



Five Blessings from Customer Privacy

Tim Hayden

Founder/CEO

Brand + Trust Partners



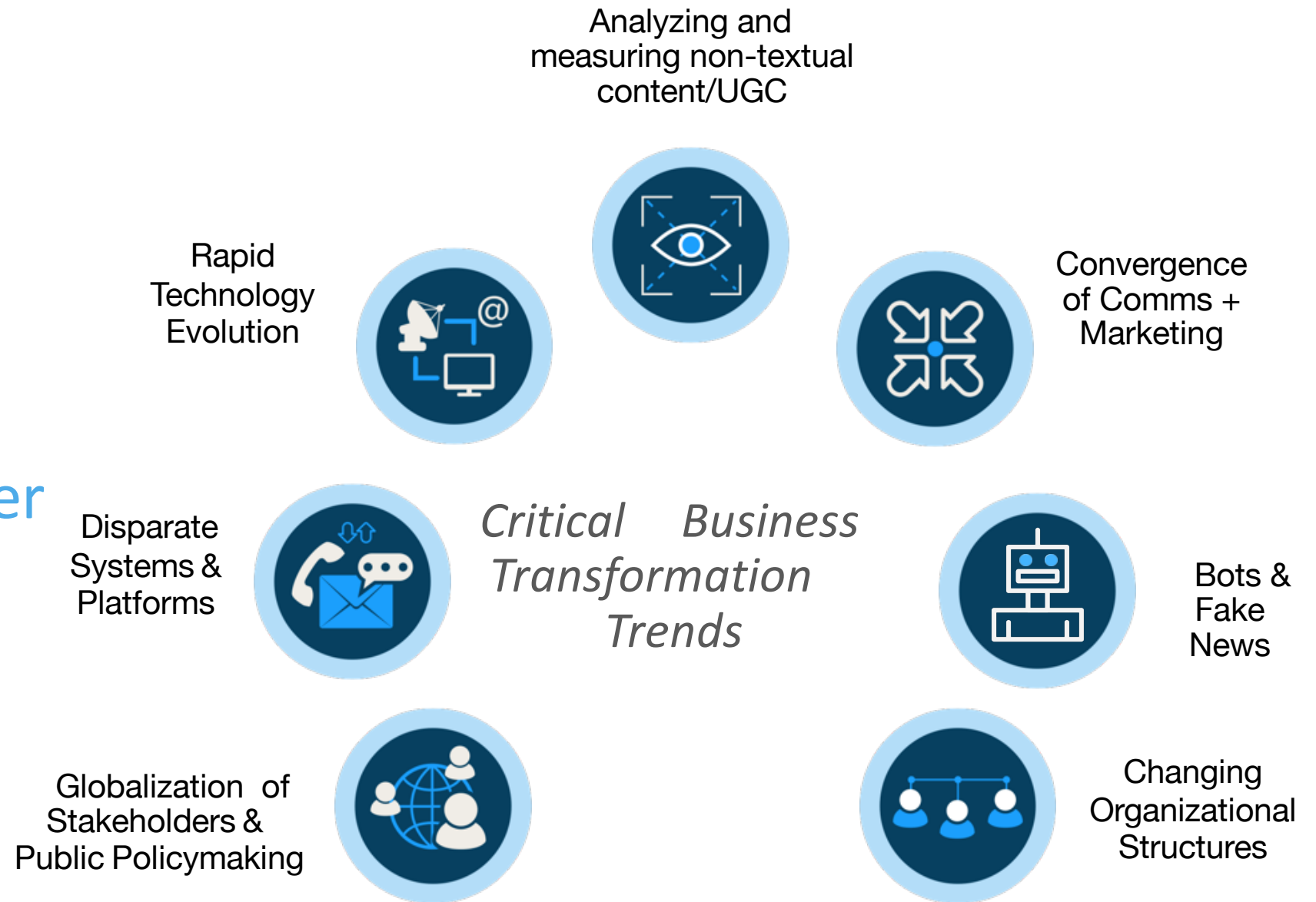
Tracy Arrington

Founder/CEO

Brand + Trust Partners

CX TALKS
CHICAGO

