



Deeper Insights. Richer Metrics. Better Campaigns.
Making data work for your business in the GDPR age

mymyne *insights*



Is Your Biggest Marketing Asset Now Your Biggest Liability?

In today's digital world, data drives commerce. Yet the improper use of people's information, changing consumer attitudes and the General Data Protection Regulations (GDPR) have tipped the playing field.

It has become increasingly difficult for marketers to access, analyse and drive real insights and benefits from the data available from ad platforms and third party data providers.





Reshape your brand's relationships

A creative-first marketing approach no longer stands up to consumer expectations. And it fails to harness the data science at its fingertips.

Your brand needs consumer insight as powerful as Amazon's, underpinned by technology that builds your own walled garden of data.

It also needs an overarching strategy that combines your brand's 'data relationship' with its audience, brand values and business and marketing strategies. Imagine if your data insights could deliver marketing as brilliant as Spotify's Wrapped campaigns. Not only would this position your business to meet further GDPR changes head on, but it will completely reshape your brand's relationships with consumers and their data.

Historically data and creative have been too separate, all brands seek to engage their audience, but few consider how elements such as complex privacy statements, and clumsy efforts to harvest data undermine this.

Future proof your brand by changing your 'audience data relationship'

This in-depth paper provides everything you need to convince the C-suite that the data challenges and risks your marketing team faces are real. And that there's a practical solution to future-proof your organisation from tightening data legislation that offers better consumer insight, protects brand reputation and start a new mutually beneficial chapter with your audience and their data.

- Explore the state of marketing and the challenges this poses for your business
- Understand why business as usual is a high risk strategy when it comes to consumer data
- Take a look at the reasons in-house data management is likely to fail
- Lift the lid on the tech that will transform your brand's customer data relationships
- Find out how the right technology platform will crush your data challenges





At some point in the last decade, consumer information became more valuable than oil. Global brand success comes to those who know how to capture, analyse and use this information to generate the insights that create engaging campaigns and increase revenue.

Consumer knowledge has always been at the heart of marketing. But digital has resulted in a proliferation of marketing messages both off and online with a sharp increase in the use of consumer data to target ads.



In addition, high profile scandals around the application of personal data by the likes of Facebook and Cambridge Analytica have made consumers aware that their data has value. And research from Oracle shows that they're even more cynical about its use with brand trust at an all-time low.

Understandably, consumers aren't happy. And a major reason is the use of third-party data.



don't trust recommendations from chat or messaging pop-ups on websites



don't trust ads on mobile devices

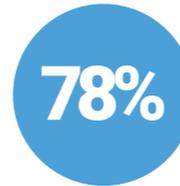


have blacklisted a brand as the result of a bad experience

Third-Party Data

Information that's collected as part of a transaction then shared or sold to other businesses unrelated to that transaction.

THIRD PARTY DATA IS PROBLEMATIC



don't read privacy policies in full



of consumers still don't understand privacy policies



claim to have an understanding of how their data is used

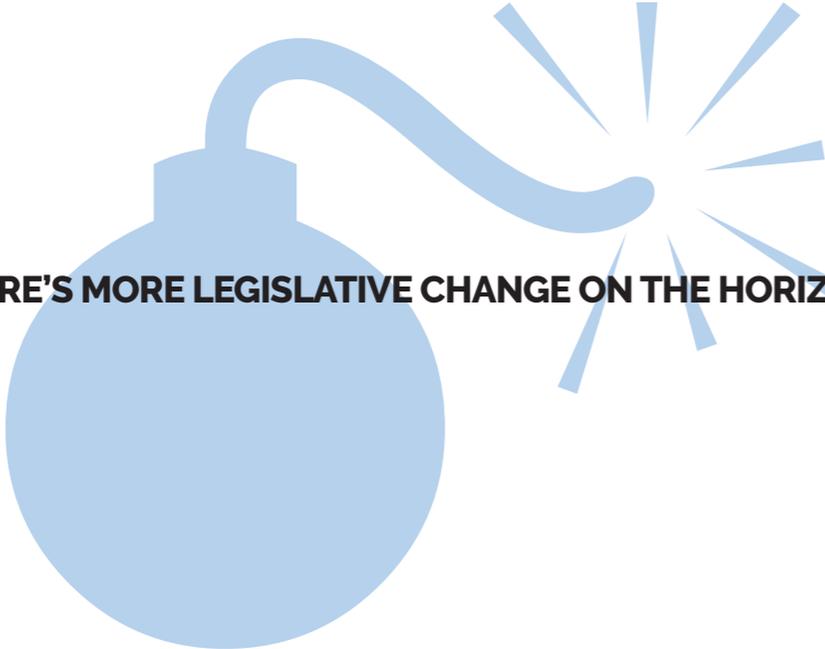


With brands wanting to establish closer relationships with prospective and existing customers, additional audience insight continues to be gained through the purchase of third-party data.

