



Welcome

Navigating Privacy Legislation for Marketers

Presenters



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The disconnect between customers and brand experiences

86%

Customers will
pay more for
better experiences

1%

Customers feel that
brands consistently
meet their expectations

38%

Brands individualize
their efforts to customers

Data-driven experiences are **not** about cross or up selling.

Nor is it about the right product in the right place at the right time.

The goal of consumer experience management is to **safely use data to make it easier for customers to find and consume** what they want, how and when they want.

Building blocks of Data-driven experiences

Recognize

Identify known customers and prospects by **orchestrating customer data** technologies (CRM, CDP, DMP) and creating a **single source of truth**.

Remember

Build a **Living Profile** that remembers who your customer is but **dynamically updates** as their needs and preferences change.

Recommend

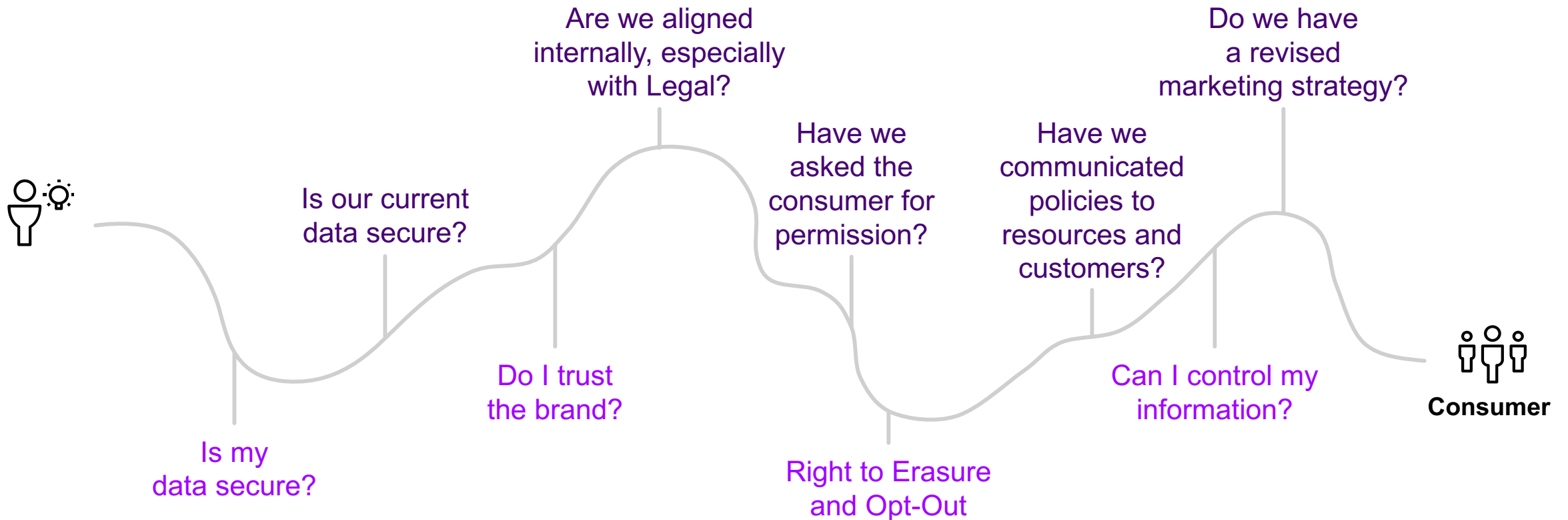
Reach out to customers with the **right marketing**, offer, and customer experience based on their **actions**, **preferences** and **interests**.

Relevance

Deliver **contextual experiences** using multi-sourced data to identify **who** your customer are, **what** they want, and **why** they want it.

