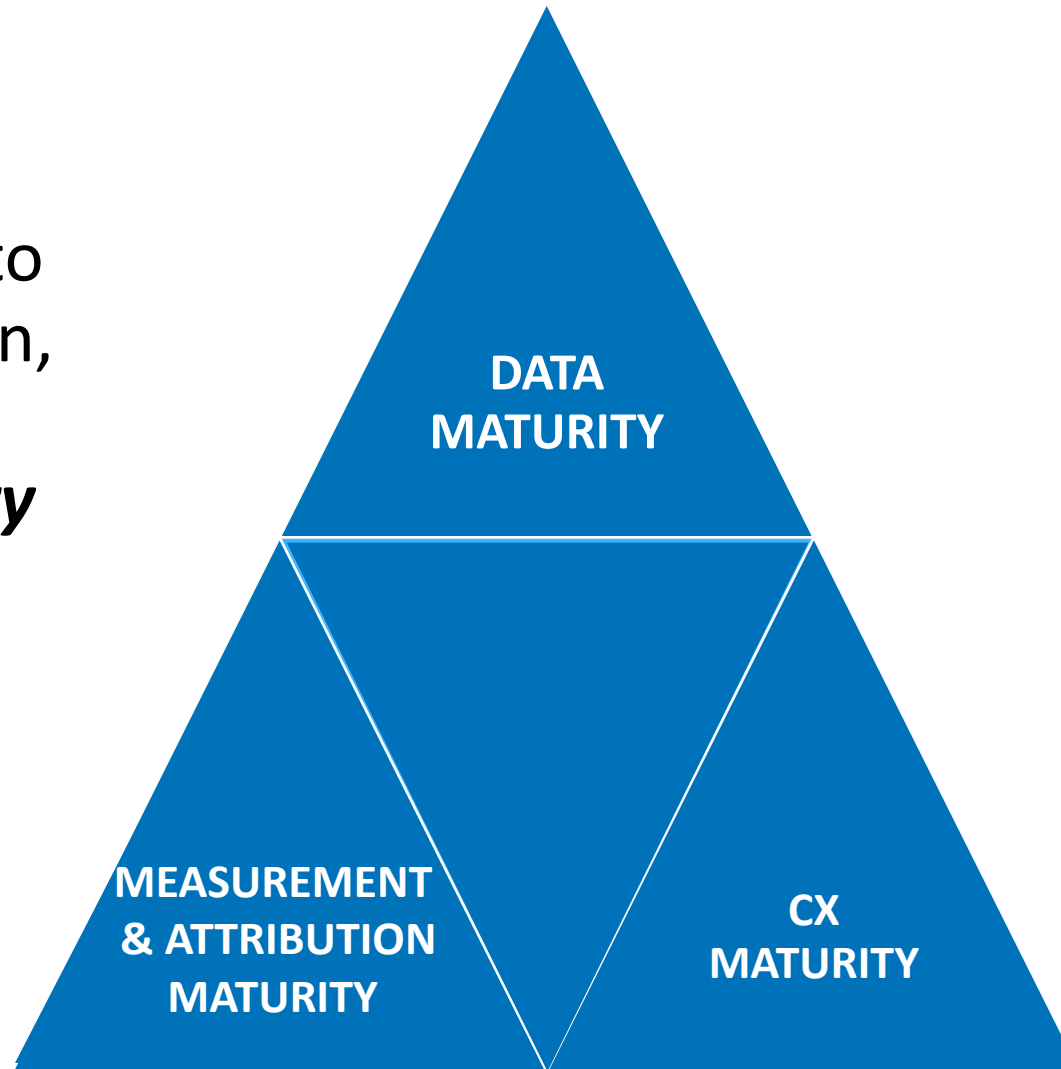


State of Data Privacy '23

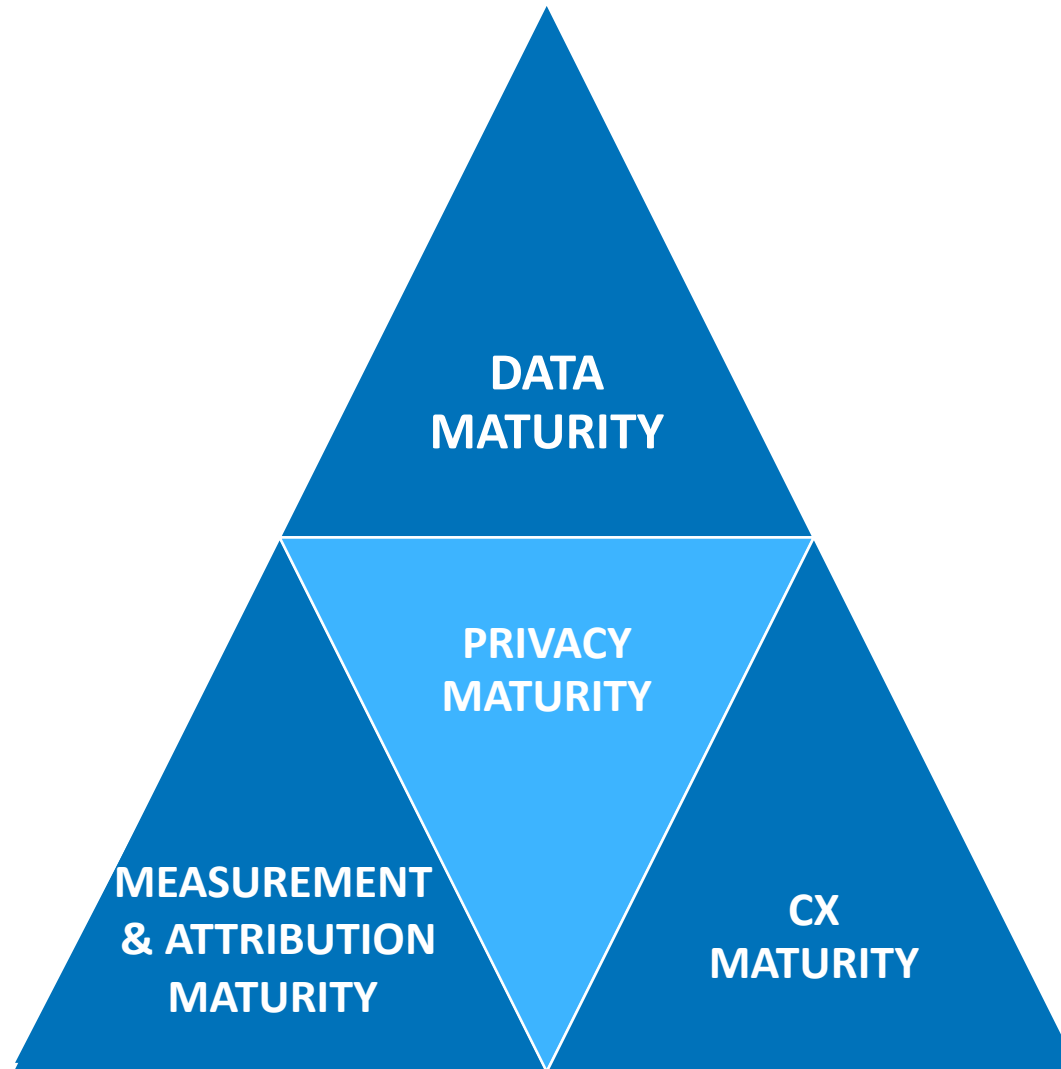
PRELIMINARY RESULTS FROM MMA BENCHMARKING STUDY

As marketing continues to become more data driven, the MMA has been tracking *how the industry is evolving in key areas:*



