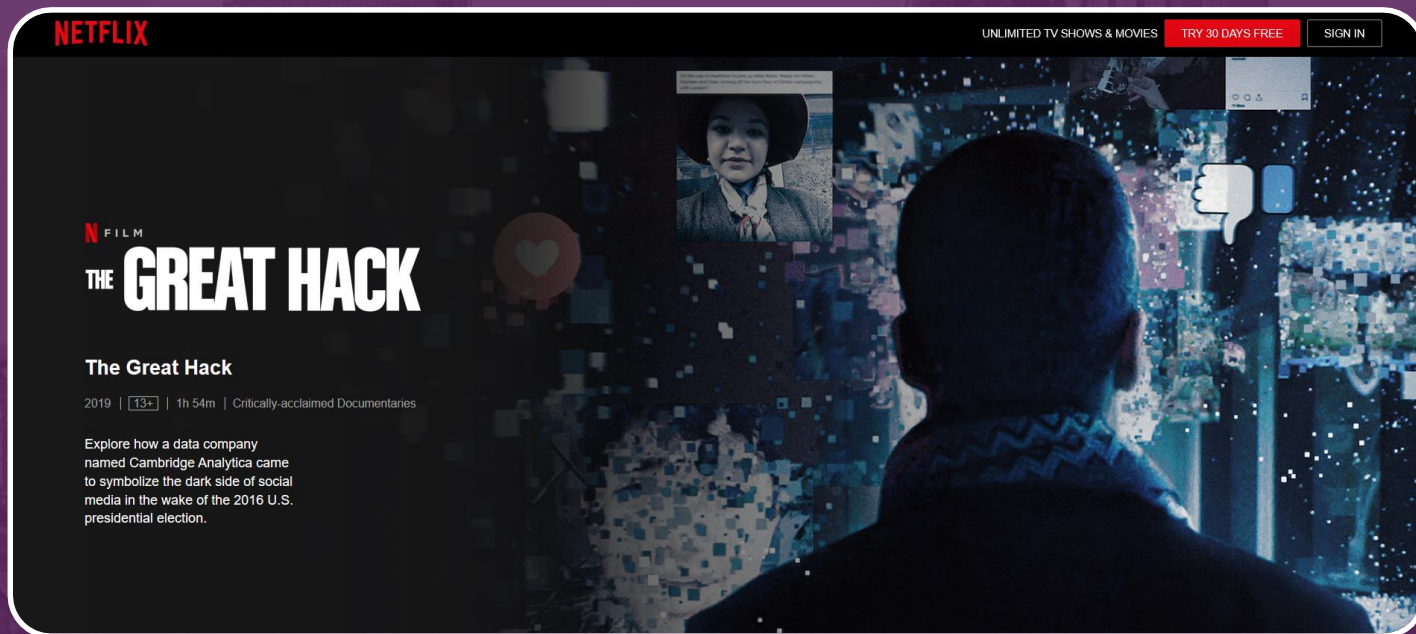


Source: Edelman Trust Barometer 2019
Special report: In Brands We Trust

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The Great Hack.

Cambridge Analytica symbolises the dark side of social media



Deep Fakes.