This is the most challenging area for consumer data. For decades, data businesses operating within the law, have developed processes for harvesting data and selling it on to third parties. Increasingly there is recognition that, although the data was legally compliant at the time of collection, consumers didn't knowingly give permission for their data to be sold on to, and used by other companies. Third party data still exists for now, but it's becoming increasingly more challenging from a legal perspective, and reputationally risky for brands to rely on this information source.

And it's problematic for consumers. Despite new rules on the provision of consent notices, even after reading notifications, more than half of consumers still don't understand how their data will be used.

The revision of data use and consent rules under the GDPR aimed to tackle these issues. Yet even the most protected aspects of data - like sexual orientation, religious or political beliefs - are still being wittingly and unwittingly used for targeted advertising and real-time bidding. Which has alerted the Information Commissioner's Office (ICO) to further investigate the use of third party data.



THERE'S MORE LEGISLATIVE CHANGE ON THE HORIZON

According to the ICO, marketers have: "substantially different levels of engagement and understanding of how data protection law applies". This is recognised within the industry with marketers pointing the finger at the marketing sector around issues like:

Consent String Fraud

Consent strings provide a record of an individual's consent, however, there's no single shared language so consent given on one platform may not translate accurately when shared with another. This means data is less likely to be compliant creating additional risk for consumers, marketers and brands.

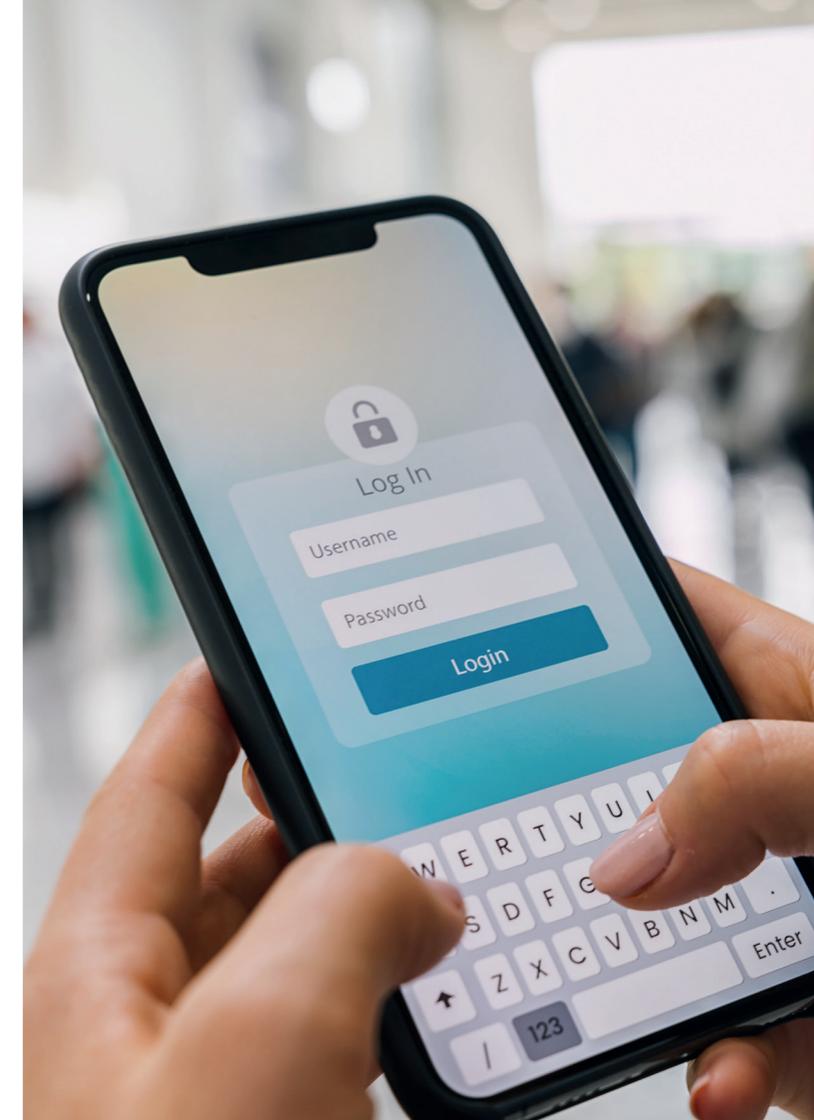
Data Legislation Loopholes

Some marketers exploit gaps in data protection laws or make it difficult for consumers to understand what they're agreeing to when it comes to their data. Even after reading consent notices, more than half of consumers still don't understand how their data will be used.

