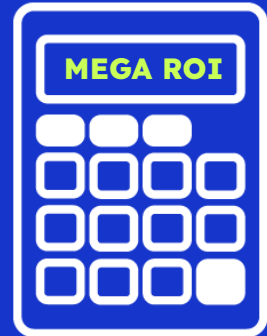


The Ketch Practical Guide to Privacy

Step 5:
Map privacy tech to
business value

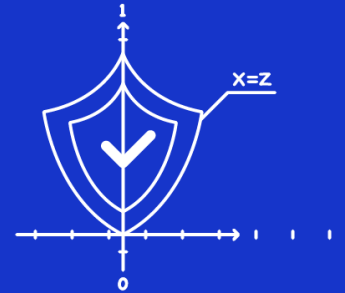


As the value of privacy programs continues to expand, having the right framework to develop a holistic ROI story is critical.

While achieving regulatory compliance and mitigating risk will always be important motivators, modern privacy programs help organizations:

- Automate manual workflows, freeing time for strategic work
- Accelerate digital transformation projects
- Share and collaborate on data improving monetization strategies
- Build brand value and increase consumer purchase intent
- Deliver growth through the responsible and ethical use of AI

Which is to say, a lot. Keep reading to learn about the framework Ketch uses to build business cases with customers.



We think about value across four categories



01

Minimize data
privacy risk

RISK MITIGATION

02

Decrease costs
associated with
preparing for new
regulations

COST TAKEOUT

03

Decrease costs
associated with
preparing for
ongoing
regulations

04

Increase customer
purchase intent and
data utility / ROI

REVENUE GROWTH



Each category has associated value-drivers

Use this cheat sheet to highlight your organizational priorities

01

Minimize data
privacy risk

1

Ensure data and consent capture conforms to global opt-in / out frameworks

2

Ensure consumer rights flow down to all systems: access, deletion & opt-out

3

Minimize data blind-spots via always-on and connected data discovery

4

Reduce risk of activating data without proper consent / permissions

02

Decrease costs associated with preparing for new regulations

5

Automated templates ensure quick compliance with new regs (X% benefit)

6

Automate manual tasks of updating web tags / code (X% benefit)

03

Decrease costs associated with ongoing privacy program ops

7

Automate manual tasks of DSAR fulfillment (X% benefit)

8

Automate consent orchestration into all systems (X% benefit)

9

Streamline assessments like PIA, DPIA and TIA (X% benefit)

10

Automate manual tasks of data discovery (X% benefit)

04

Increase customer purchase intent and data utility / ROI

11

Increase purchase intent via responsible data practices (X% of revenue)

12

Increase 1st party data via tailored privacy CX (X% addressability benefit)

13

Improve 1st party data quality & quantity via preference optimization

14

Improve data ROI by orchestrating consent across the org

Leverage the value calculators on [Ketch.com](https://ketch.com)

We've made it easy to quantify the value of modernizing your privacy program with Ketch

Want to know the estimated benefit based on our data?

Get in touch and we'll connect you with a member of our business value team who can help you build a business case.

7

Automate manual tasks of DSAR fulfillment (X% benefit)



A. DSAR fulfillment

Estimate your annual cost savings leveraging Ketch automated data subject access rights (DSAR) fulfillment vs. manual approaches.



Annual DSAR volume: 500
Estimated annual cost savings with Ketch: \$712,500

8

Automate consent orchestration into all systems (X% benefit)



B. Consent orchestration

Estimate your cost savings leveraging Ketch automated consent orchestration vs. building APIs manually in-house.



Number of 3rd-party systems containing PII: 16
Estimated cost savings with Ketch: \$320,000

11

Increase purchase intent via responsible data practices (X% of revenue)



C. Trust benefit

Estimate your revenue growth leveraging Ketch to operationalize responsible data practices to increase consumer trust, brand perception, and purchase intent.



Annual revenue: \$50,000,000
Estimated revenue increase with Ketch: \$2,500,000



Want to learn more?

We'd love to help you build a business case that highlights how Ketch can help your organization mitigate risk, reduce operational costs and drive growth.

- [Explore](#) the value calculators
- [Request](#) a business case