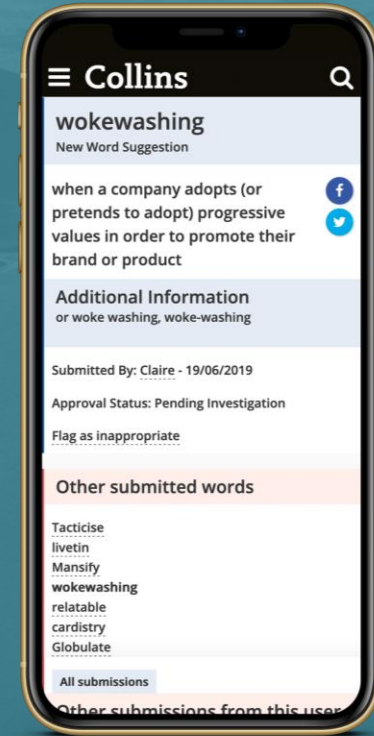
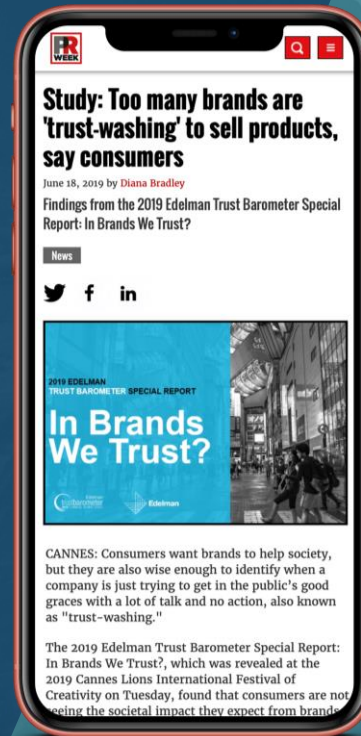
Jack Nicholson or Jim Carrey?

You Can't Just Make It Up.

Seen as trust-washing or wokewashing

Too many brands use **societal issues** as a marketing ploy to sell more of their product

56%



Source: Edelman Trust Barometer 2019
Special report: In Brands We Trust

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**SOMETIMES
OUR
HEAD
EXPLODES...**

Benefits Of Using Customer Insights.



Insight-driven businesses are growing eight times faster than global GDP.

Source: Forrester 2017



Using insights makes you a better marketer.

Source: Econsultancy 2018

74% of firms want to be 'data-driven' yet only **29%** are good at connecting analytics to action.

Source: Forrester 2016

Consumers DO Want a Relationship With Retailers.

58%

want a long term relationship with a retailer that spans beyond simply making a purchase then parting ways

Less than a quarter

(24%)

actively do not want a relationship. By far the minority are seeking to distance themselves from a brand

Stories Influence More Than Data!



“

“After nourishment, shelter and companionship, **stories are the thing we need most in the world.**”

Philip Pullman, Author

”



“

“**There's nothing in the world more powerful than a good story.** Nothing can stop it. No enemy can defeat it.”

Tyrion Lannister, Game of Thrones

”

WHERE TO START?



Every Good Story.

Beginning

- What is/Situation

Middle

- What needs to be overcome
- What could be

End

- What needs to be done
- Benefits/evidence
- A new and better future

Data, Insights... Action.

Sources of Data

- Competitors
- Customers
- Markets
- Employees
- Channel Partners

Types of Insights

- Market predictions
- Customer segments
- Propensity models
- Customer analytics