THIS HAS RESULTED IN CONCERNS WITHIN THE ICO ABOUT:

- Sensitive data - like sexual preference or health conditions - being shared and used without people's consent
- The creation and sharing of personal data profiles at a disproportionate scale in a way that's intrusive and unfair
- A lack of awareness amongst the public that individual's data is being used in this way

As a result, the ICO continues to collaborate with the data protection authorities in Europe and will soon be clamping down on unfair practices posing a serious risk to organisations that don't comply.



If you thought that we've seen the aftermath of regulations such as GDPR and CCPA, think again. Regulatory bodies will gain steam - impacting and shaping markets, in a very real way in 2020

(Forrester Research: Predictions 2020)

PRIVACY MEASURES COULD SPELL THE END OF ON-LINE TRACKING





Will brands still be able to use cookies to track consumers' online behaviour? Will this be consigned to the bin like the use of third-party data that's now illegal?

These questions have become increasingly pertinent in light of the policing measures undertaken by major web browsers to promote and protect users' privacy online. While, Safari's Intelligent Tracking Prevention (ITP) may be the most familiar third-party cookie blocking technology, it is not the only one. With Firefox and Google also revising their privacy policies, it's expected that 80 percent of users worldwide will soon be guarded from third-party tracking. This alone, heralds a major shift in the way marketers must approach digital marketing.

Add to this Apple's recent announcement, that from 2020 all apps in the App Store will require an Apple sign-in, negating the need to use Google or Facebook to login, and our ability to peer in the consumer activity window will go along with it.

THE USUAL DATA SOURCES HAVE PUT UP THEIR WALLS





Legislation without teeth is often simply ignored. But the ICO has already fined large brands like British Airways and Marriott multi-million pound sums for data breaches.

As the ICO continues to explore the data protection implications of the real-time bidding system, the shutters have, understandably, come down at big data providers like Facebook and Google

Once upon a time, your business would have found this data easy to acquire for use alongside your own internal data sets, providing a highly effective source of consumer insight. Now your business is provided with limited and therefore less useful data that:

- Cannot be fully scrutinised
- Lacks insight and detail due to privacy concerns
- Can't be used outside the data providers platform



amazon.COM out performs almost every other brand on every KPI...



In comparison, retailers like Amazon - who are taking steps to enter the FMCG marketplace - have enormously rich data sets. Because they've generated their own first-party data they can analyse it in detail, generating useful insights that enable accurate recommendations and re-targeting. As the stock markets show, this is a recipe for more sales and greater profits.

Data used in the right way increases trust levels.

67% of US online shoppers say they have "quite a lot" or "a great deal" of trust in Amazon to protect their privacy and personal information compared with an industry average of below 25%

And it's another major threat that your brand needs to counter.

How Trust and Use Align for Amazon

Almost 9 in 10 Brits are Amazon users. Trust in Amazon is high:



of users assume the retailer has the lowest prices



say they are loyal to the company



go to Amazon before any other online retailer



of US online shoppers say they have "quite a lot" or "a great deal" of trust in Amazon to protect their privacy and personal information

And it's another major threat that your brand needs to counter.

So what exactly are your competitors doing in the face of all this change?

BUSINESS AS USUAL IS A HIGH RISK STRATEGY





Many marketers are carrying on with a business as usual approach. Which means using information that isn't squeaky clean. And, despite the GDPR's requirement for firms to have a unified view of their data, marketers continue to work in silos with information split up and used in different ways by different teams.

Data shows that 81% of marketers share data across departments without express permission from customers, which may not be legal.



With walls up, your business is receiving less bang for its budget, paying the same fees to data providers but receiving less in return. Which makes it tough to generate the consumer insights needed to refine campaigns and generate the best yields.

Despite this, your business' leaders still expect the same insights and results for their advertising spend.

