



BE A DATA PROTECTION STAR

WARNING: CURRENT PRACTICES WILL CHANGE



WHY ACT?

- 36% OF BUYERS RELY ON PEER RECOMMENDATIONS
- 64% OF COMPANIES WANT TO IMPROVE PERSONALISATION
- 22% OF COMPANIES DON'T HAVE MOBILE EMAIL STRATEGY
- 80% OF MARKETING REACH COMES FROM SHARING AND ADVOCACY BY CUSTOMERS
- ONLY 26% OF SOCIAL MEDIA USERS AND 18% OF INTERNET SHOPPERS FEEL IN COMPLETE CONTROL OF THEIR DATA.
- 72% OF WEB USERS CONCERNED THEY GIVE AWAY TOO MUCH PERSONAL DATA.
- 47% OF COMPANIES USE HOSTED SERVICES

ACTIONS

- SPRING CLEAN YOUR DATA
- DATA IS THE NEW OIL
- TAKE CONTROL OF DATA POLICY
- INVEST IN INSIGHT MARKETING
- BUILD TRUST WITH CUSTOMERS



- YEARLY SAVINGS £2.3M
- BEST PRACTICE MARKETING
- INSIGHT LED CONTENT

RESULTS

CONTACT US

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 END, BUCKINGHAMSHIRE, HP14 3JF

DATA SOURCES

WWW.DMA.ORG.UK/ARTICLE/EU-DATA-PROTECTION-REFORM-WHAT-YOU-NEED-TO-KNOW
 EC.EUROPA.EU/JUSTICE/NEWSROOM/DATA-PROTECTION/NEWS/INDEX_EN.HTM
 WWW.KAUSHIK.NET/WVINASH/EU-COOKIE-PRIVACY-LAW-DATA-ANALYSIS-COLLECTION/