Creating frictionless experiences requires a proactive privacy approach

Key concerns of the CMO



Key concerns of the consumer

Marketing Operations should be revisited

Representative marketing activities

Content Marketing using Social Media Data

Customer Data Pass-backs to Marketing & Advertising Vendors

Customer Data Access to agencies & internal teams

Usage of Third Party Data for targeting, analysis & segmentation

Personalization of messaging across channels

Identity Resolution and Customer Data Platform usage

Derivative Data created with Artificial Intelligence

Database Reads, Writes, and Querying with Customer Data

Programs related to Data Monetization

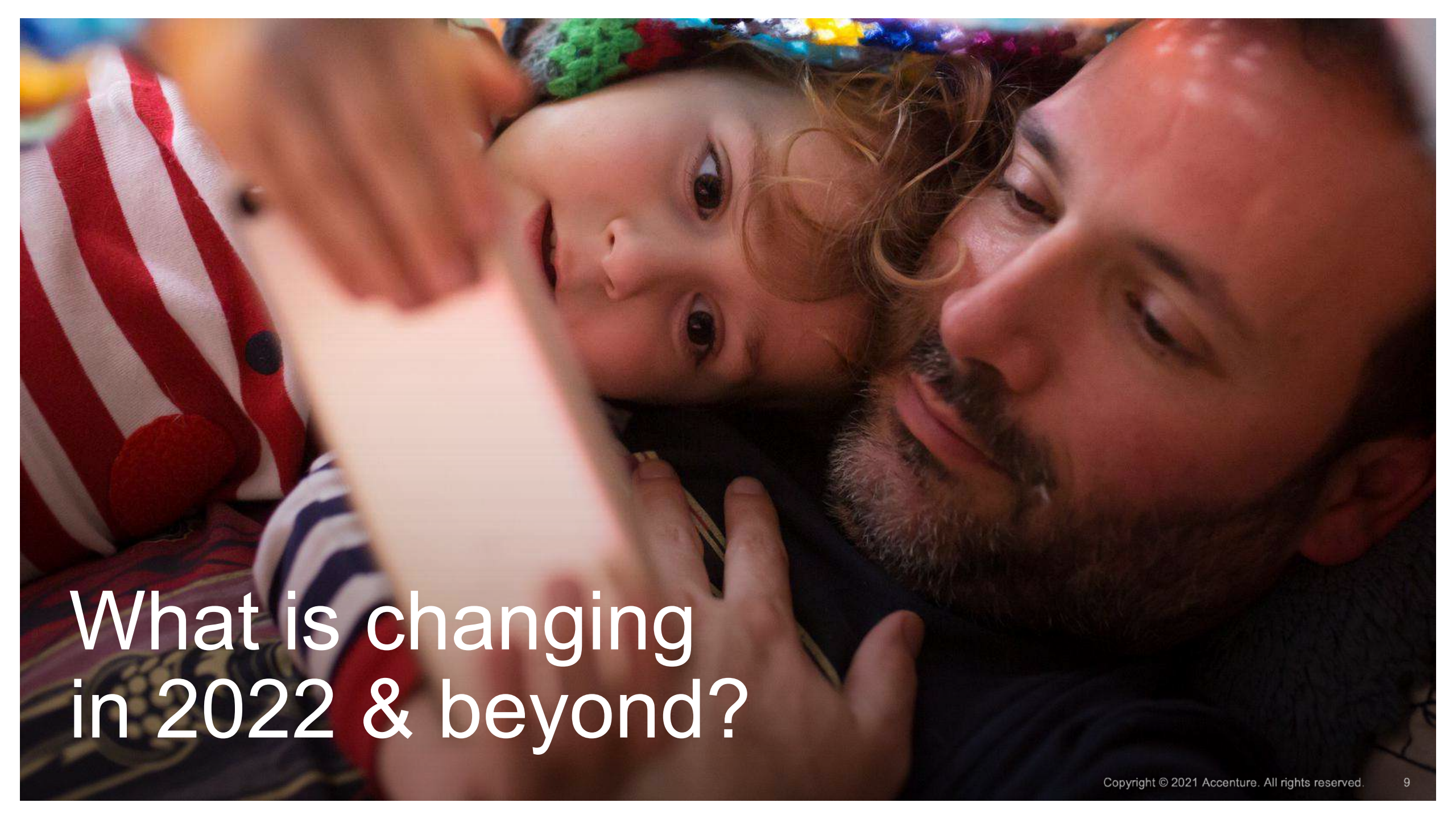
Subject to innovation



Data driven marketing

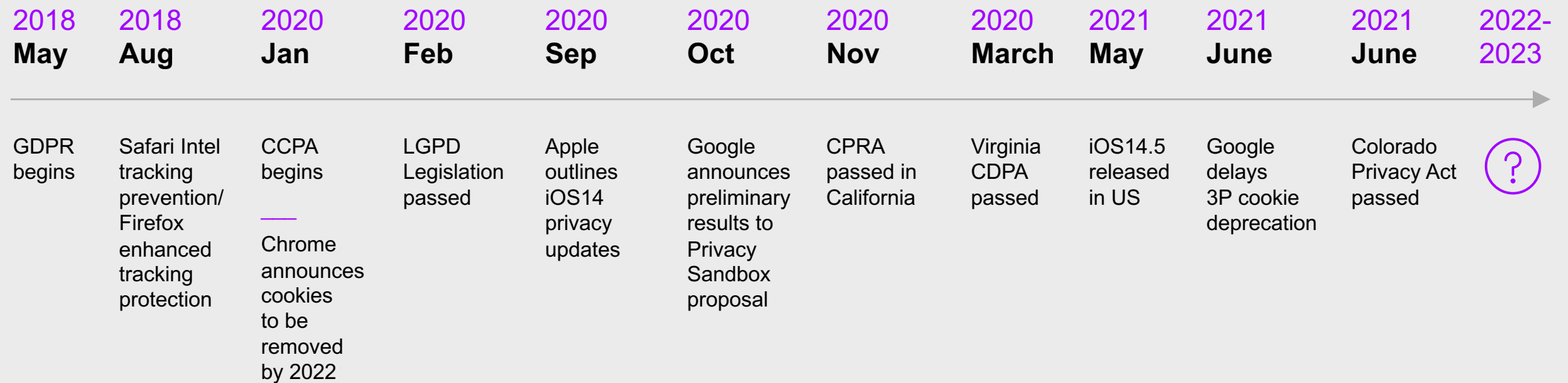
is a complex and nuanced field with many parties involved to launch a communication or message to consumer.

Given the legislation, existing activities may prompt a re-evaluation in how marketing is executed.

A close-up photograph of a man with a beard and mustache, looking down at a baby. The baby is wearing a colorful, knitted headband with green, red, and blue patterns. The baby's shirt has red and white vertical stripes. The man's face is partially visible on the right side of the frame, looking towards the baby. The background is blurred, showing some colorful objects.

What is changing
in 2022 & beyond?

Foundational shift in consumer Data Management



What changes to expect in 2022 and beyond?

01

Continued momentum away from cookies

Expected clarity on timelines and solutions from major browsers around cookie deprecation

02

Reduction of mobile advertising identifiers

iOS14 changes to user privacy will allow tracking for opt-in users only

03

Heightened consumer awareness on personal data

