



Privacy vs Convenience

With the welcome return of warm weather, this is a great time to take a deep breath and, from the outside in, determine whether or not you are creating the best customer experience possible.

Since we at Ai Media Group are in the business of digitally matching people who are in the market to companies that can serve their needs, we become intimate with the path to purchase and the experience that consumers have – or want. In this current climate of debating privacy (which somehow has primarily been seen in the negative light) I decided to look at privacy versus the convenience and the improved customer experience data can help provide.

I posed the question to about 30 CMOs in New York City. While perhaps not a statistically accurate research study, I would assign it a confidence factor of 95%. Each person was asked if, in their personal (consumer) experience they would choose privacy or convenience. Over 70% of respondents chose convenience. They were more than willing to give up personal information to enjoy the convenience of, as an example, having paper towels delivered to their door. A much more official research piece from Accenture surveying 25,000 consumers in 33 countries showed that 49% of U.S. consumers are concerned about their personal privacy when subscribing to intelligent services yet 44% of U.S. consumers are frustrated when companies fail to deliver a personalized experience. Hmmmm. Now what? Since we are in the business of understanding the buyer's digital journey and not just responding to it, but perfecting it, we are in a great position to enlighten our clients on what is actually happening during the journey and if personal information is interfering or helping in the process. We are also in a great position to help streamline that path and get to results in real time.

This month's Candor is about all of the excitement and attention that has come from the EU's General Data Protection Regulation (GDPR) role out and about other privacy issues. We hope these resources and point of view articles will help as you continue to find the balance of knowing your audience, delivering the relevant information and respecting their choice to say no.

Cheers,

Stephanie Anderson | Chief Marketing & Strategy Officer

GDPR Launch: Will Consumers Say "Yes" to Access?



Of course, top of mind for digital marketers is the question of what GDPR will do to the reach of their campaigns. Under the new regulations, users must explicitly consent to have their data shared in specific ways—and opt-in is compulsory (no more "implied consent" or "soft opt-ins"). For many marketers, of course, this is already a best practice, one that helps build trust with customers and prospects. Read [Here](#)

The Extremist Approach to GDPR: Some US Publishers Consider Blocking European Visitors



Some U.S. publishers with small European audiences and businesses are considering dealing with the issue by just blocking European IP addresses outright from accessing their sites. The thought: Why even bother with the risk of fines that could total 4 percent of global revenue. Read [Here](#)

4 Big GDPR Concerns for Brands, Agencies, and Vendors



Europe's General Data Protection Regulation (GDPR) has been compared to Y2K, the millennium software bug that caused unnecessary panic about computers crashing—not to mention planes falling out of the sky—before midnight struck on New Year's Eve in the year 2000. But it's not much like Y2K at all; conversely, it deserves all the buzz it's garnering. Read [Here](#)

The 7 Stages of GDPR Grief



Like Y2K, May 25 could come and go without repercussion if people work behind the scenes to make their organizations compliant. Unfortunately, most companies are in the earliest stage of grief – denial – believing that GDPR does not apply to them (if they even know what it is). Denial rarely serves companies well. And in the case of GDPR noncompliance, it could cost them fines of up to 20 million euro (\$24 million) or four percent of global annual turnover, whichever value is greater. Read [Here](#)

Around the Industry

'No One Is Safe': The Media Industry Scrambles to Understand Google's Latest GDPR Update. Read [Here](#)

Google AdWords New Responsive Search Ads Can Show 3 Headlines. Read [Here](#)

AdWords Sets Parallel Tracking Deadline & Will Wan Advertisers Using HTTP Landing Pages. Read [Here](#)

Microsoft Launches New Audience Network, 'Audience Ads' at Bing Partner Summit. Read [Here](#)