We are now adding a critical piece:

Understanding privacy implications and marketers' practices in this space.

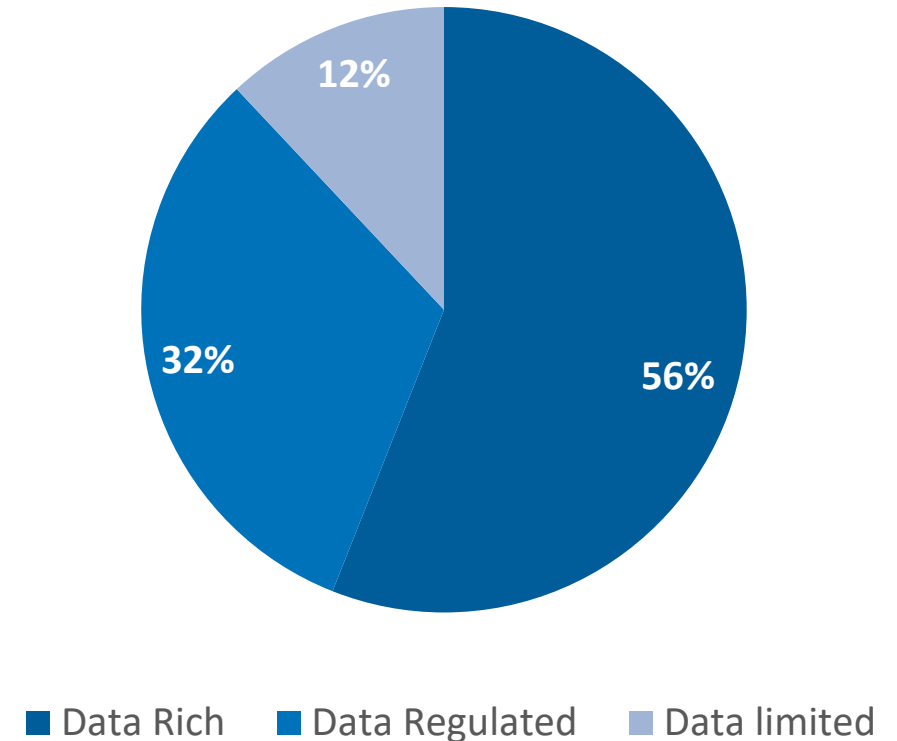




MMA partnered with AppsFlyer to launch a benchmark study on the State of Data Privacy

