

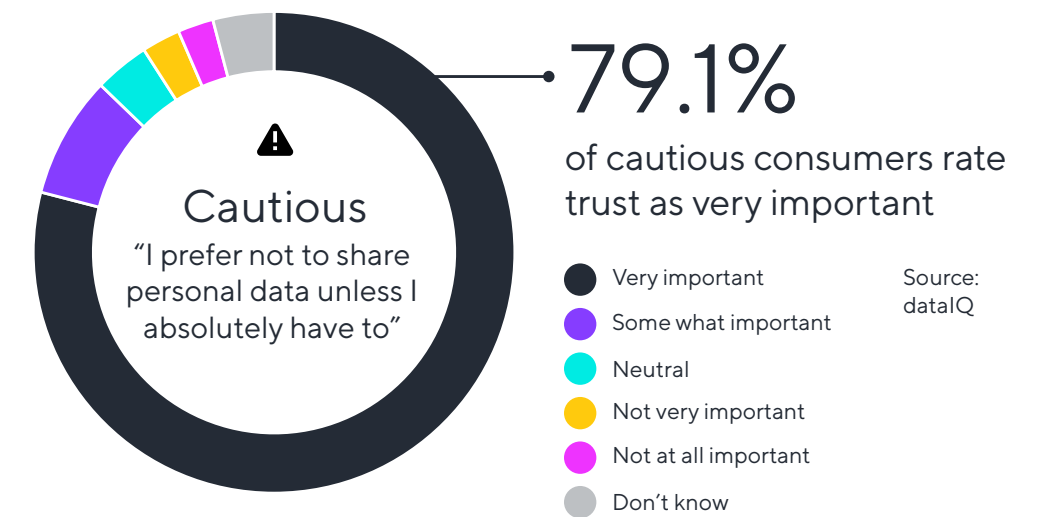


Consumer says no...

How to win in D2C marketing despite the data obstacles

Cautious consumers are constantly weighing up whether to hand over their personal data, in exchange for a more personalised and relevant brand experience. At the heart of this exchange is trust.

The latest research by dataIQ shows 79.1% of consumers who said they're cautious about handing over their personal data rated trust as 'very important', compared to only 8.2% who rated trust as 'somewhat important'



This results in the data dichotomy, whereby many consumers like, and often expect, a personal experience but remain sceptical about providing their data.



"The brand promise should extend to data and it's something we're starting to see, where companies' value sets now encompass things like data ethics."

David Reed, Knowledge and Strategy Director, DataIQ



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So what can businesses do?

Building consumer trust is vital. Especially as attempting to overcome the data dichotomy by targeting 'catch-all' audiences is likely to fail. For example, more than half of digital advertising spend is wasted, when targeting a wider audience with low precision.



Up to 60%

of spend on digital advertising is **wasted**

Source: Proxima Group

The big challenge for brands and their marketers is: how to provide a quality customer experience that gains attention and builds trust, in order to increase spend?

We can help

At Indicia Worldwide we help brands engage with individual, potential consumers across many channels and their different devices. Display and targeted social ads increase consumer opt-in, so they convert when they hit your site. For example, we can combine session information through a device ID, or separate sessions through a customer ID, to stitch the data together and give you a complete view of how a consumer browses your site.

Take the next step and talk to Indicia Worldwide about how to overcome your customer data challenges today.

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