MARKETING PAIN POINTS

NON-COMPLIANT
DATA
= BUSINESS RISK

LACK OF DATA
INSIGHT MEANS
REDUCED
CAMPAIGN
ENGAGEMENT

CONSUMER TRUST
IN MARKETERS AT
AN ALL-TIME LOW

THE LEGISLATORY
ENVIRONMENT
IS INCREASINGLY
CHALLENGING



IS THIS MARKETING ARMAGEDDON?



So far we've explored numerous examples which lead to the in-escapable conclusion that there are 'interesting times ahead for marketing'. The writing is on the wall for many of the data related practices that have allowed the marketing industry to develop its scale and effectiveness over the past thirty years.

Forrester predicts in 2020 "Regulation will up-end two major areas of the marketing ecosystem: third-party data and adtech." This will have a direct impact on how the estimated \$385bn digital advertising budget is spent in 2020.

The consumer backlash is beginning. Forrester predicts privacy class-action lawsuits will increase by 300%. Big tech firms such as Apple, Google and Mozilla are providing consumers with new tools that shut out data collection.

Sacha Baron Cohen's scathing attack on Facebook as the 'greatest propaganda machine in history' was not, on the face of it, an attack on digital marketing, but it highlighted the extent to which poor regulation has allowed micro-targeting to be abused. The fact it went viral is a barometer of public opinion, and as marketers we should take heed. Regulatory and Consumer awareness is on the rise and brands that do not respond to this changing environment will undoubtedly suffer.

Brands that fail to address this changing environment and future proof their 'audience data relationship' may soon find themselves in a data wasteland, with limited ability to understand and engage their audiences.

The only future-proof way of maintaining access to audience data is to achieve a first or zero-party data relationship with your audience. But is this possible?



**IS IT POSSIBLE TO FUTURE PROOF YOUR BRAND'S
'DATA RELATIONSHIP' WITH ITS AUDIENCE?**

Definitions

Third-Party Data is information that's collected as part of a transaction, then shared or sold to other businesses unrelated to that transaction.

Second-party Data is another brand's first-party data, bought directly from the source. Access to it can be obtained through a specific agreement between a first-party data owner and another entity e.g. a hotel booking website collaborating with an airline, to mutually benefit from each other's data sources.

First-party Data is the data a brand has collected about its audience, through a direct relationship with that audience. This could be through a variety of processes including cookies, web analytics, or questionnaires. First-party data has a significant advantage over second and third-party data in that the permission which is provided is clearly associated with the brand.

Zero-party Data is data an audience intentionally and pro-actively shares with a brand. It tends to be information such as purchase intent or elements that allow a personalised experience such as interests, age etc. It's distinct from first-party data in that it's not deduced by purchasing behaviour or collected via cookies.



In response to this tsunami of problems, some major brands have taken their audience data relationship in-house and now focus on generating first or zero-party relationships with their audience. Procter and Gamble is one of the early adopters. Because the walled data garden providers don't give a full picture of how ads are performing, P&G has been building its own audience database to gain a more complete illustration.

With more than 1.5 billion consumer identities, P&G has created a potent tool. However, with an advertising budget of \$6.75b in 2018, there was scope to do so.



Graphic Source: visualcapitalist.com

The majority of success stories come from technology companies, like Apple and Spotify, that have significant sums to spend and see this as a natural extension of their business.

Armed with the insights first-party data provides, they're better able to market, sell and deliver significant shareholder returns.

In 2019, the market's top-five performing tech firms - Facebook, Apple, Amazon, Netflix and Google - were valued at \$3.1 trillion. Each of them has different data strategies, but the common thread is that audiences are aware of the value they gain from being part of each data ecosystem.

Facebook provides community and 'brings the world closer together' for free. Apple provides seamless cloud based integration between multiple devices and easy migration onto new devices.

Amazon uses data to knit together impeccable delivery, competitive pricing and a broad range of products.

Netflix tailors the audience experience even down to the artwork each individual sees on movie tiles, and Google is perhaps the most effective personalisation engine in existence.



WHAT IF YOU'RE NOT A TECH COMPANY AND DON'T HAVE A MULTI BILLION DOLLAR BUDGET?

There's some good news hidden amongst the gloom and doom of impending legislation and hardening consumer attitudes and that is;

Consumers will share their data
(under the right circumstances)



Research shows that consumers are happy to provide their data for a fair exchange:

41% of consumers are willing to pay as much as 20% more for an impressive customer experience

42% of people - and 58% of Gen Z and 56% of Millennials - are more likely to buy from a company that offers novel ways to experience its products and services

When given a clear and fair choice, 71% of people prefer to share their data instead of paying a monetary fee

64% of Gen Z and Millennials are comfortable sharing personal information to receive better experiences in comparison to 50% of Gen X and 35% of Baby Boomers

The right solution doesn't simply replace third-party with first-party data.

