



EXPERIENCE MAKERS^{LIVE}





The Data Win-Win for Companies and Consumers

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The (New) Digital Reality...

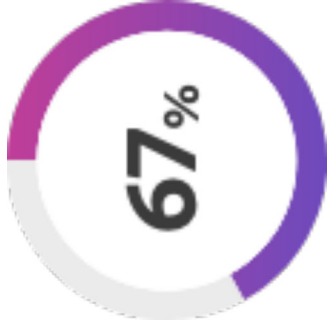


... Comes with New Challenges

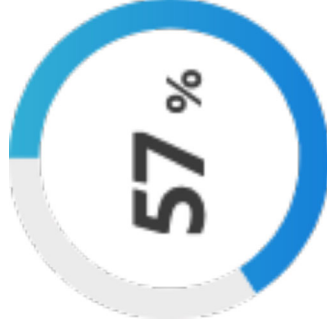


The Shift Towards Digitalization

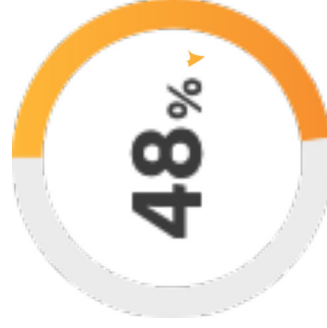
As the world rapidly shifts toward digitalization, it's important to understand consumer expectations about how businesses use their personal data



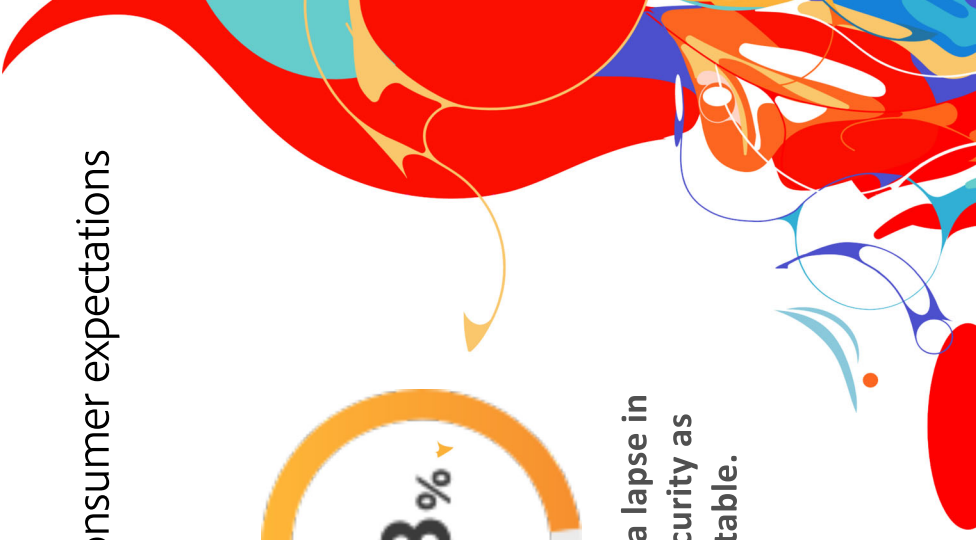
67% are worried about identity theft.



