



# EXPERIENCE MAKERS LIVE





# The Data Win-Win for Companies and Consumers

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# The State of the Data World

## Businesses have room to grow



Most organizations believe they are digitally mature



Many feel like they'll need to show tangible benefits to justify data collection



Data security is a primary challenge

## Consumers are wary about their data



Two-thirds of consumers have experienced a data breach



Many consumers are uncomfortable sharing personal data



But most will share some personal data for personalised experiences



# The New Data Deal



Transparency



Empathy



Value



# Data transparency leads to trust...but it's not enough

## WAYS COMPANIES THINK THEY ESTABLISH TRUST

**52%**

Letting consumers select  
what data they share



**51%**

Disclosing why they're  
collecting data and how  
they'll use it



## WHAT CONSUMERS SAY COMPANIES CAN DO TO GAIN TRUST

**60%**

Letting them opt out  
of personal information  
being used

**65%**

Having a clear policy  
explaining how information  
will be used

**60%**

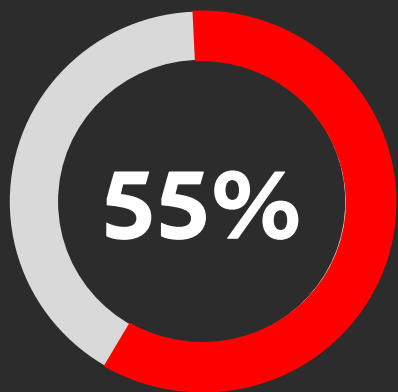
Letting them choose  
how their information  
will be used

# Empathy can mitigate risk and unlock new possibilities

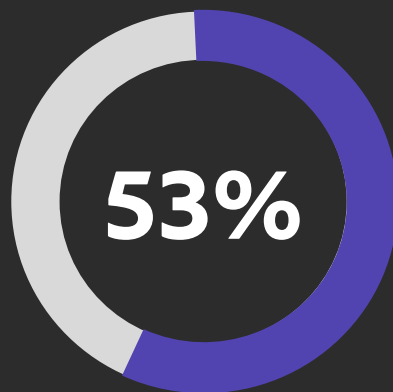
Taking an empathetic approach to your data marketing practices — and to your customers' preferences — means that when you do ask for that data, you have a good reason for doing so, and it needs to be focused primarily on enhancing the customer experience



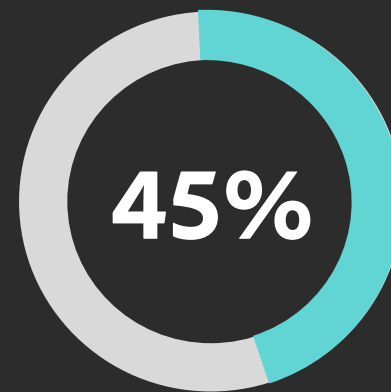
# Make data collection worth consumers' time



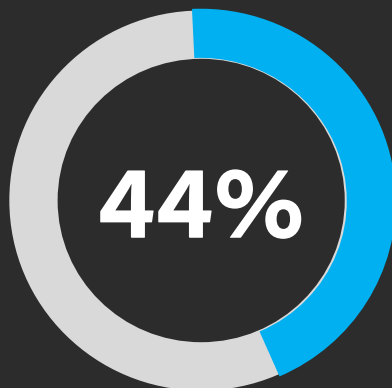
Like it when they're recognised when they call or log in



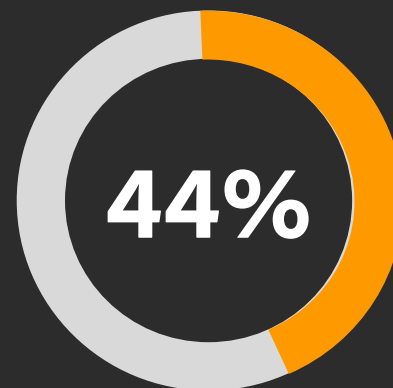
Like getting content that's geared toward their interests



Like offers, promos, and info that match their needs



Like virtual assistants that anticipate their needs



Like offers/ads that match their interests



# Building a Data Win:Win



## Thrive with Transparency

Obtain the appropriate consent from consumers

Audit and evaluate internal workflows and processes

Provide a consolidated and clear experience for consumers

Develop a data transparency strategy with an eye toward the customer experience



## Exercise Empathy

Provide a consolidated and clear experience for consumers

Take an empathetic approach to your data marketing practices focused primarily on enhancing the customer experience

Empathy and company culture go hand-in-hand



## Deliver Value

Improve data integration and unify the customer experience across channels

Present content in an optimal manner

Track metrics for continual improvement of the customer experience



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# Thank you!

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