Sagacity

The Right to be Personal

Getting it right for consumers and for business
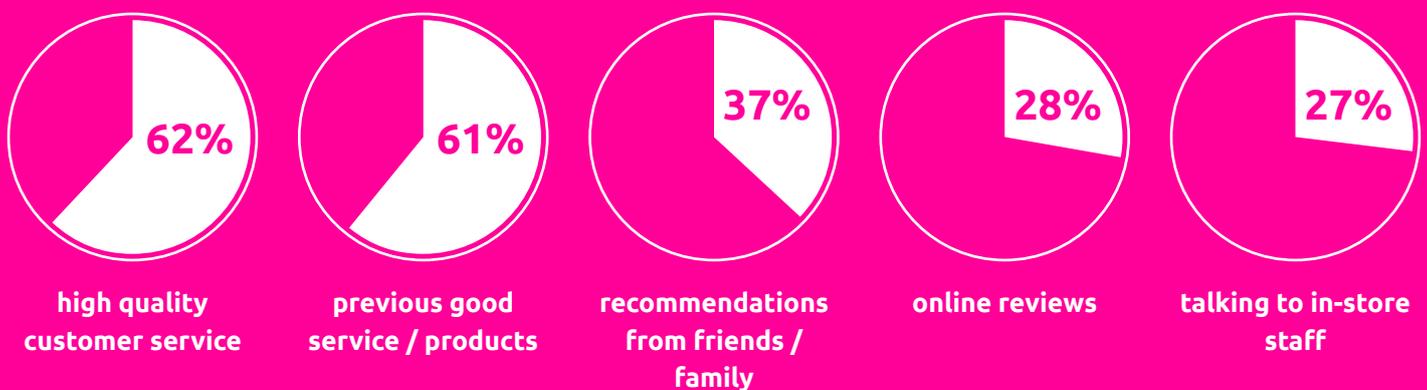
Privacy, the new
trust metric

The evolving legislative landscape and consumer behaviour and expectation can appear challenging to marketers. The last decade has seen a proliferation of mobile, social and digital channels, changing the way customers interact with brands, even in physical channels.

Yet, in many respects, what consumers are looking for is the same now as ever - the search for selfhood (defining themselves through activities, brands, fandom, etc), status (being admired, whether through likes or within a social circle), sharing (being an influencer or trend-setter) and service (being recognised and rewarded).

Brands that meet these demands build customer engagement. For retailers, this engagement - and the trust which results - is built on a stable set of influences:

62%	61%	37%	28%	27%
high quality customer service	previous good service / products	recommendations from friends / family	online reviews	talking to in-store staff

(Source: "New world, new consumer," Sagacity 2017).

Personal information supports customer engagement whether it is for buying, service or marketing and it can be captured from all of these transactions, interactions, reviews, shares and the like. To build a value-driving personal information asset means entering a data-value exchange with consumers, but one where there is a careful balance struck between what the company intends to do with that data and what its customers expect to happen.

The General Data Protection Regulation (GDPR) is very clear about what companies need to do in order to achieve this balance. Article 5 sets out the key principles to be adhered to during the exchange, with a strong emphasis on the accuracy of data, fairness, transparency and relevance. Brands already know these principles build positive, longterm relationships. However, the new marketing landscape calls for a more enlightened approach to marketing communication –

The right to be personal

Marketers who see the opportunities presented by GDPR and meet - or even exceed - the requirements of GDPR earn this right for themselves. That means having the permission and trust from individuals to demonstrate across all of a brand's marketing and interactions that it knows, understands and positively engages with consumers and their needs.