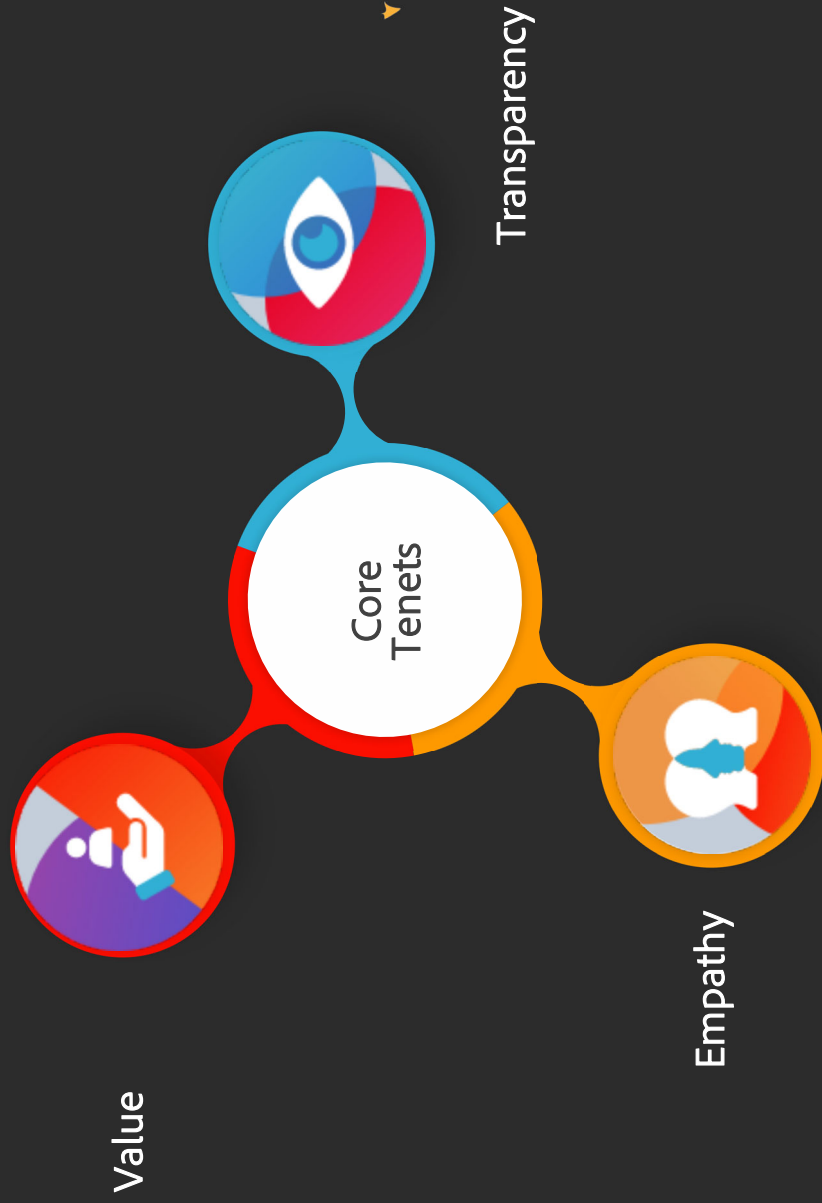
57% experienced some type of data breach.



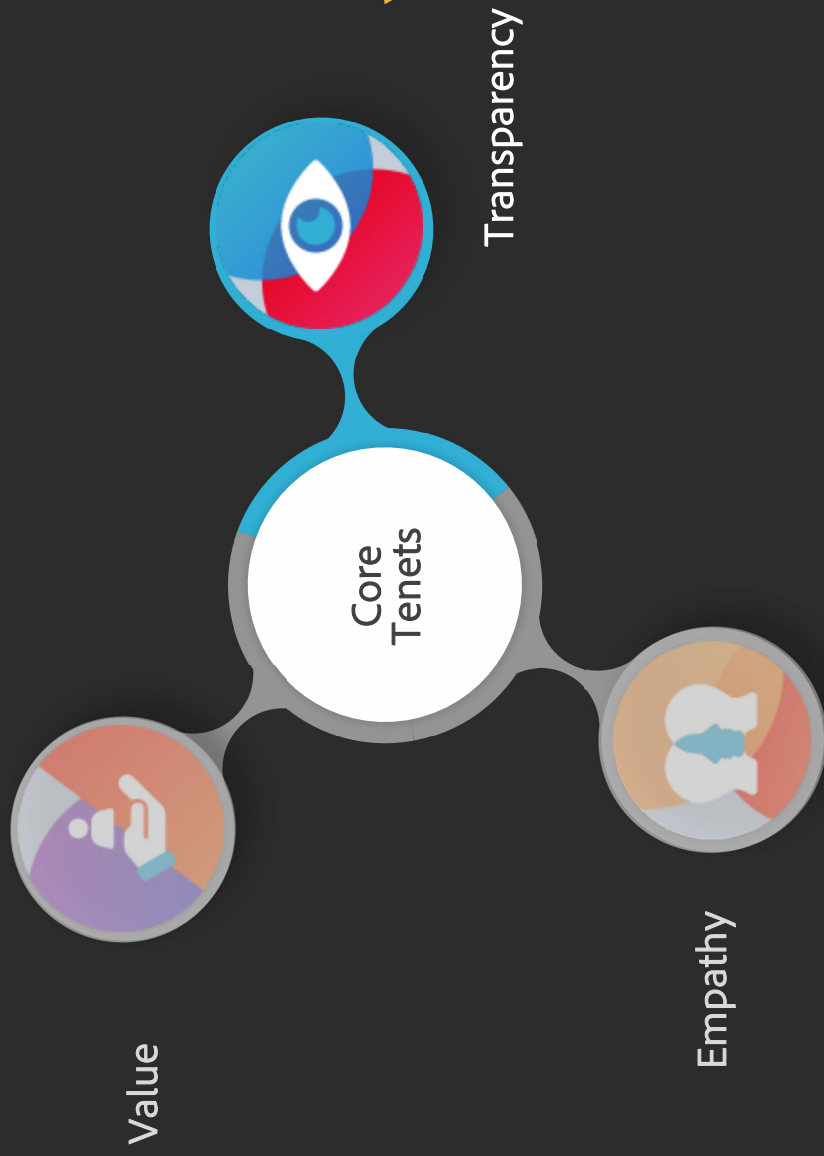
48% see a lapse in data security as inevitable.