With consumer trust at an all-time low and the risk of data protection fines at an all-time high, there's never been more pressure to get data permissions right. And this comes down to the way you secure consumer information.

Instead of buying third-party data consumers may not have given their permission to use, your brand needs to create its own first-party data sets and take the time to get to know your consumers. To create and maintain a successful first-party data relationship the key is to deliver

legitimacy through value, transparency and control.

HOW TO CREATE A SUCCESSFUL AUDIENCE DATA RELATIONSHIP

Legitimacy through value, transparency and control





62% of people do not believe that brands use their data in a way which is honest, fair and transparent. (Mymyne survey 2019)

As audiences have become more data savvy, their perception is that marketing companies are misleading them in the way their data is used. A significant influencer of this belief is that data is often collected in ways which the audience is not aware of, such as cookies, without explaining how the data is being used, and without demonstrating any clear audience benefits from its use.

The challenge for your business is to find a way to change the audience data relationship from the current model which results in confusion and mistrust to a new data trust in the form of an audience data relationship based on value, transparency and control.

Value

Post Cambridge Analytica almost everybody is aware that Facebook is a multi-billion-dollar business and that their main product is their user's data. As a result, many people believe that their personal data is hugely valuable. The reality is this multi-billion-dollar income is based on data from 3 billion users and so each individual user is worth less than \$5 to Facebook. This presents a challenge when, as has been suggested by some privacy evangelists, individuals are offered a monetary payment for data.

The good news is that people will agree to a first party data relationship based on what they perceive to be a fair exchange, and as the research shows, they perceive value in areas other than hard cash. These can be summarised as utility (data sharing instead of a monetary fee), recognition or 'feeling special' (an improved customer experience), entertainment (a novel experience),

As the discipline of 'value for data' develops many strategies for delivering value will not doubt evolve.

The common thread all value strategies require is an implicit or explicit contract based on the recognition that data has value and a fair exchange is taking place.

Transparency

You can't control what you don't know or understand, so for your audience to feel in control, the way their data is used must be easily understood. X% of people don't read privacy policies, or cookie policies or terms of use. In fact, Carnegie Mellon estimated that it would take 76 days to read all of the online terms and conditions a typical audience member signs off on each year. It doesn't matter how clear and explicit your policy is, if this is the only way you are communicating how data is used, you are not transparent.

If your audience trust your brand, they will have high expectations about how their data is used. If their assumptions are wrong and they find out trust will be severely damaged.

The Forrester 2020 prediction report predicts that privacy class action lawsuits will increase by 300%.

The fundamental principles of transparency are:

All audience relationships should build from the ground up on the basis of transparency first. That means if there is legacy data which the audience is unlikely to know about it should be discarded or explicitly re-permissioned.

Privacy statements determine the nature of the relationship with your audience and as such are a reflection of brand values. Transparency statements should be as on-brand, and as well-crafted as advertising copy. The detail should be their but there should also be a short summarised explanation.

If your audience can't explain in their own words how your brand uses their data, you are not transparent.

Control

First party data is hard earned and highly valuable, it therefore seems counter-intuitive to invest in making it easy for your audience to take that data away. The reality is though that if your audience has reached the point where they want to remove their data, they're lost anyway. Making this difficult risks further brand damage as individuals become frustrated and suspicious that their data has been 'trapped' by a complicated system. So far as data is concerned, few brands consider the fact that, if you want repeat business, it's as important to make someone feel good about the way out of a relationship as it is to make them feel good on the way in.

The fundamentals of control are the absolute guarantee that data; will not be misused; will only be used to market items that are more appropriate to that individual; is completely owned by the individual; permissions can be provided and retracted in a trackable way

Short case study: Dollar Shave Club

Dollar Shave Club launched in 2012 with a new brand of shaving products. At the time of launch the 'Men's Grooming' was dominated by Gillette who claimed a 72% share of the US market. It was possible to buy market share by undercutting the big competitors on razors, but the challenge was keeping hold of that market in face of competition from deep pocketed multi-nationals.