The benefits to brands of getting this right are powerful - return on investment is 30% higher for companies who use data and analytics to personalise their marketing and customer engagement (source: SAS and Forrester Research). The risks for brands of getting this wrong are also real - 55% of consumers have decided against buying something online due to privacy concerns.
(source: 'Crossing the Line' KPMG)

If there is a clear value for them in this exchange, consumers will trade their data:
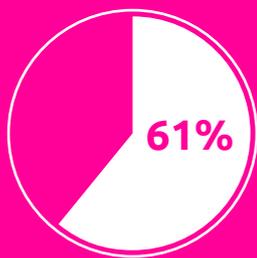
61% Would share location data in return for discounts or offers from nearby restaurants
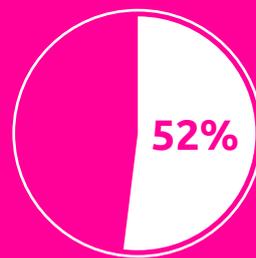
52% Would share location data and flight plans to get boarding directions and times

But, only 50% of consumers will exchange their privacy just for free or cheaper products/services.
(source: KPMG)

Instead, it is the personal experience, convenience and deeper value which they seek. With the new legal framework being ushered in from 25th May 2018 by the GDPR, new terms for this data-value exchange become obligations, not choices. The Regulation recognises that personal information belongs to the individual, not the companies they provide it to.

Brands can earn the **right to be personal** if they are clear in the way they recognise, identify, understand, interact with and reward their customers.

Thats personal:
why your brand needs
good data-driven
marketing

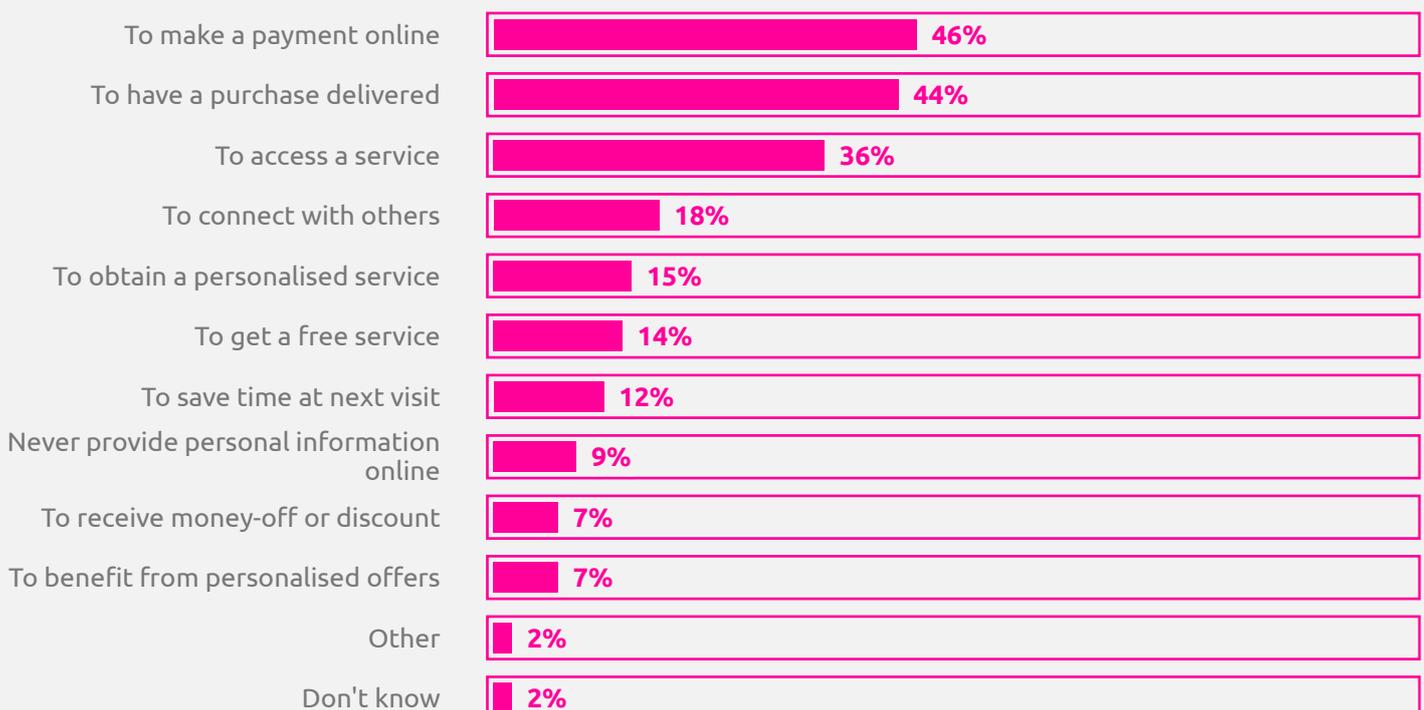# To your customers, every interaction with the brand should feel personal

