Combatting Audience Erosion

Creating a Sustainable Customer Acquisition
Strategy Amidst Data Deprecation

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Today's speakers

Mike Finnerty

SVP, Marketing Solutions Global Services

Neustar, a TransUnion company

An evolving landscape poses more complexity for marketers than ever before

Explicit opt-ins	Require users to consent to share data, instead of opt-out
Legislation & regulation	State and federal laws govern data usage, Big Tech self-regulates
Cookie deprecation?	Google again pushes back the end of cookies on Chrome
Signals under threat	Legacy identifiers eroding, consumption fragmenting

These trends have created new challenges marketers must solve to drive consumers through the funnel

- How can marketers engage consumers 1:1 when they don't know who they are?

- How can marketers drive relevant experiences with consumers who haven't interacted with their brand?

- How can marketers solve for identity while keeping privacy front & center?

- How do you stay connected with an ecosystem that's changing overnight?

Leverage **DURABLE DATA** to gain precise insight into people, households, and devices to fuel customer acquisition
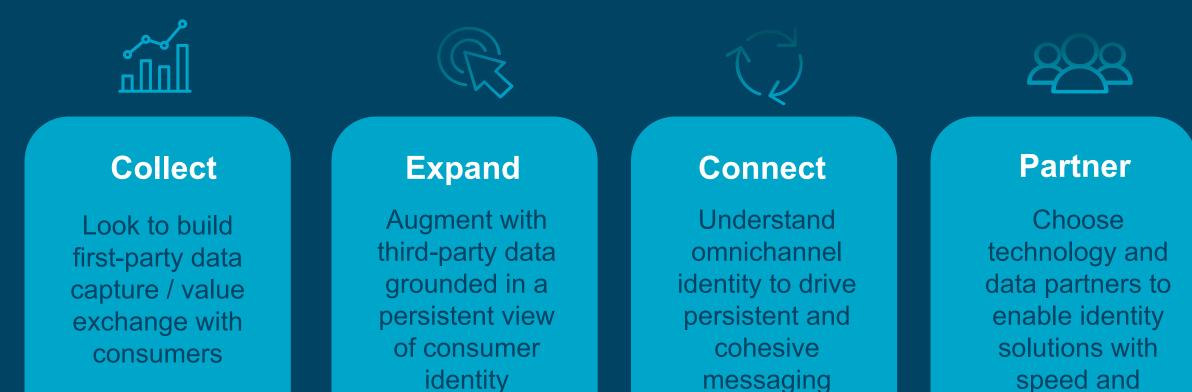
Durable Data
has never been more important

By charting a clear path on short-term and long-term customer acquisition strategies, marketers can **improve campaign efficiency and ROI** while building critical staying power

Consistent, reliable data creates a precise and robust picture of individuals and households

Collect
Look to build first-party data capture / value exchange with consumers

Expand
Augment with third-party data grounded in a persistent view of consumer identity

Connect
Understand omnichannel identity to drive persistent and cohesive messaging across tactics

Partner
Choose technology and data partners to enable identity solutions with speed and scale

Activate your durable data with audience strategies

Once you know who your consumers are, you can deliver them relevant messaging to get them in the door

Based on shared attributes, group together consumers with high propensity to engage and convert

Message those audiences wherever they are already engaging with content

Marketers need a complete view of the data they have, and to use that data to inform prospecting

Increase conversions through sustainable data strategy and deployment, by:

- Understanding what motivates purchase
- Personalizing messaging and offers based on consumer qualities
- Reaching more high-value customers and prospects
- Delivering a cohesive omnichannel brand experience
- Instilling brand loyalty with top customers

Thank you!