- Preliminary results are based on N=150 senior marketers, with representation of different roles in the marketing Org
- Our surveys represent larger companies (>\$1BN) a mix of sectors
 - **Data rich:** Retail, Tech, telecoms, entertainment
 - **Data regulated:** Financial, pharma
 - **Data limited:** CPG, product

Sample sector composition

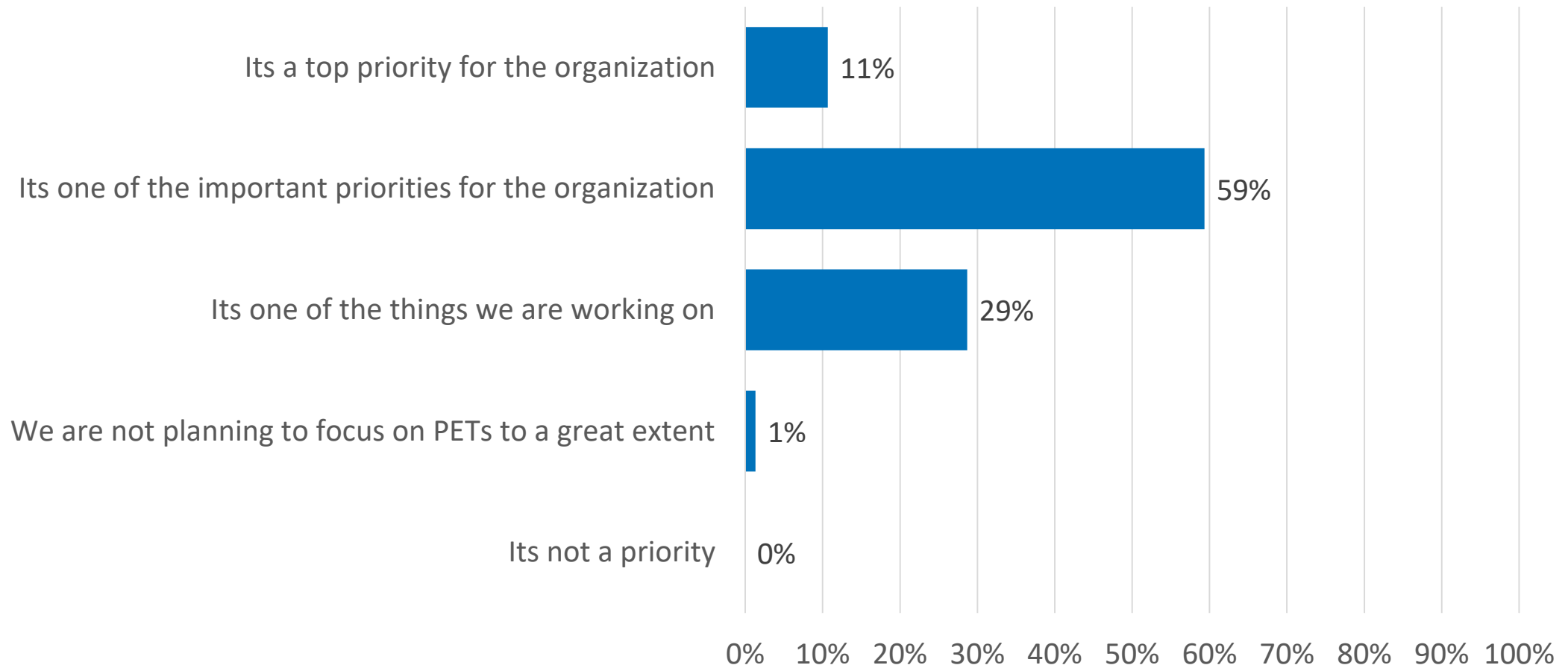