If the reason they are touching the brand is rational - a transaction, service need, product research - then the brand needs to reflect what it knows about the individual to make the engagement easy, seamless and positive.

If the purpose is emotional - brand engagement, visiting a store, claiming a reward - the tone and structure of the journey may be different, but it still needs to recognise the individual and leverage insights into what is driving them.

This creates a trust pathway as the individual moves closer to the brand. As this graph shows, the more specific the customer's need, the more likely they are to provide personal information. If the brand wants the right to be personal, then it should seek to close any knowledge gap early in the customer's engagement, ensuring it has a full picture of the individual once the relationship has begun.
(Source: Eurobarometer 2015)

Reasons for providing personal information online

Reason	%
To make a payment online	46%
To have a purchase delivered	44%
To access a service	36%
To connect with others	18%
To obtain a personalised service	15%
To get a free service	14%
To save time at next visit	12%
Never provide personal information online	9%
To receive money-off or discount	7%
To benefit from personalised offers	7%
Other	2%
Don't know	2%

Recency drives up relevance

Data is the thread binding together all of the behavioural indicators yielded by individuals as they move from being merely a suspect towards converting into a customer and, with the right experience, a brand advocate.

With the ever-closer integration of data management platforms (DMPs) to support digital advertising and customer relationship management (CRM) systems to support ongoing engagement, there is no need for any loss of intelligence and insight - or for any stage in the customer journey to feel less than personal.

Data intelligence delivered into this marketing eco-system via a Data-as-aService (DaaS) solution, ensures no loss of knowledge along the trust pathway and if used correctly, the opportunity to enhance your own data asset.

Using our DaaS, you can maintain the accuracy of your data, target the right customers and ensure better decisions at every stage of the customer lifecycle.

Building this data ecosystem will make a big difference to the impact of your marketing:

Completeness

Your customers will never tell you everything about themselves. By using compliant third-party sources, delivered directly into your marketing systems, you can build an enhanced picture which looks and feels personal. That's your right, after all.

Currency

Ad networks and publishers increasingly use additional data to ensure they target messages and content with greater relevance. Using DaaS, your data can be matched against these common currencies, enhancing the chances of conversion from suspect to customer.

Accuracy

Keeping data clean will be law with GDPR Article 5 requiring that personal data is accurate and kept up to date – or deleted. Data accuracy also delivers recency which in turn drives up relevance. Retail marketing in 2017 is seen as relevant to 13% of consumers, up from 7% in 2013, but still showing real scope for improvement.

Recency

A real-time DaaS feed removes the latency between what you know about individuals and what they know about themselves.

Helping the human marketer, fuelling the marketing engine

The marketing desktop has become very crowded. From bid management systems and DMPs to analytical dashboards and campaign management tools, there has been an explosion of marketing technology. All of it has one critical requirement - data.

Within this new data-driven and technology-enabled environment it is easy to lose track of being a marketer. Understanding your market, developing propositions that resonate with customers, having breakthrough ideas. All of these are what marketers go to work for every day. Automation should drive more of this value-adding activity, rather than turning marketers into handmaidens of the machine.

But many marketers still struggle to gain their right to be personal. According to DataIQ research, only 10.8% fully personalise the customer experience, while 23.8% still use segments, rather than individual-level data.

Article 5 in GDPR introduces the risk of keep it clean or lose it" - if you are not taking reasonable steps to keep personal data accurate and up to date it must be deleted. By introducing DaaS into your marketing engine and ensuring you are appropriate and respectful when you exercise your right to be personal, you can avoid this trap.