The solution was to build the business around a first party audience data relationship. To do this Dollar Shave Club created something that felt less like a shaving supply company and more like a full-scale men's club. This was delivered in the form of a subscription-based grooming brand with a personality man actually identify with. This first party audience relationship enabled Dollar Shave Club to understand what its audience wanted. They learned how to talk to them, how to create content using language they relate to, and developed ideas that make sense.

The result was that by 2016, five years after launch, Dollar Shave Club was the number one online razor company in the US, with 51 percent of the market, compared with Gillette's 21.2 percent.



GET STARTED

Choose one of our risk-free starter sets and try what the Club has to offer.



WE WILL, WE WILL STOCK YOU

We will continue to deliver the full-size products of your choice a few times a year.



BUT WAIT, THERE'S MORE!

Add and remove our amazing bathroom products as you see fit. And the more you buy, the more you save with our Handsome Discount.



YOU SAY WHEN

Tell us how often you want regular shipments, from every month to three times a year. You're in the driver's seat.



NO LONG-TERM COMMITMENTS

You can cancel your Membership anytime with a few clicks. Questions? Concerns? Our world class Club Pros are [here for you](#).



30-DAY MONEY BACK GUARANTEE*

If you're not happy with anything for any reason, we'll refund your money. All of it. * From date of purchase. Excludes e-gift cards. Refund of individual item price (less any discount) plus any costs of delivering the item to you. See [Terms & Conditions](#) for details.

Why did Dollar Shave Club Succeed?

Dollar Shave Club's success is based around making their audience feel special and valued.

Many consumers in this market feel ripped off by high prices and confusing products. By addressing this pain point and introducing a subscription model, Dollar Shave Club generated engagement and disrupted the market.

Purchasing razors is expensive, time consuming and confusing. As a Dollar Shave Club subscriber you're the member of an exclusive club that the brand respects. In this instance respect is demonstrated by value for money and engaging down to earth marketing.

A fundamental component of trust and respect is the Dollar Shave Club audience data relationship. It's easy to join, easy to understand and easy to leave.

A silhouette of a person with their arms raised in a gesture of protest or defiance. They are wearing handcuffs on both wrists, which are attached to a chain. The background is a gradient from light blue at the top to a warm yellow/orange at the bottom, suggesting a sunset or sunrise.

“We need to shape our data protection approach around what consumers expect.”

(Elizabeth Denham UK Information Commissioner 2017)

Article 20.1 GDPR

The data subject shall have the right to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided.

1 Develop a 'value exchange'

Your brand's new audience data relationship is based on the concept of offering value in exchange for data. Whilst this is not a legal contract, the concept requires that there is a clear understanding between your brand and your audience that an exchange is taking place. As we've discussed earlier in this paper, the fundamentals are that the contract should deliver value, transparency and control.

2. Identify your 'audience data' sources

The ability to engage with your brand audience through a digital platform is determined by how much relevant information is available about that audience. The power of Facebook advertising is driven by the intricate detail that can be applied when selecting increasingly targeted subsections and creating microtargeted campaigns. Without information, you cannot create 'value' in exchange for your audience's data. The challenge is that platforms like Facebook and Google have put up their walls. Whilst it's possible to extract data from these platforms via API's, this is not the same level of rich data that they provide to advertisers within their walled garden. Similarly, with the anti-tracking measures that will shortly be in place on the browsers of most consumers, the ability to use tracking cookies is also limited.

Your new data relationship and the explicit permissioning this entails, enables the possibility of accessing a broad range of data from your audience's data footprint. This is also supported by Article 20.1 of GDPR, which determines rights to data portability. You should consider though, that the data sources you ask your audience to provide access to, should be appropriate to the experience you plan to provide.

For example, if your value offer is related to health and beauty, your audience is not likely to be comfortable if you request access to data via DVLA's car registration portal. If, however you request access to health and beauty product purchases via a retailer API, this is less likely to cause concern.

3. Determine a success criterion

Historically data driven marketing solutions have focused on response, conversion and value to determine ROI. However, the objective in this instance is audience engagement. Whilst revenue generation is a part of this process, the overarching objective is to generate an engaged audience, in effect generating a walled garden your brand can benefit from over a sustained period. A long-term engagement metric reduces the risk of alienating your audience through a return to the practices of driving response and conversion, through intrusive repetitive targeting.

4. Identify an entry point

Both your marketing team and your audience need to understand under what circumstances this 'audience contract' applies. Ultimately the plan should be that all data gathered and used by the brand falls under the same, or a series of similar, 'audience contracts'. However, if you have legacy data, and ongoing campaigns this will not be practical, as it would require you delete all your existing data and start again.

