

**GROWTH PRIORITY:** Data, Technology, and Measurement

**GROWTH MANDATE:** Transform the digital media ecosystem to be addressable and privacy safe in a cookie-less digital universe

**WHY IT MATTERS:** CMOs whose strategies rely on executing marketing that requires cookies will not be sufficiently prepared to compete once their ability to leverage 3<sup>rd</sup> party customer data or app identifiers for use in ad targeting, audience, and segment definition.

## OBJECTIVE

Hear from the leading consumer research firm about the latest consumer insights on data privacy from around the world. Share best practices, lessons, opportunities and challenges that CMOs have experienced in addressing data privacy.

## DISCUSSION FOCUS

- In terms of data privacy and consumer consent, do you know what your consumers/customers want?
- How will this impact your business strategy?
- What industry-related challenge is keeping you up at night?
- What resources would help you the most?

## CONSUMER PERSPECTIVES ON ONLINE ACTIVITY TRACKING

**How can brands develop and maintain relationships with consumers in this new data access environment? What is considered a fair value exchange for leveraging consumer data? What types of incentives are most effective?**

**Digital privacy rights are high concern** in the US and Europe, and people feel that not enough is being done to address the issue.

- 70% US consumers concerned about digital privacy rights.
- 56% don't believe their country is doing enough about it.

**Customers see more disadvantages than advantages to being tracked online,** and do not trust companies to keep their information safe

- 48% say there are mostly disadvantages to companies collecting their data
- 64% don't trust, or trust a little, to keep consumer data safe and secure

**Younger and higher income consumers are more likely to see advantages** of companies collecting information about their online activity.

**Those who say there are advantages to activity tracking point to relevance,** finding deals, convenience, and discovery.

**49% of consumers would rather opt-in** than opt-out to information sharing.

**Consumers less comfortable when asked about "tracking" (28%)** than they are with phrases like "collecting information" (31%), or "using information" (33%).

Source: Consumer Perspectives on Online Activity Tracking, Morning Consult, 8/12/2021



***Cookieless Future: The Consumer's Perspective**  
Presented by ANA's Global CMO Growth Council.  
Hosted by Suzy Deering, CMO at Ford Motor Company.  
Featuring Dr. Kyle Dropp, Co-Founder and President at Morning Consult*

## KEY TAKEAWAYS

- 1. ALL PEOPLE SAY THEY WANT PRIVACY:** But, when you get specific, they shift their preference. People want useful stuff (geo-location on maps, or Netflix recommendations). Think about how to communicate the useful value of data to drive triggers of acceptance.
- 2. NOBODY HAS THE RIGHT HANDBOOK FOR DATA TODAY:** We have a difficult road ahead, and we are all at different levels of understanding. It is critical that we come together as leaders to mitigate the confusion.
- 3. UPHOLDING BRAND AUTHENTICITY IS PARAMOUNT FOR EVERY MARKETER.** We need to understand the customer intimately – and data is the key to doing that. As marketers, we run the risk of being put into a data deficit, if we forfeit control of the data to other groups.
- 4. MARKETING IS AT THE CORE CENTER OF EVERY ASPECT OF BUSINESS TODAY:** It is exciting, and nerve-wracking. Yet, we need to band together more than ever over the next few years to bring the right partners to the table to drive the future of data privacy.

## WHAT INDUSTRY-RELATED CHALLENGE IS KEEPING YOU UP AT NIGHT?

- “The **unknown** is overwhelming. Coordination across the organization to execute on a customer-centric strategy is difficult.”
- “We need a heatmap of where the data is: legal meets marketing meets the tech team to negotiate across these to be able to ethically, and legally execute.”
- “The industry is not moving quickly enough, and we all may suffer because of it.”
- “How can we find a way to bring legal perspective and user experience closer together so that it is not overbearing for users? How do we incorporate consent and compliance in a user-friendly way?”
- “Legal and compliance are driving the conversation. I feel like I need to know what we were doing one-to-one so I can educate my organization. How can I get people who don’t think about this to start thinking about it in an integrated way?”
- “Our number one focus is to build a first-party database that will provide us with enough scale to accurately power our media decisions, while providing our customers with the right experience.”
- “We are looking at combining data and finding its true value. We’ve gotten used to having very good detailed data and almost lost sight of higher level of data (demographics) which can be very valuable even without detailed data.”

## SUZY DEERING’S “BUCKET-ING” LIST

1. **EDUCATION:** Where is the starting point? We need “Data privacy and tech for dummies.”
  - *What do I need to think about first?*
  - *Who are the internal stakeholders? C-Suite, legal, IT, what others?*
  - *Who are the external stakeholders?* Industry partners – how do we educate back and forth with each other? Universities – how do we impact the next gen of talent.
2. **MEASUREMENT:** Talking about customer lifetime value. At Ford we are moving from a wholesaler to dealer model – to focus on customer lifetime value. We need to make a massive investment -but we need to understand how to show value.
3. **TECH:** How do we vet partners? What is criteria to vet against specific aspects? They all offer a lot. How do we know the difference? First-party and third-party data needs are different and critical.
3. **CONTENT:** We need a common language, how we show up, transparency, legal disclaimers about data usage need to consistent and user friendly.
5. **DATA:** Going back to categorization of data. We struggle with collecting and using first-party data.

## WHAT RESOURCES DO YOU NEED THAT YOU DON’T HAVE NOW?

- **Website Governance.** Cross functional teams that can bring together marketing, IT, legal so that we can build a solid foundational experience.
- **Supplier Assessment Tool.** We need the ability to easily validate our partners. We need to build a tool like “[Charity Navigator](#)” to validate data privacy practices.



[Click to download a copy of the research readout from Morning Consult.](#)

## UP NEXT:

- **September 8 | 10:00 AM ET** - Global CMO Growth Council Data, Technology & Measurement Planning Session #3: 2022 Mandates
- **September 14 | 9:00 AM ET** - Marketing’s Global Day of Learning – 24-Hours of innovation, inspiration, and learning, - Free to anyone in the marketing industry

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