Only 10.8% fully personalise the customer experience

It pays to think like a marketer, too, when it comes to data collection, management and deployment.

Set data limits

Just as broadband controls speeds at peak times, your data collection strategy should recognise when a customer is at a touchpoint to achieve something quickly and easily. Capturing basic information that can be matched back, such as email address, will keep you on the right side of that data-value exchange.

Show what you know in the right way

If consumers feel they are being asked for a lot of personal information which crosses the line from personal to, intrusive they may avoid the brand. If the customer experience shows that the brand recognises the individual and understands what they are trying to do, it will deepen engagement and trust.

Set the boundaries (and avoid being'creepy')

A high level of personal information is used by marketers, from profiling prospects to creating algorithms. The advantage gained is from exercising the right to be personal in a positive way, such as providing concierge services and anticipating needs. After all, 78% think telematics devices that allow emergency services to track a vehicle are cool, for example. But there are boundaries - being offered a taxi automatically when getting off a train by a taxi app using geolocation data is creepy to 63% (source: KPMG). The more you get to know individuals, the better you understand where to set the boundaries.

8 steps to do personalised marketing the right way

1 Get permission early

In the run-up to GDPR enforcement and during the post-implementation period, brands will be competing for 'a lawful basis for processing personal data under GDPR set out in Article 6.1'. It is important to note that there is no hierarchy of lawful bases for processing, all are equally valid. The most appropriate lawful basis will depend on the personal data being processed and the purposes for processing. The sooner you secure first-party permission from customers and embed compliant third-party data sources, the more sustainable your data-driven marketing will be for everything you wish to use their data for now and in the future.

2 Follow the trust pathway

Transparency is the key with todays engaged consumer, GDPR consent and privacy policies should clearly explain and be transparent about (everything) the data will be used for (e.g. profiling, wealth screening), and how the customers will stand to benefit from sharing data, for example by receiving more tailored content. The data value exchange is built on mutual understanding and it's what will drive customer loyalty.

3 Join the data dots

To ensure you are delivering a truly personal experience at every step of the journey, validate and enhance customer records using Data-as-a-Service. Make the connections between an individual's interactions whether identified in your DMP or delivered to your CRM system.

4 Build-in data updates

Data is as dynamic as human behaviour, so building external validation and enhancement data streams via DaaS APIs with trusted third parties into your marketing engine keeps you in the right place in real-time.

5

Loop and learn

As engagement between your brand and its prospects and customers grow, make sure your marketing learns and becomes more personal by looping outcomes through a knowledge base and demonstrating how well you know an individual the next time they get in touch.

6

Create coincidences

Great personal moments in marketing feel like they just happen (just like when a song you love plays in a music streaming service). Make your customers feel like the things you know about them are showing up by coincidence - and avoid giving them a sense that it is creepy.

7

Earn the right to be personal

If you keep in mind the person on the other side of the data, your marketing and customer experience will resonate. That will build trust with the customer and earn you the right to deepen the relationship.

8

Be a hero

Customers who trust brands buy more. With the right to be personal, you unlock longer-term engagement and increased profitability, regardless of how the digital landscape may change.

How we can help...

Data-as-a-Service

Seamless real-time connectivity to the UK's most comprehensive and authoritative database. Always-on technology responding reactively to changes and updates as and when they occur. Maintains accuracy, targets the right customers and delivers better decisions at every stage of the customer lifecycle.

Unrivalled data and market leading data cleaning and accuracy

The most comprehensive and trusted database of consumers in the UK. Proven to enhance customer acquisition campaigns.