You, therefore, need to identify an entry point to this process to generate learning that will form the basis for integrating a data engagement strategy. At this test stage it's not necessary to develop the type of complex relationships described in the examples given previously. Data engagement can be generated from a standalone value-based offer, such as a coupon or prize draw, or a data relationship could be introduced to an existing campaign. An example of this is by offering 'expert tips' in exchange for information relating to the subject matter of the tips.

5. Consider using a data engagement specialist

Using a third-party, allows you to test this concept in a low risk environment using their specialist infrastructure and 'neutral territory'. This offers considerable advantages as it provides an up and running solution, tailored to your audience and can generate a testbed within a matter of weeks.

Whetehr using a specialist or in-hopuse team rember that in either case, this entry point has the potential to remain in place as a long-term solution to reward audience participation alongside other engagement campaigns.

6. Audience generation

A final step is to identify a process for audience generation. Depending on the entry point, this may be as simple as integrating the promotion of your engagement platform with an existing campaign. Alternatively, this could be using 'dead space' on properties such as an online order confirmation or banner ads on your website to drive your audience onto the platform.



Mymyne: Zero-Party Data Engagement Experts.

Mymyne was created by a multi-disciplined team of entrepreneurs, each with 25+ years' experience working at a senior level with marketing data.

John Regan

John launched his first startup, data analysis agency Cognisance, in 1998. He exited to Havas in 2003, which became part of EHS Brann. After two years as European Business Development Director at Brann, John founded Ai Data Intelligence (AiDI) with Jason Batten. With clients like Saga and Direct Line, AiDI became the UK's largest privately-owned data aggregator. AiDI sold to Communisis PLC in 2008.

Jason Batten

Jason founded his first business, data processing bureau Absolute Data, in 2001. This business developed a significant technological lead over competitors like Experian and Axciom, and was sold to Ai Data Intelligence in 2005 where its technology formed the foundation of AiP, at the time, UK's largest third-party marketing database.

Brian Basham

Brian is a hyper-connected entrepreneur of over 50 years' experience with a varied and illustrious career in the City of London. In addition to his various business interests, Brian is also an official and non-official governmental advisor.

Phil Webb

Phil is a techcelerate specialist with 20 years' experience as a senior level technologist, having worked with companies such as EMIS Group, Cable & Wireless, BP, Plusnet, BT and Logica as well as working with numerous start-ups.

Julian Berry

Julian is an industry renowned, award-winning data scientist with 36 years' experience as a marketing analyst. He has built three successful analysis businesses and continues to enjoy working at the coalface with client's data.

Mymyne

If you have limited first-party data, you need to future proof your marketing against legislative changes and hardening public opinion.

Mymyne provides the tools and infrastructure you need; generate a zero- and first-party audience relationship, without the use of technical resources, putting actionable insights directly in marketer's hands.

Future proof your audience data

- ✓ Create a long term first party audience data relationship.
- ✓ Re-engage and reinvigorate dormant prospects.
- ✓ Improve the value of campaigns with a lasting data legacy.

The Mymyne advantage

Huge untapped resources of rich, demographic, psychographic and behavioural data

If the majority of your customers transact with you offline, or through a retailer, access to large volumes of reliable first-party behavioural data is tough. Mymyne utilises multiple APIs to allow your audience to access their data footprint and deploy it in exchange for value.

First-party data as a service

Mymyne provides access to an existing value exchange in the form of offers, coupons and prize draws to incentivise audiences to share first and zero-party data. This delivers the ability to connect with your audience and gain first-party permission to access over 200 psychographic and demographic data points.

Zero-party data

Mymyne enables you to directly ask customers about their preferences, intentions, and desires. We deliver strategic zero-party data acquisition strategies to generate the valuable, permissioned data you need to generate long term audience engagement.

Actionable strategic information

Mymyne are experts at taking strategic zero-party data to create audience segmentation and derived variables, to predict preferences, intentions, and desires, to allow granular understanding to be deployed across large data sets.

Maximise the data value of existing campaigns

Many engaging campaigns miss the opportunity to capitalise on the data asset they could generate. Mymyne's existing infrastructure allows you to connect your campaign to your audience's data footprint using interactive experiences such as prize draws, sampling or discounts.

Personalised engagement experiences

Audiences demand engaging experiences, but they expect transparency and control of their data. Marketers need bang for their buck by accessing data which is as rich as possible.