How brands collect, store, and utilize data will influence brand equity and consumer perception

04

Revisiting of third-party scope and definition of “sell”

Changes to opt-in and out of data processing for targeted marketing

Losing signals disrupts Digital Strategy & Operations

	Targeting	Analytics	Experiences	Technology
Challenge	Ability to target customers, prospects, and lookalikes is significantly diminished, as is performance data to drive optimizations	Measurement of digital platform activity, and the marketing placements that drive traffic, will suffer significant gaps	Ability to recognize, remember, and recommend is dramatically decreased without cookies	AdTech and martech in many cases will require new infrastructure and ID management to communicate with external systems
Use cases	<ul style="list-style-type: none">• Prospect targeting• Site retargeting• Lookalike targeting	<ul style="list-style-type: none">• Media measurement and attribution• Audience analysis• Web analytics	<ul style="list-style-type: none">• Personalized messages• Identity management• Persistent logged-in state	<ul style="list-style-type: none">• ID and cookie syncing• Online/offline onboarding• Native data versus third-party data

Due to signal loss, the expected decline in marketing efficiency is estimated between 10%-30% based on initial findings.



A photograph of two young women outdoors. The woman in the foreground, on the right, has dark curly hair and is wearing a bright yellow t-shirt and blue jeans. She is smiling and looking back over her right shoulder towards the other woman. The second woman, on the left, has light brown curly hair and is wearing an orange ribbed sweater. She is seen from the back, looking towards the first woman. They are standing on a paved surface, possibly a street or parking lot, with trees and a building in the background. The lighting is bright, suggesting a sunny day.