Satisfy the data accuracy requirements of GDPR with our enterprise-level data cleaning suite. Built specifically for advertisers and including three market-leading solutions for goneaway tracing, identification and deceased suppression.
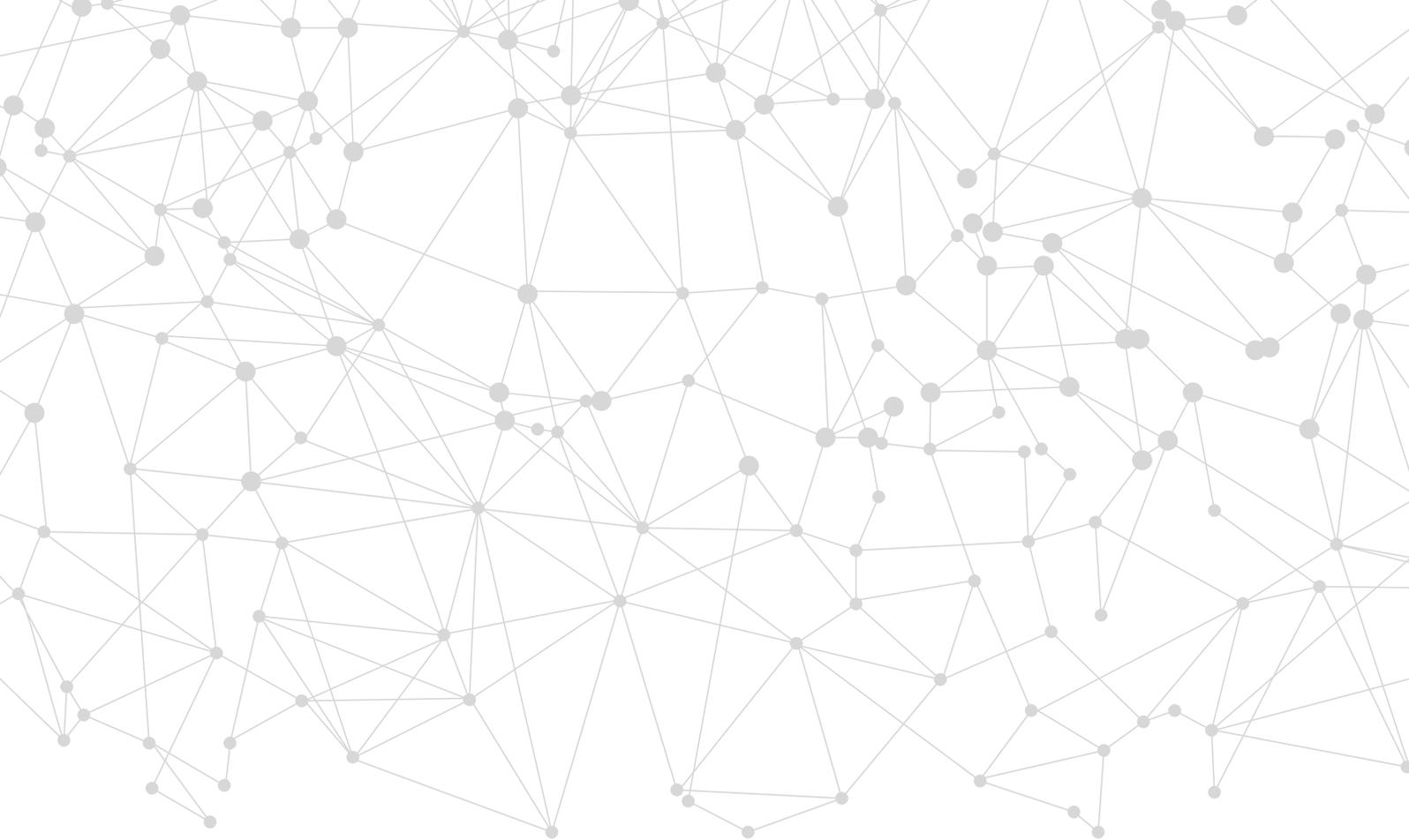
Over 25 million new addresses to reactivate lapsed customers. Uniquely includes data from two credit reference agencies.

The industry-leader for goneaway suppression with over 95 million records and 900,00 monthly updates.

Capture 80% of deceased with data from The UK Registration Service, funeral directors, hospitals, hospices and the NHS.

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