Trying to maximize customer acquisition and retention this year? Invest in privacy

A marketer's guide to growing revenue and brand loyalty through a modern data strategy



Ketch

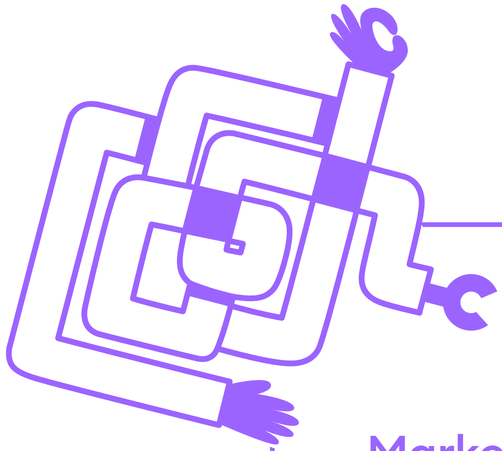
New privacy laws and regulations have disrupted the marketer's playbook.

Marketers need a modern and collaborative approach to grow revenue and build customer loyalty in an increasingly regulated world.

Privacy regulations continue to rapidly evolve, and businesses are struggling to take a unified and strategic approach to maturing their privacy efforts:

- New regulations are upending the martech and adtech systems that have historically driven marketers' personalization and targeting strategies.
- Device and system level identifiers are rapidly being deprecated–changes like Apple Mail Privacy Protection (MPP) have severely limited marketers' ability to track and optimize campaigns.
- Google's much hyped next-generation analytics platform, GA4, restricts IP address based tracking.

It's a shocking amount of change in a short time span and as a result many data owners and the marketers who rely on them are throwing in the towel.



Marketers must prioritize data transparency and collaborate and activate on a fully-permissioned data asset. **This is easier said than done.**



Old tactics won't cut it: marketers must adapt their strategies to stay competitive.

As organizations fret about whether the data they're collecting is adequately permissioned, the short-sighted option is to turn the data spigot off in an effort to mitigate risk. Surprisingly, this is the approach many brands have taken; in effect cutting marketing teams off from the data they need to execute their strategies. But opting out of the data economy is a poor long-term strategy.

Instead of reducing data access, brands should focus on capturing more consented first-party data and building better pipelines so that data can be shared across the organization and partners for activation.

The good news is that people inherently understand the benefits of sharing data with companies, they just want more control over how their data is used. **According to a 2022 study by MAGNA Media Trials and Trust by Design Platform Ketch:**

83% of people

understand the benefits of data sharing

90% of consumers

say their relationship with a brand would improve if they were offered more control over how their data was used

These are promising numbers for any marketer–but don't expect your legacy cookie banner to deliver results like this. To see the results of a modern data strategy, you need a modern technology infrastructure.

23% more purchase intent

for brands that demonstrate responsible data practices like transparency and a reasonable data retention policy

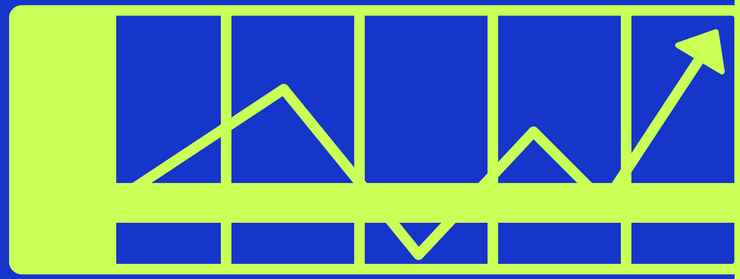


Pitfalls to watch out for: don’t let legacy privacy tech hold your organization back.

While a traditional consent management platform (CMP) can help companies check the box on basic compliance, marketers need to do more to build a fully-permissioned data asset that can unleash growth.

Start by ensuring that consent signals from consumers are orchestrated across your entire data ecosystem. In practice, this means having a real-time orchestration layer between your CMP, internal databases and all third-party applications. Without these connections in place, companies run the risk of activating customer data without proper consent.

While this can erode customer trust and expose organizations to risk, often the most significant impact for marketing teams is a decrease in the willingness to collaborate, innovate and experiment with customer data. No marketing team wants to execute the campaign or data-sharing strategy that lands its organization on the homepage of the Wall Street Journal for privacy violations.



Marketing teams pivot to offense when they have confidence that consumers’ real-time consent choices are fully reflected within their data asset. They ramp up data activation and monetization strategies. For a large bank, this could mean sharing data across lines of business to drive a successful cross-sell strategy. A global CPG firm can launch more sweepstakes to capture first party data, and collaborate with retail and media partners in a clean room to improve campaign insights. For all marketers, this means driving greater ROI and utility from data as it’s confidently fed into CDPs, AI, and analytics to unlock greater value.

The opportunity: grow revenue and brand loyalty by building the future with your customers.

Figuring out how to capture consumer consent and orchestrate it across your ecosystem isn't the end-goal, it's the first step in building long-term customer loyalty. Much like social media permanently altered and leveled the relationship between customers and brands, privacy regulations are having a similar effect.

As individuals gain more privacy rights, and become co-owners of their data, modern marketers can use these shifts to their advantage. **Instead of focusing on building privacy-compliant or 2.0 versions of the past, marketers should build something better–with their customers.** It's not just the right thing to do, it's also a smart business move.

In September of 2022, McKinsey & Company published a study highlighting the link between improved business results and brands with strong data responsibility and privacy practices. The impact was significant:

- Brands that prioritize digital trust* are more likely to see annual growth rates of at least 10 percent
- 50% of survey respondents indicated they make online purchases only after making sure that the company has a strong reputation for protecting customer data
- 40% reported leaving a brand after learning that it was not protective of customer data

In one of the most interesting findings of the McKinsey study, **46% of respondents said they always or often consider another brand if their current brand was unclear about how it would use customer data.**

**McKinsey defines digital trust as: "the confidence in an organization to protect consumer data, enact effective cybersecurity, offer trustworthy AI-powered products and services, and provide transparency around AI and data usage."*



Not having a point of view on privacy speaks volumes.

Marketers are uniquely positioned to make privacy their organization's next big growth driver.

Consumers expect brands to have a point of view on privacy and are increasingly voting with their wallets. In today's environment, it's not enough to not be a bad actor, and hiding in the herd will no longer cut it when it comes to your company's privacy approach.

As a result, brands need to take proactive stances on privacy and data responsibility, and marketers should lead the charge by communicating clear, concise and mutually-beneficial policies that build brand value and consumer trust.



Want to learn more?

We'd love to show you how Ketch empowers marketers to build better relationships with customers through permissioned data.

Learn more about Ketch →