New Data Deal

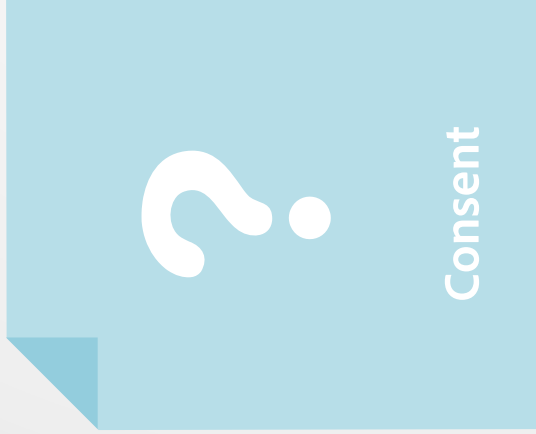


The First Tenet



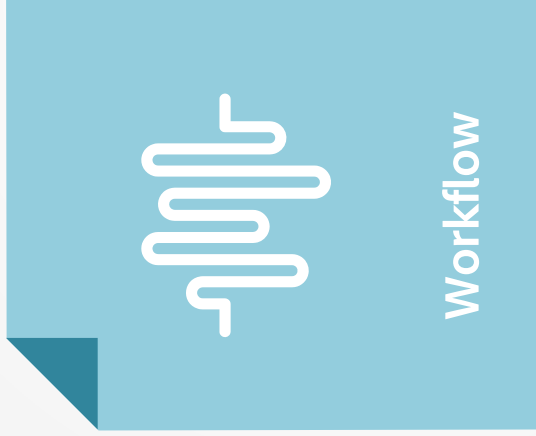
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Thrive With Transparency