Actions to take

Actions to take immediately

Plan

01

Quantify impact of signal loss

Identify the business opportunity and risk to your digital marketing to inspire change

02

Identify marketing org privacy readiness

Utilize a privacy and signal loss health check to identify across six-key pillars of focus areas to double-down on

03

Develop risk story to take with the legal team

Quantify the operational, security, and regulatory risk against monetary impact to provide clear decision factors

Build

04

Build a singular customer ID and identify extensibility

Unify data into a singular ID to understand the value of customers and their purpose and send data server-side instead of browser

05

Accelerate First Party Data Scale and quality

Uncover valuable and untapped insights through robust interlinking algorithm built in-house using external ID graph and identifiers

06

Build living profiles

Build a living profile of the customer's unique preferences, passions, and needs, and lay the foundation for a future where personalization platforms can architect previously unimagined experiences

Run

07

Experiment with new tactics

Develop an agile workflow for shifting tactics quickly through the industry changes and move away from quarterly planning towards agile sprints

08

Develop privacy centric ads

Deliver real-time personalization through the ad experience itself with AI-powered personalized conversational ads at scale

09

Develop clean room capabilities

Develop a data clean room to store aggregated data with strict privacy and access controls with technology partners

10

Measure with cookieless methodology

Justify the value of every dollar spent and apply advanced analytics to maximize marketing return on investment



Quantify the impact of Future Signal Loss

Plan

01

Quantify impact of signal loss

02

Identify marketing org privacy readiness

03

Develop risk story to take with the legal team

Current challenges

- **Identify the level of impact changes will have on your business** as certain tactics will be disproportionately affected than others
- **Based on user-base, revenue-at-risk may shift** depending on proportion of browser share for your brand, including traffic by mobile web vs. mobile app
- **Quantifying the potential inflation of CPAs for any given campaign** will allow for reforecasting to finance or capital investment teams



Quantify Signal Loss

Solution approach

- **Ingest and map all data points across digital marketing with web data** leveraging site analytics and ad server data to understand current distribution of conversions across devices and operating systems
- **Identify the dollars** saved through suppression techniques and understand the lost efficacy that may result in ID deprecation
- **Quantify the potential savings or conversion rate improvements** from cookies firing less on website, depending on the time the browser takes to load on the web page

Identify Marketing Org's Privacy Readiness

Plan

01

Quantify impact of signal loss

02

Identify marketing org privacy readiness

03

Develop risk story to take with the legal team

Current challenges

- **Privacy and CISO professionals** provide directives to manage consumer privacy, but lack understanding of marketing priorities
- **The balance between CMO goals and consumer rights is fine line** and areas of focus may not be abundantly clear
- **Proactivity in privacy readiness** is lacking and solutions and mitigations is driven by technology partners or IT organization



Identify Marketing Org's Privacy Readiness

Solution approach

- **Identify and determine whether policies are aligned** to marketing operations and usage of consumer data
- **Understand whether existing CX architecture** is future proofed make the most with privacy-centric policies from big tech
- **Manage marketing activations and scalability** as it adheres to best practices in identity management

Develop Risk Story

Plan

01

Quantify impact
of signal loss

02

Identify marketing
org privacy readiness

03

Develop risk story
to take with the
legal team

Current challenges

- **CMO and Legal** have different lenses they bring to decision making for privacy
- **The balance between CMO goals and regulatory guidance is not black and white** as the regulations leave much up to interpretation
- **Legal is viewed as house of no** and need support in understanding the regulatory and compliance risk compared to business loss and opportunity risk



Develop Risk Story

Solution approach

- **Identify risk decision criteria** for privacy decisions with Legal
- **Develop** “what if” scenarios to help teams conceptualize how the risk could manifest compared to business value
- **Iterate**, these will be ongoing conversations as the teams work together to best achieve business outcomes while accounting for risk concerns

Call to action



Increase partnership
with internal privacy groups
to be a regular dialogue



Don't “stop” marketing
use case development,
but innovate around new
privacy considerations



Qualify the opportunity
cost of technology changes
to marketing use cases





Thank you.