3

themes from
this year's
study

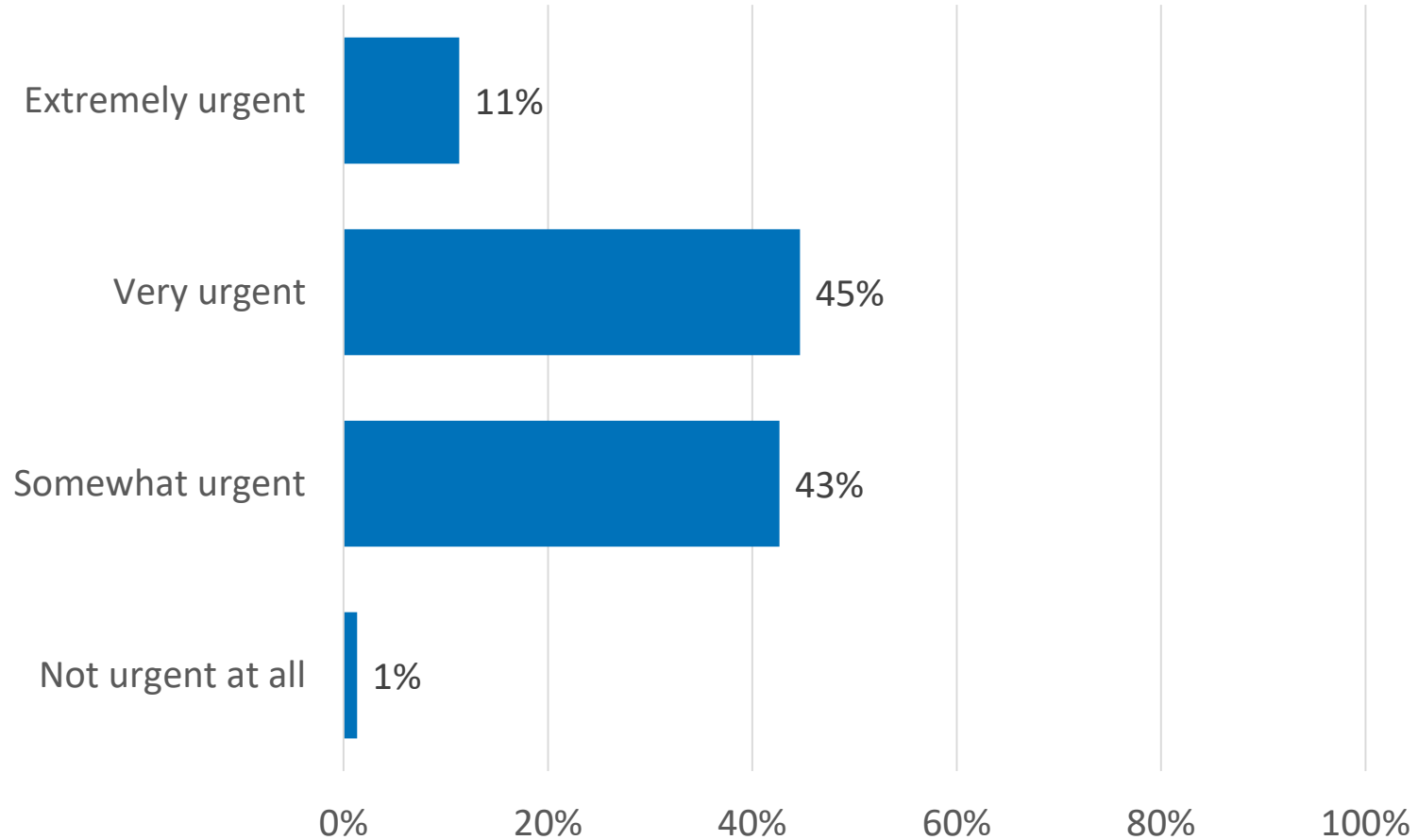


Privacy enhancing technologies (PETs) become a bigger area of focus



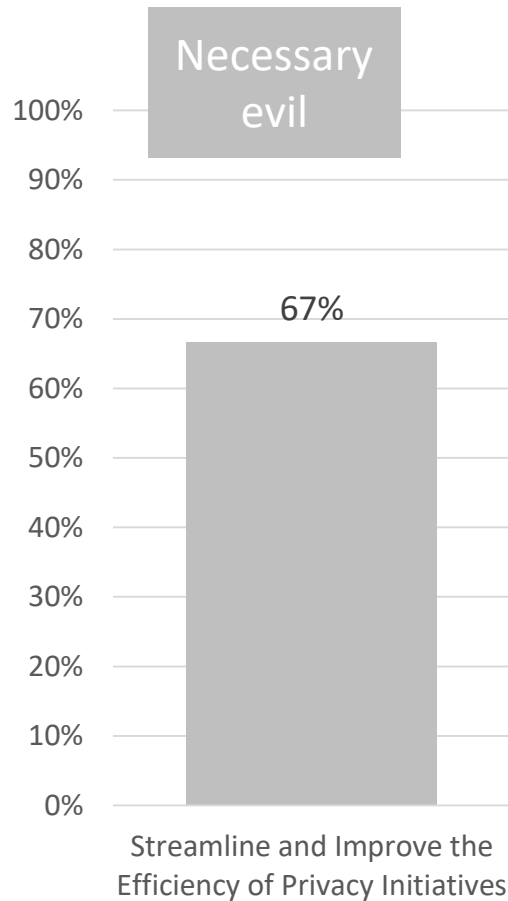


Yet, many marketers lack urgency to address Privacy more holistically



7 Q9. What is the level of urgency of senior leadership in your company when it comes to focusing on data privacy? (N=150)