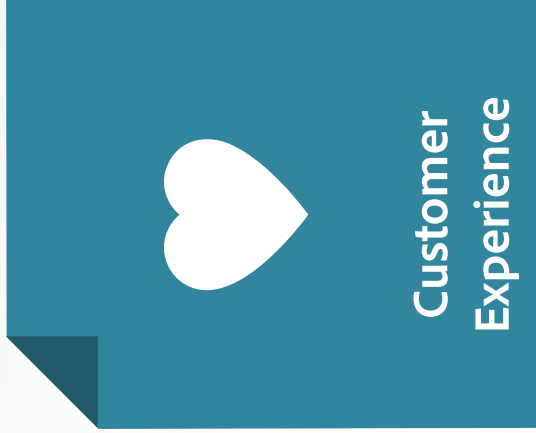
Consent

Obtain the appropriate consent from consumers



Workflow

Audit and evaluate internal workflows and processes



Customer Experience

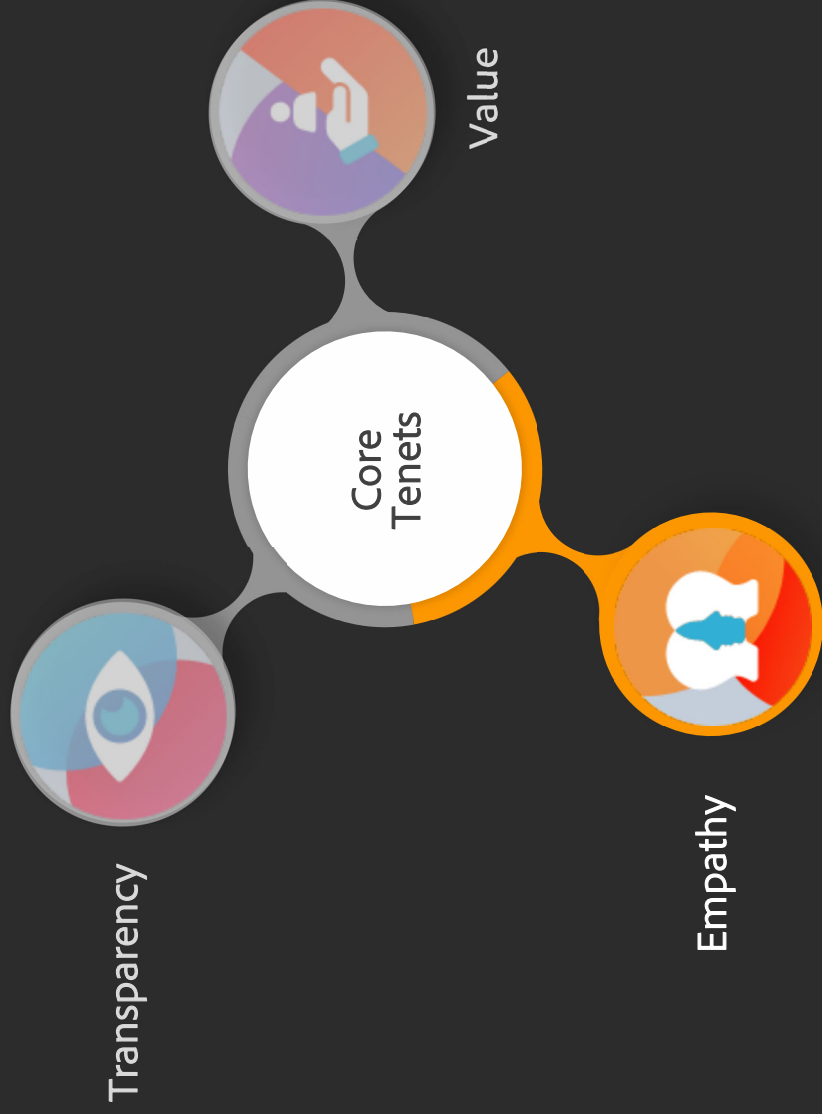
Provide a consolidated and clear experience for consumers



Strategy

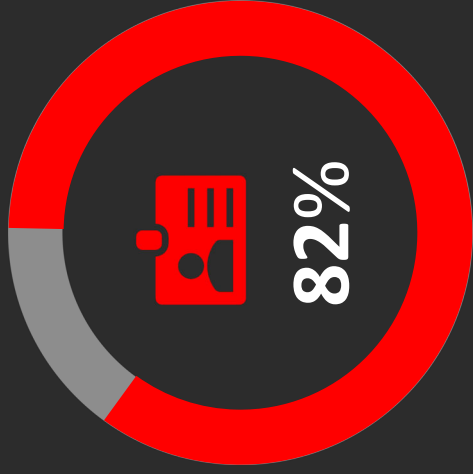
Develop a data transparency strategy tailored toward CX