Marketing Actions

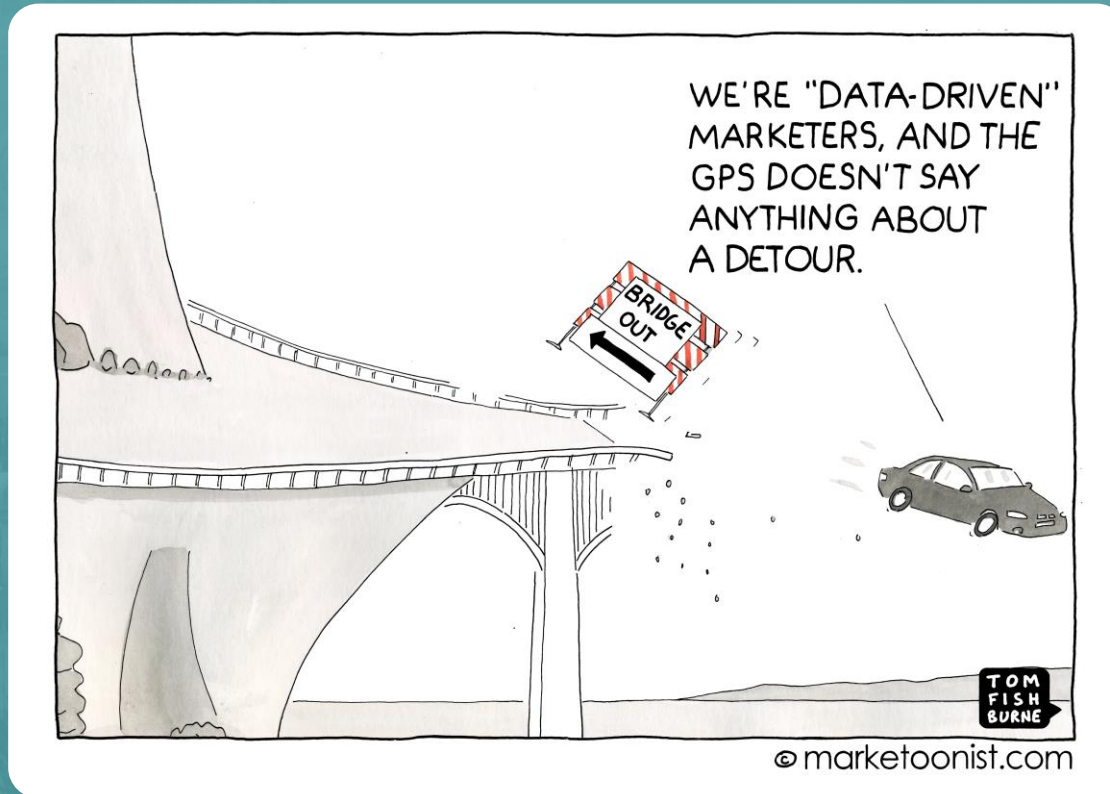


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**WHAT
COULD
POSSIBLY
GO
WRONG?**

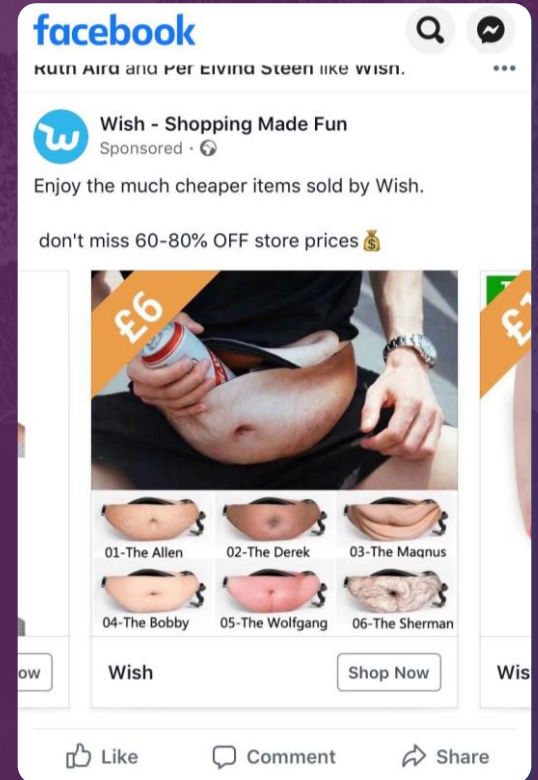
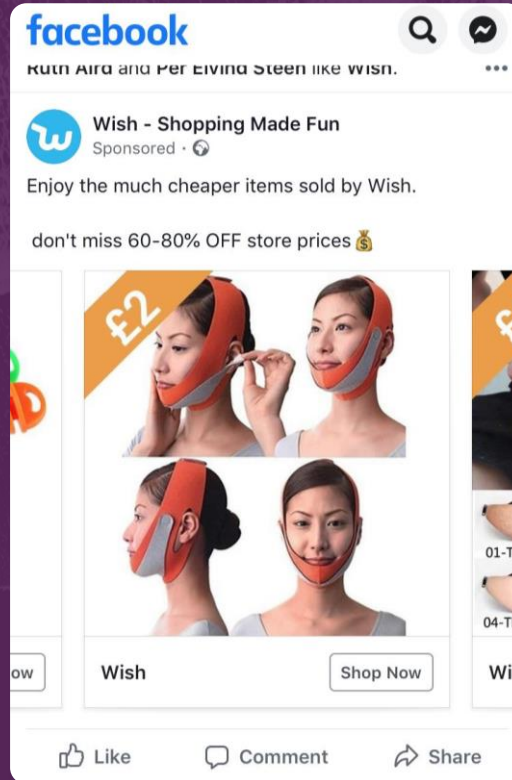
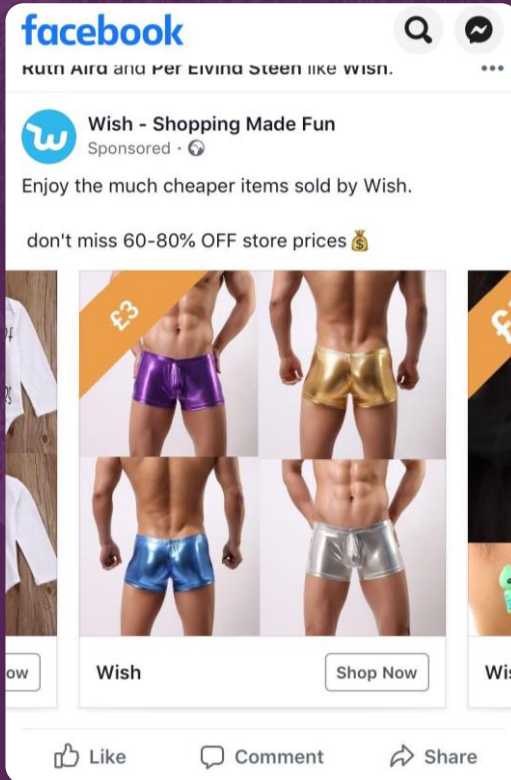