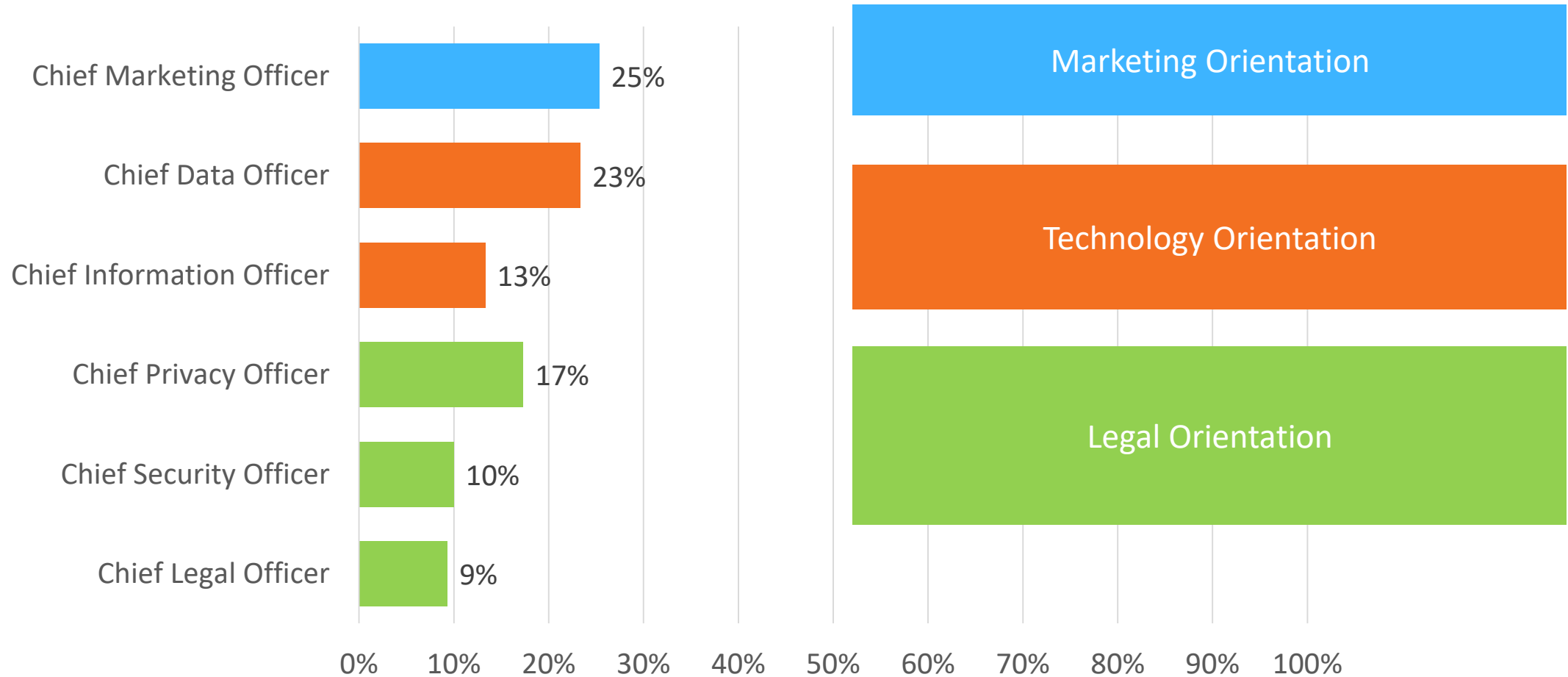
Privacy is primarily seen as a necessary evil that needs to be managed, and secondary as a source of competitive advantage