Factual strategic data at scale

Some of the most valuable data for marketers is factual behavioural information (as opposed to inferred information) For the first time, accessing the right elements of an audience's data footprint makes this possible at scale. Mymyne can provide high volumes of information such as; Actual on-line cosmetics purchase data, Fitness activity tracking, Vehicle and driving data, Fashion preferences, Holiday plans, Restaurant check ins to name but a few.



What you need mymyne provides

YOU NEED

The technology to create and manage your own unified, ethical data source that provides the insights to generate and improve engagement with campaigns

GDPR compliance - both now and in the future

To earn back consumer trust while continuing to build your brand's reputation

mymyne PROVIDES

- The infrastructure to know where to find and access key data and pull it into a permissioned first-party relationship
- A complete technology solution to access users' digital footprints across multiple platforms like Facebook, DVLA, Google
- Rich, fully opted-in individual data which is instantly accessible to your brand
- Brand-specific permissioning to legitimately use this detailed data
- Machine learning to analyse and interpret huge amounts of unstructured information giving you insights that human analysis can't provide and the detailed knowledge the advertising platforms won't let you have
- A social listening research dashboard showing demographics, location, brand preferences and buying motivations
- Technology that works to the letter of the law and overcomes consumers' underlying feelings of mistrust around the use of their data - we don't look for loopholes, we do help you develop an honest, transparent relationship with your audience that will lead to better insight, improved engagement and enhanced campaigns
- Ongoing updates to ensure mymyne and your business is always GDPR compliant
- Future-proofed technology that interprets the ICO's intent and goes above and beyond the letter of the law so you're always legally compliant and one step ahead
- A fresh start with consumer data - by giving people complete control over and ownership of their data, mymyne drives engagement with your brand and marketing
- Greater access to consumer data than ever before - by creating a relationship of trust strong enough that consumers will let you secure and use their information to create better experiences
- Engaged audiences who want you to communicate with them



How mymyne Works

1 Analysis and Insight

Market-leading technology establishes a detailed understanding of your audience's current level of engagement and identifies gaps in your data that need to be filled.

2 Reward Consumers For Sharing Their Data

With the insights you already have into your audience, we design and build a bespoke brand-specific engagement platform to provide fair exchange for consumers' data, shifting the data relationship from third to first-party. This could involve:

- A** Applying your company's branding to a voucher site to engage audiences based on offers, discounts, competitions and content.
- B** Designing a fresh app or experience bespoke to your brand that provides an entertaining experience or useful information in exchange for their data.

Integrate mymyne with your existing setup or introduce it as a standalone platform. Either way you'll benefit from access to mymyne's systems, infrastructure and people to build your engagement tools and detailed insight to your customers by segment.

This will start a brand new data relationship with consumers that, instead of seeking legislative loopholes to exploit, enters into the spirit of the GDPR and adheres to legislation. This will empower consumers to be in charge of their own data while allowing marketers to use it in exchange for fair value.

3 Assess the Data You've Generated and Act

With rich first-party data from multiple sources that can be combined and analysed in your dashboard. Compare brands, competitors and offers based on clicks and produce detailed customer profiles.

You'll also be able to interrogate the data because it's available first hand empowering you to see the big picture and bringing siloed marketing teams together through a unified view of data.



ACT NOW TO SOLVE YOUR DATA PAINS AND FUTURE PROOF YOUR BUSINESS

MARKETING IS A MESS

Consumer trust continues to erode and your brand's reputation and revenues are at risk.

THIRD PARTY DATA IS PROBLEMATIC AND THERE'S MORE LEGISLATION ON THE HORIZON.

GDPR fines are real and the ICO is investigating the use of consumer data in targeted bidding with a view to cracking down on non-compliant businesses.

THE USUAL DATA SOURCES HAVE PUT UP THEIR WALLS

BAU IS A HIGH RISK STRATEGY

What you're doing today as a marketer may already be outside the GDPR and if it's not, it's likely to be illegal tomorrow.

CHANGE THE FUTURE OF MARKETING FOR YOUR BRAND BY BEING THE FIRST TO INTRODUCE TECHNOLOGY THAT WILL SOON BE COMMONPLACE.

PROVIDE A COMPELLING REASON FOR YOUR AUDIENCE TO OPT-IN WITH MYMYNE'S TECHNOLOGY.

Email john@mymyne.ai to set up a call.



Brand Engagement Technology

www.mymyne.ai