

The Ketch Practical Guide to Privacy

The value of digital trust:
research from McKinsey



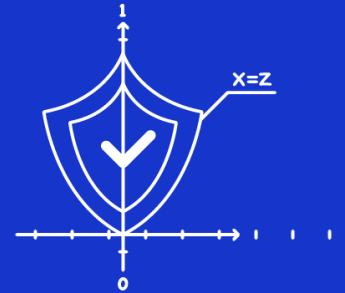
In 2022, McKinsey's AI group QuantumBlack quantified the value of responsible data and AI practices.

10% revenue increase.

McKinsey's research found that customers highly value their data privacy and will consider switching brands when a company's data practices are unclear.

The research found that a brand's trustworthiness and level of data protections are nearly as important as price and speed of product delivery when it comes to purchasing criteria.

Read the full report [here](#).



Digital trust.



“Confidence in an organization to protect consumer data, provide transparency around data and AI usage, and offer trustworthy AI-powered products and services.”

“Why Digital Trust Truly Matters”
September 12, 2022
[Link](#)



Digital trust is a key factor in purchase decision; nearly as important as price and quality



| Factors affecting Digital Trust |



Unlock greater revenue at key moments in the buyer journey via improved digital trust



Business Getting

53% make online purchases

only after making sure that the company has a reputation for protecting customers' data

Business Keeping

40% stopped doing business

with a company after learning they were not protective with customer data



Want to learn more?

We'd love to demonstrate how Ketch can empower your organization with the right tools to grow digital trust with your consumers.

- [Check out](#) the rest of the Practical Guide to Privacy Series
- [Sign up](#) to get more tips to optimize your program
- [Contact](#) us