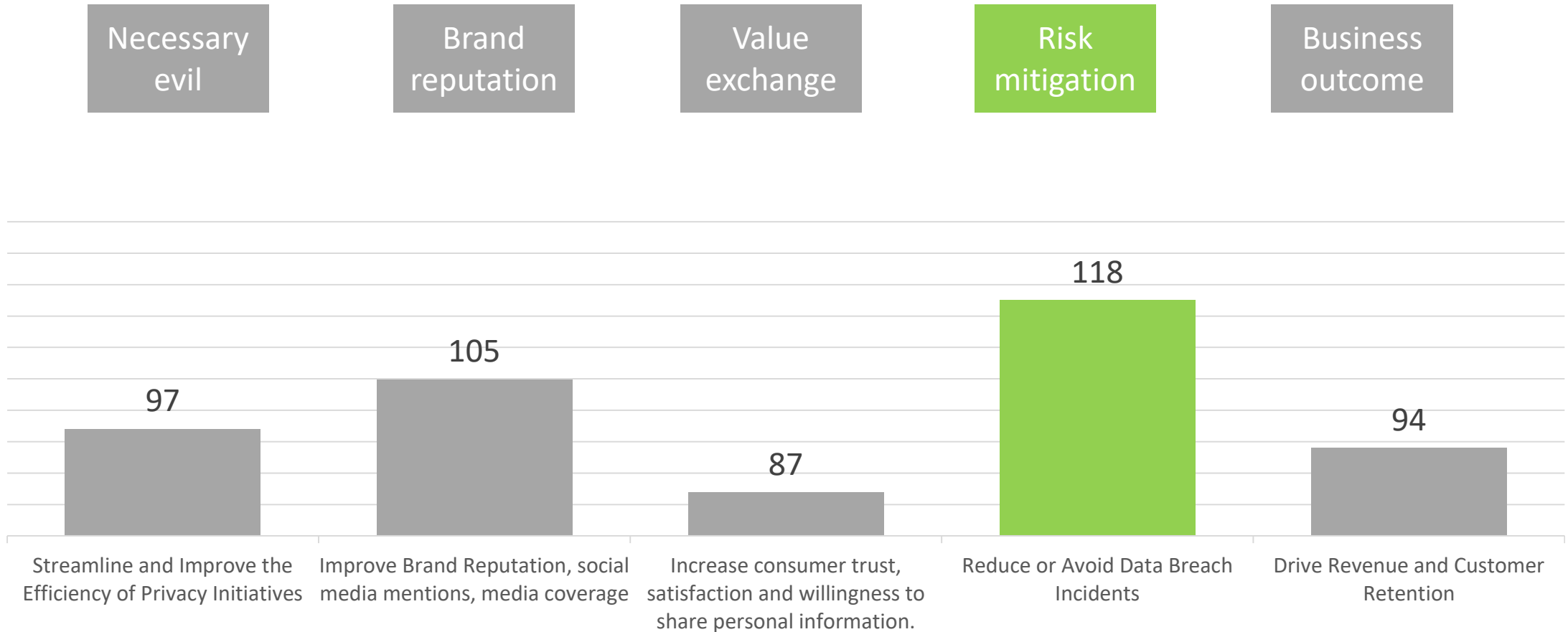
8 Q8. What does success in privacy look like? How important is each of these outcomes when it comes to your privacy efforts? (N=150) – **Extremely important**



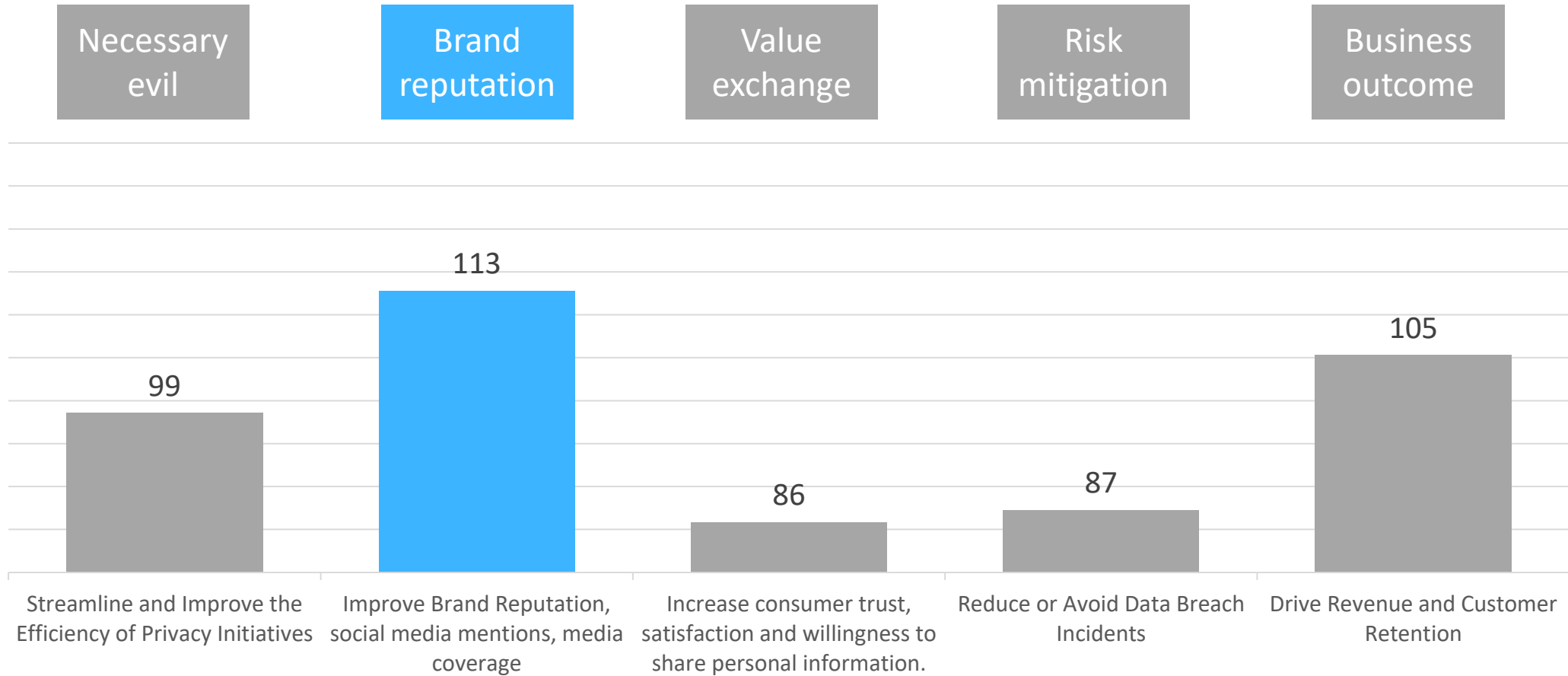
There are 3 different orientations to data privacy, depending on who owns it in the organization