Data Overcomes Common Sense?



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Wrong Attribution Can Cause Offence!



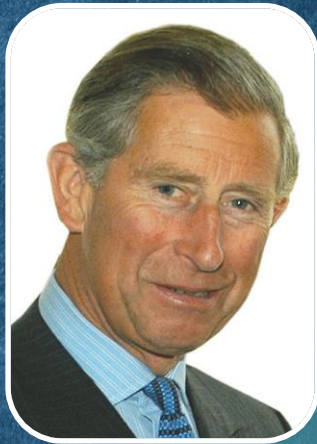
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Socio-Demographic Twins.

- ✓ Male
- ✓ Born 1948
- ✓ Grew up in the UK
- ✓ Divorced and re-married
- ✓ Two grown up sons
- ✓ Extremely wealthy
- ✓ World famous



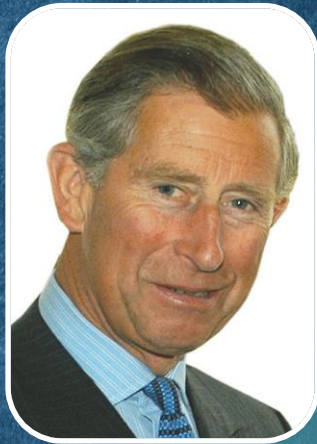
Two Entirely Different Human Beings!



Prince Charles

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Two Entirely Different Human Beings!



Prince Charles



Ozzy Osbourne

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Two Entirely Different Human Beings!



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In Summary.

- ✓ Data never sleeps
- ✓ Growing concerns about how data is being used
- ✓ Insight-driven companies and marketers are winning
- ✓ Consumers Do want a relationship with retailers
- ✓ Data, insights, action
- ✓ Avoid data traps

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Recommendations.

- ✓ Respect and embrace privacy. Just because you CAN, doesn't mean you SHOULD
- ✓ Be clear about the data value exchange
- ✓ Use insights to deliver a full lifecycle experience to the customer
- ✓ Download Valitor's new report: Privacy versus personalisation from www.valitor.com/reports

Thank You.

VALITOR

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December 19, 2019, 11AM EST

Click [here](#) to register for this webcast

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Upcoming Webcast

[Digital & Social Media 2020: Predictions and Probabilities](#)

December 3, 2019 @ 12pm ET



Available On-Demand

[Global Consumer Trends: The Latest on Worldwide Consumer Confidence and Spending Patterns and What This Means for Business](#)

