

Un mondo senza cookies. Nuove strategie per le aziende B2C

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Disruptions from data and privacy impacting primarily marketing interactions with customers...

Customer

Mobile-first

Personalization

Mistrust of data treatment

Government

Data Management

Data Collection

Technology

Cookie sunset

Mobile tracking
limitations

New emerging
platforms



If not ready companies will experience, or already experiencing, significant negative impact...

-1 to -5%

top line vs baseline

20-30%

of misallocated
budgets
To low ROI
marketing channels

-0.5%

Market share

-20%

ROI on
digital media

20%+

impacted data
from regulation
(1P, 2P and 3P)

Fast adopters worked on 4 Imperatives to exploit the power of a Data Driven Company built on users's privacy as a default option

1



POWER OF DATA

Restate measurement effectiveness

- Measurement efficiency
- Customer knowledge via 1P data
- Transparency in campaign management
- Heavy and continuous testing

2



POWER OF AI

Superpower data and human with AI

- Leverage AI
- Boost use cases at max-granularity
- Automate processes and ensure compliance
- Look at customers on a 1:1 basis
- Re-build effectiveness

3



POWER OF PEOPLE

Embed data-first mindset and vision

- Embed a data-first mentality
- Integrate data quality structurally
- Be visionary, identify initiatives, finance the journey and scale innovation

4



Learn by Doing - start acting on quick wins and assess long term causality to define a roadmap

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