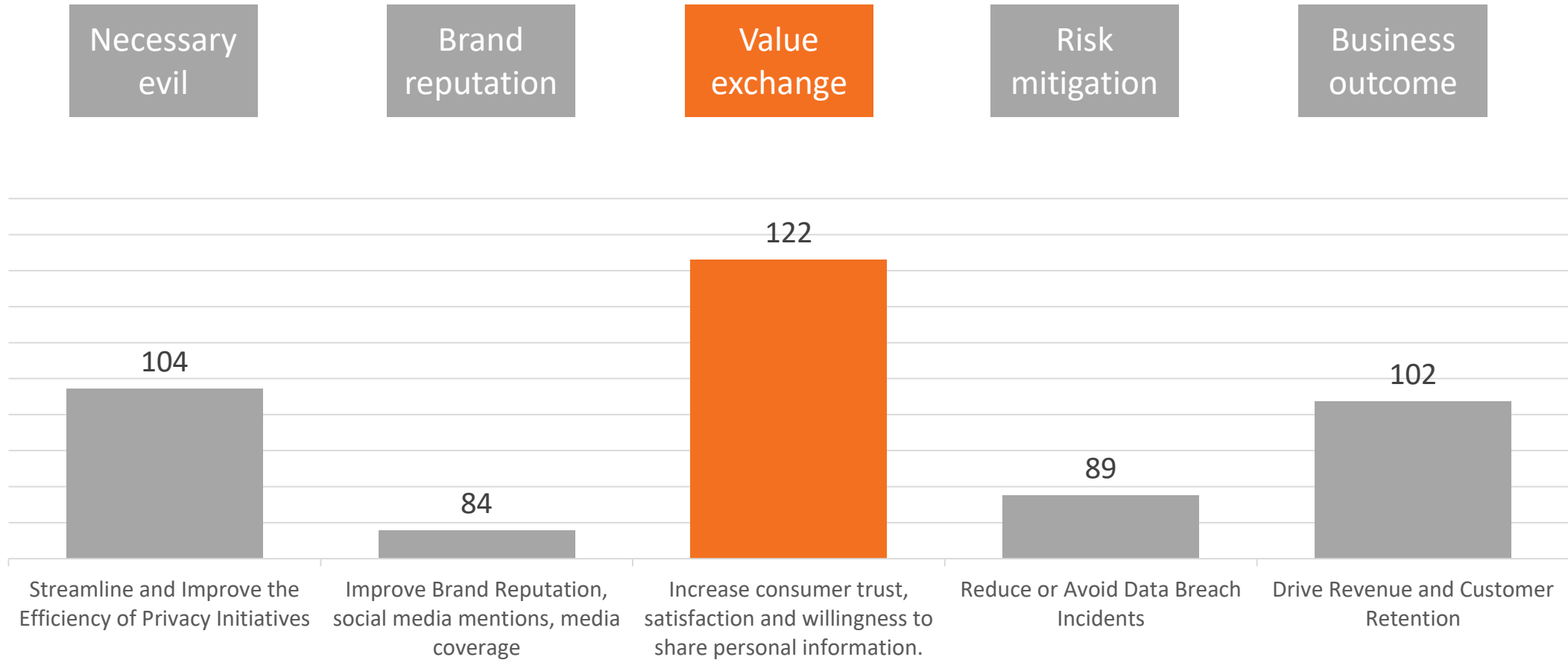
A legal orientation, focuses more on risk mitigation