The Second Tenet



Exercise Empathy

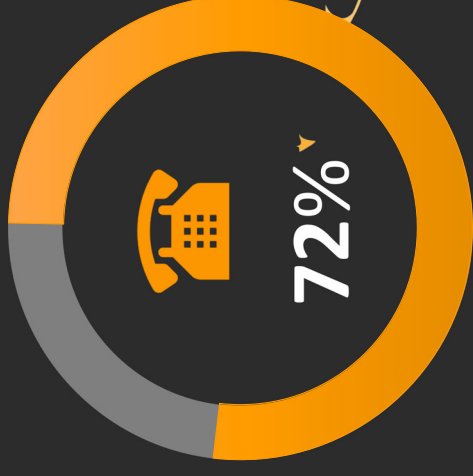
Full Names



Only 50%

of consumers are comfortable sharing their full names

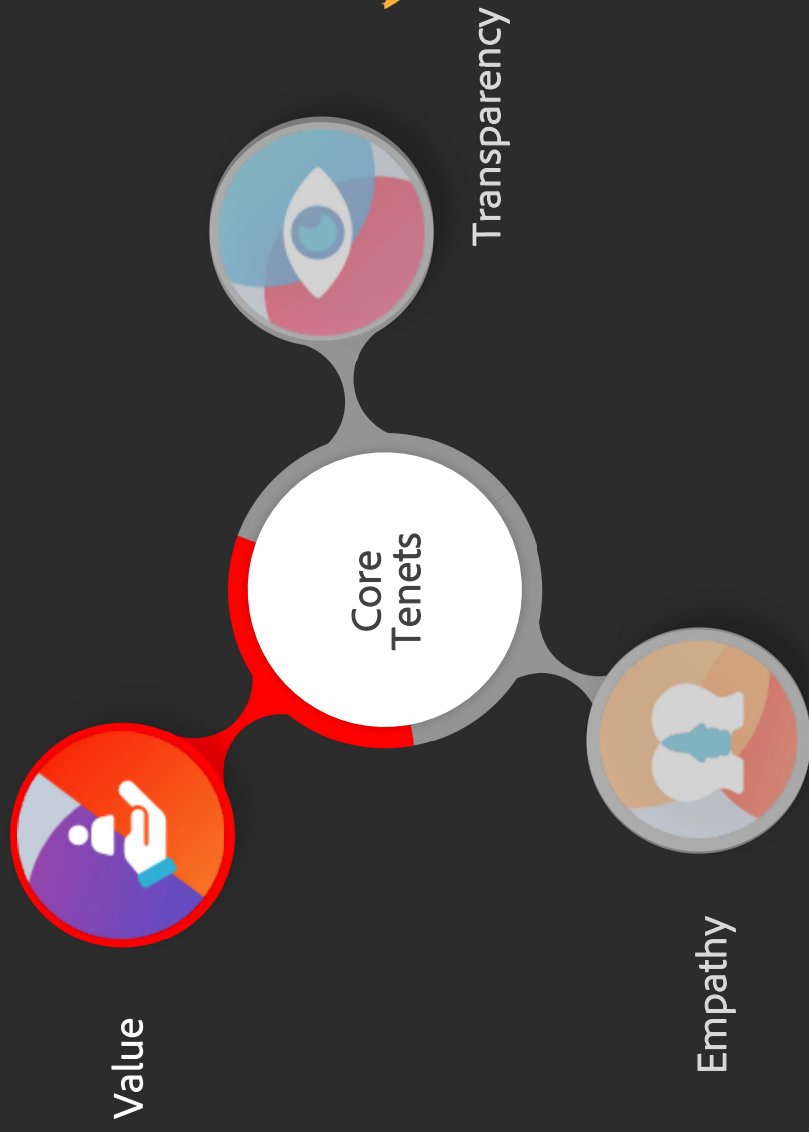
Phone Number



Only 25%

of consumers are comfortable sharing their phone number

The Third Tenet



Delivering Value



46%

of all consumers like getting news or articles suggested that are geared toward their interests.



48%

like when a company recognizes them when they call or log in.



41%

of all consumers believe that companies do a good job of targeting offers to their needs.

Delivering Value

1



Improve data integration and unify the customer experience across channels

2



Present content in an optimal manner

3



Track metrics for continual improvement of the customer experience

2020 and Beyond



of companies globally said that ensuring customer data is secure is the top priority in the coming year.



said they will be prioritizing training their company to better understand data in 2020.



also said ensuring data is useful to their organization.



said they will be ensuring data compliance based on current regulations in 2020.

Learn more about the New Data Deal

- Visit the interactive experience to get a global overview: <https://www.adobe.com/experience-cloud/the-new-data-deal.html>
- Download the companion report to get deeper insights by region: <https://www.adobe.com/content/dam/www/us/en/offer/pdf/the-power-of-data.pdf>

