To maximize the value of your program, make privacy a team sport.

As privacy programs increasingly become data management programs, their organizational value grows exponentially.

A modern privacy program goes way beyond basic compliance delivering value for marketing, tech, and data / analytics teams. The key to recruiting your privacy dream team is to connect the dots between privacy and stakeholders' departmental goals.

Use this cheat sheet to better understand the motivations of stakeholders and begin the conversation.

Marketing & Growth Teams

"I need the ability to continue leveraging data."

Marketers live and die by the data they collect and activate, but privacy regulations are forcing marketers to evolve their personalization and targeting strategies.

By leaning in to privacy, marketers ensure the data they're collecting is accurately permissioned and can continue to drive growth for their organizations.

Privacy Use Cases
- Increase consent / opt-in rates
- Increase 1P data quality / quantity
- Increase brand trust and purchase intent

KPIs
- Increase contactable %
- Increase data ROI
- Increase revenue / ARPU

Technology Teams

"I need to manage the balance of data risk with ongoing innovation."

Tech teams need to identify, prioritize and mitigate data risk while managing a tech stack that drives innovation and growth.

By leaning in to modern privacy tools, tech teams benefit from greater automation and productivity, creating more time to focus on data risk mitigation and strategic initiatives.

Privacy Use Cases
- Improved visibility into data risk
- Reduced risk of improper data usage
- Avoid re-architecting tech stack for data privacy

KPIs
- Reduce risk footprint
- Improve IT team productivity
- Improve ROI by supporting more business initiatives

Data & Analytics Teams

"I need the ability to continue generating data-driven insights."

Data / analytics teams create value by predicting business performance, consumer behavior and creating data-driven cultures.

By leaning in to privacy, data teams ensure their organizations use AI and data ethically, driving business value and future-proofing against forthcoming AI regulations.

Privacy Use Cases
- Accelerate digital transformation
- Increase adoption of AI organizationally
- Improve data sharing & collaboration

KPIs
- Increase ROI of digital transformation initiatives
- Increase % of predictive data
- Increase employee productivity