|| A marketing orientation prioritizes brand reputation

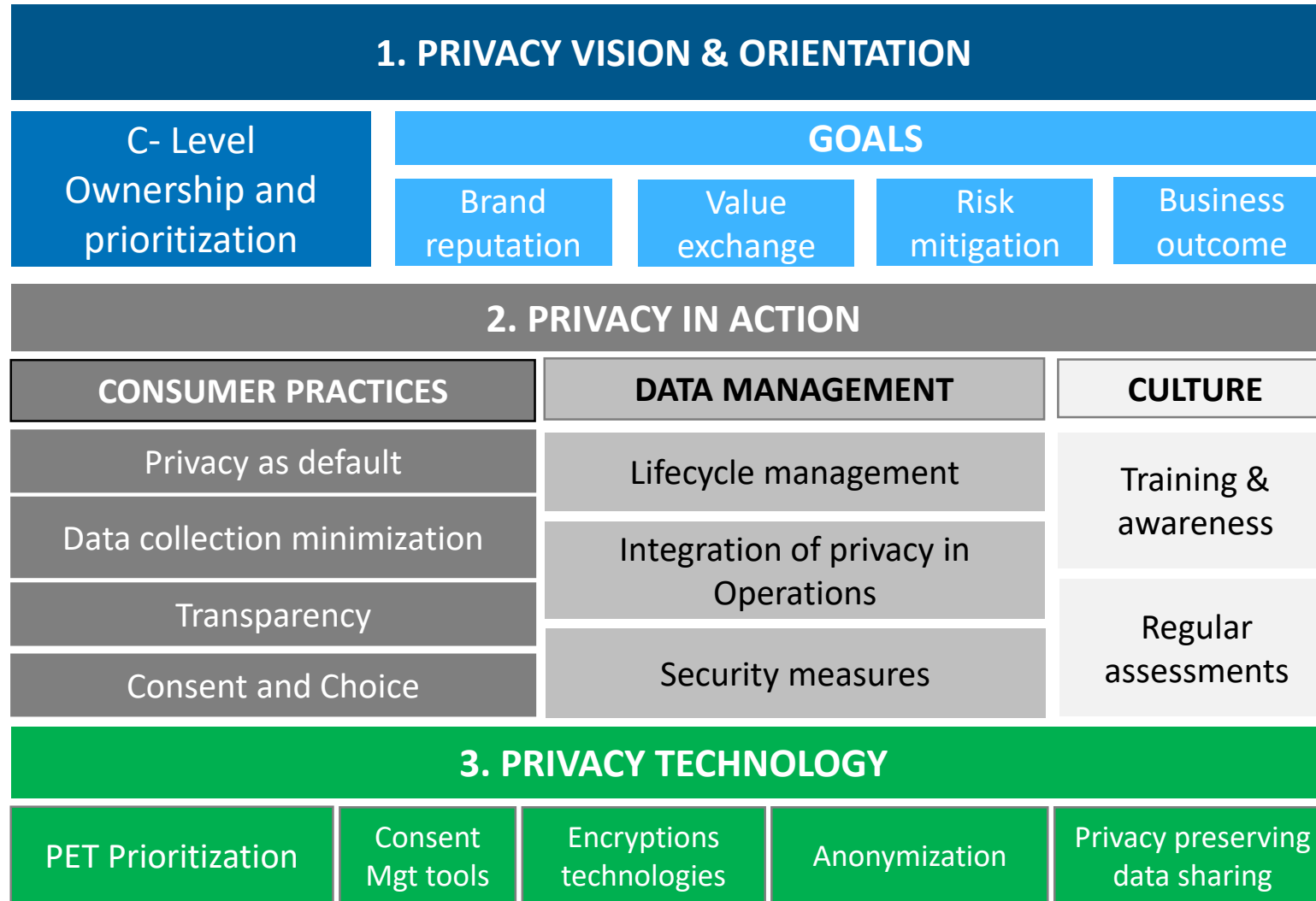


|| A Tech ownership, typically prioritizes a value exchange - better access to personal data





A Comprehensive Framework to guide privacy implementation





3 initial themes from the State of Data Privacy study

1. **Fast and Slow:** As (PETs) become a bigger area of focus, many marketers lack urgency to address Privacy more holistically
2. **Necessary evil:** Privacy is still seen as a necessary evil that needs to be managed, and secondary as a source of competitive advantage
3. **Three takes on one capability:** Legal vs Marketing vs Tech have a different vision for Data Privacy.

Participate in the State of Data Privacy study



Stay tuned, and get notified about the report

