

# DATA QUALITY IN A PRIVACY FIRST WORLD

## THE VALUE OF DATA

### QUALITY DATA



- ACTIONABLE INSIGHTS
- USERS JOURNEYS
- DRIVE BUSINESS OUTCOMES

### UNDERSTANDING THE USER JOURNEY



- 1ST & 3RD PARTY COOKIES  
Digital Journey
- GEO-LOCATION DATA  
Physical World Journey
- ATTRIBUTION  
Closing the Loop

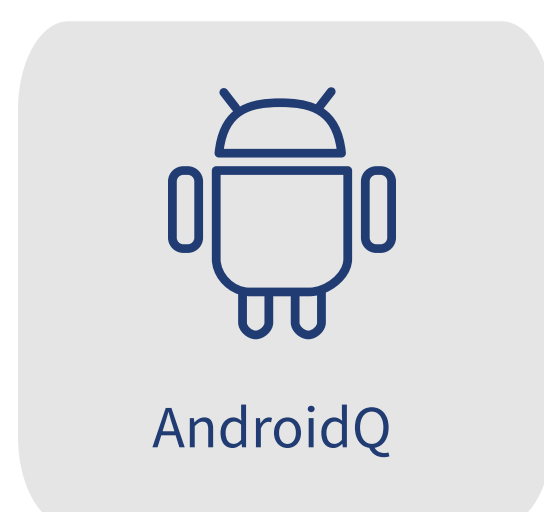
### FORCES SHAPING CHANGE



- GDPR
- CCPA
- OS GATEKEEPERS

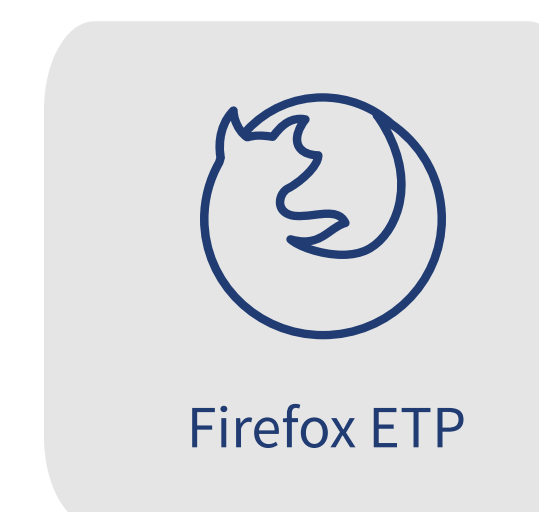
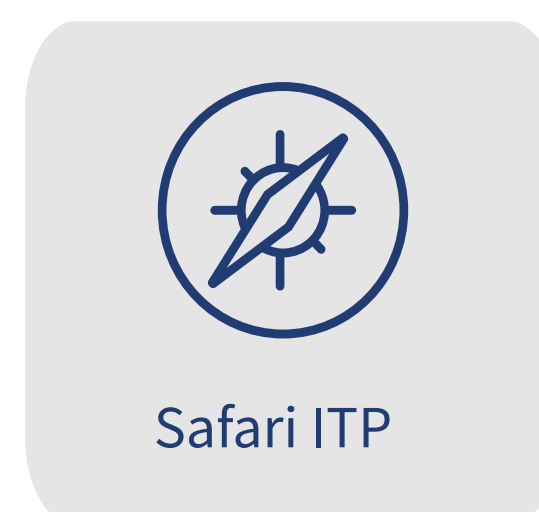
## APP RESTRICTIONS

### OPERATING SYSTEM RESTRICTIONS



## BROWSER POLICIES

### BROWSER RESTRICTIONS



## NOT ALL DATA IS CREATED EQUAL

### LOCATION PRECISION



Monthly Active Users vs. Always On



Visits vs. Breadcrumbs



User Journey Mapping

### DATA RELATIONSHIP & QUALITY

1st Party

Direct brand to consumer

Full rights to collection with consent

2nd Party

Direct brand partnership

Will be significantly reduced

3rd Party

No consumer relationship

Elimination & Deletion

## KEY QUESTIONS FOR DATA PROVIDERS

- ✓ HOW DO YOU PROVIDE VALUE FOR LOCATION?
- ✓ WHAT IS YOUR SCALE & HOW IS IT DEFINED?
- ✓ DOES THE VENDOR'S DATA SET MATCH YOUR USE CASE?

- ✓ HOW IS THE DATA DERIVED?
- ✓ CONSENT FOR COLLECTION & ACTIVATION?
- ✓ HOW PERSISTENT ARE YOUR IDENTIFIERS?  
- IN WHICH BROWSERS? WHY?