

GLOBAL CMO GROWTH PRIORITY: Data, Technology, and Measurement

GLOBAL GROWTH MANDATE: Transform the digital media ecosystem to be addressable and privacy safe as the industry moves to an ecosystem without cookies and Apple IDFA.

PROBLEM WE ARE SOLVING FOR: Your ability to leverage the customer data your organization collects to influence customer touchpoints.

OBJECTIVE

Facilitate a private, candid forum for CMOs to interact with peers, led by experts from the ANA and Deloitte about “Preparing for the Future of the Media Landscape – Customer Data Resilience

DISCUSSION FOCUS

- Drivers increasing the importance of privacy in marketing
- Issues organizations face capturing or using customer information for marketing
- Developing strategic relationships with Privacy/Legal and IT/Data

DATA PRIVACY AND FUTURE PROOFING DIGITAL ADVERTISING

What are CMOs doing to drive the future of customer data, so they have the data they need going forward?

- **Building new internal strategic partnerships:** Build a common data strategy by bringing together the right stakeholders across marketing, IT, legal, and privacy groups to work in lockstep with marketing and IT.
- **Creating dedicated teams:** Build teams within the marketing organization, dedicated to data that can work with IT and legal to understand backend privacy requirements and connect data across the organization.
- **Identifying new external resources:** Legacy partnerships may not provide the right skillsets to navigate the first-party data landscape. Partners need to leverage your data strategy into optimal media approaches.
- **Developing a healthy appreciation for data hygiene:** Data degrades quickly, especially if you have disparate data sets around the world. Dedicate resources who have a strong appreciation for, and experience in, maintaining the health of the data.
- **Gaining a better understanding of the right way to use first-party data.** With personalization, where do you draw the line? What is sage? What is creepy? Understand the role of data across the full customer journey to deliver the right message in the most relevant moment.



Over 30 CMOs from around the world joined forces in a private discussion with subject matter experts from ANA and Deloitte on March 10, to share their approaches to data privacy in a “cookieless” world.

KEY TAKEAWAYS

1. **Embed privacy in the customer journey.** Create customer trust and loyalty through privacy consent, transparency and control.
2. **The big issue is culture.** Organizations must shift from product-centric to client-centric. To enact that, everyone needs to have a voice in the transformation. Everyone must have an ability to provide feedback.
3. **Connect the right stakeholders.** Bring together stakeholders beyond the marketing organization to future proof digital advertising.
4. **Collect and enhance first-party data.** Develop direct customer relationships through new defined touchpoints in the customer journey.
5. **Privacy as a differentiator.** As consumers become increasingly privacy-minded, use your privacy standards to drive trust and brand loyalty.

The future proofing of digital advertising requires not only changes to current advertising processes and partnerships but alignment across the broader enterprise through first party data, IT and privacy strategy

STANDING UP A DATA ORGANIZATION

How do you move from a privacy checklist to a more proactive strategy around customer touchpoints that include first-party, second-party, and third-party data?

- **Shift from product-centric to customer-centric.** Transforming into a data-driven organization requires you to take a multi-dimensional view. On an enterprise level, data must be pulled together to drive decision making throughout the organization. Across business units, data is used differently, so it is important to document all the various data being collected and consider creating a “data-distribution” office.
- **Privacy is not a top-of-the-funnel thing.** Marketers need to push to be more creative in how they look at data and performance. Every activation doesn’t need to drive thousands of people to be successful. With the right permissions and the right data, you can drive more meaningful engagement with a smaller population that drives increased performance. But you need to reach the right people.
- **Transformation of choice.** Think of privacy as part of a larger approach to social responsibility. By adding “respect for privacy” to a broader social responsibility framework, you can give consumers more choice. You can provide a menu of preferences for ways that they want to engage with you. Consider offering different levels of engagement: high, medium, or low. This flips the privacy narrative from brands dictating choice to consumers dictating choice.

As a CMO, ask yourself:

“What is your working relationship with your chief privacy officer?”

The reality is that privacy has been a “check-the-box activity.” **NOW** brands are using privacy as a differentiator – to drive trust with customers and build brand loyalty.

ADDITIONAL RESOURCE:

THE PARTNERSHIP FOR RESPONSIBLE ADDRESSABLE MEDIA

Developing addressability solutions that safeguard privacy, improve the consumer experience, and protect ad-supported digital content and services - PRAM is working to ensure consumers and businesses can continue to connect responsibly and enjoy the benefits of the digital economy in a safe and effective cross-media environment where privacy is fundamental. responsibleaddressablemedia.com

JOIN US FOR THE NEXT CMO OFFICE HOURS | April 7 | 12:00 P – 1:00 P (ET)

What’s at Stake: *The loss of your ability to identify consumers across platforms.*

Third-party cookies provide marketers with identity and sensing (or “signals”) across the open ad ecosystem. They identify who the audience is as they browse, and what and where they are browsing. This sensing information then goes back into the data aggregators and/or social media platforms, which is used to build audiences and targets.

Who will this Impact the Most: CMOs relying on programmatic media, retargeting, or cookies.

“Loss of Signal,” featuring **Mike Brinker**, Principle at **Deloitte**, and **Bill Tucker**, Group EVP at **ANA**.

[Click here to request an invitation.](#)

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