Business Transformation Impacts Every Corner of Your Brand





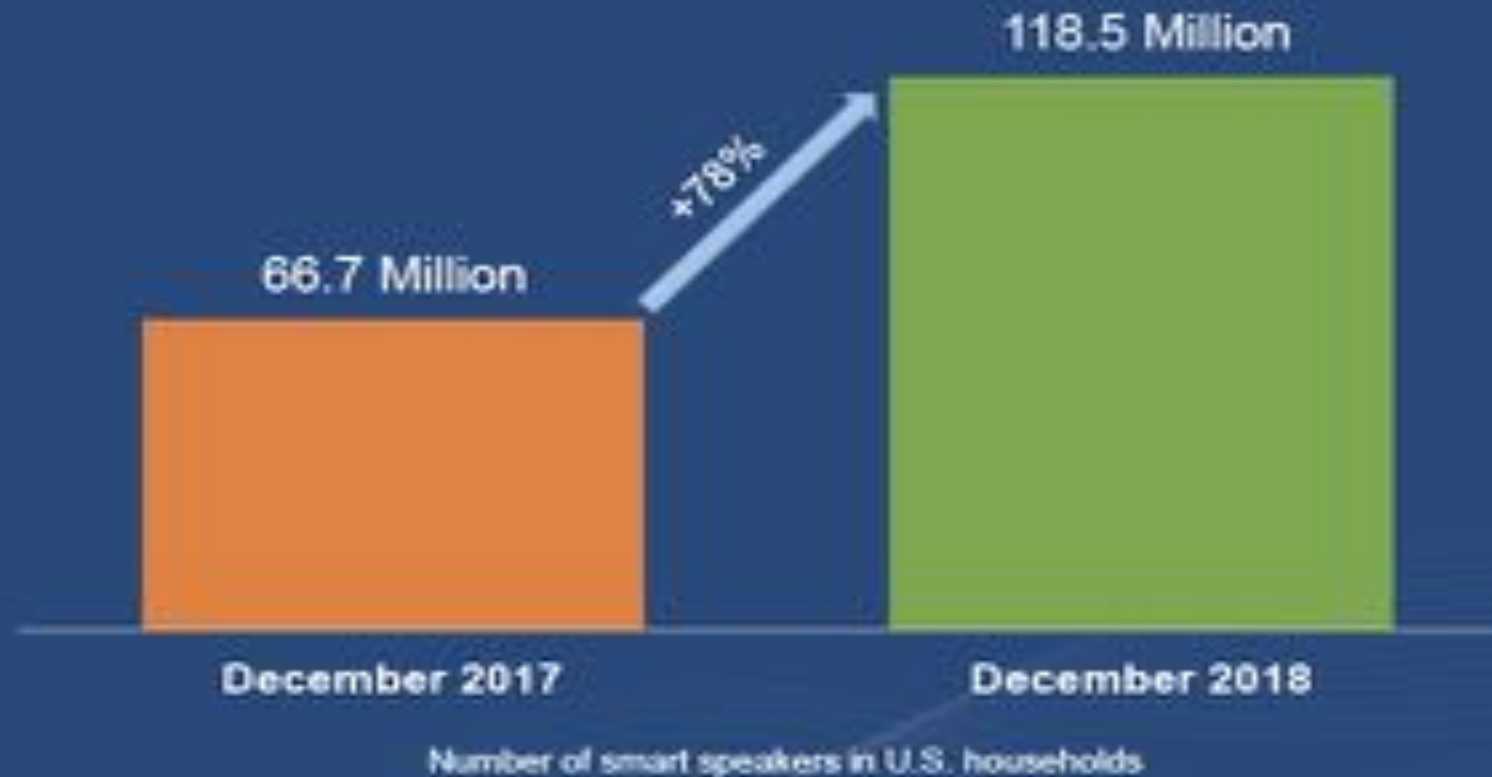
21% of people in the
U.S. 18+ own a Smart Speaker,
or around 53 million people

14 million new smart speaker owners in 2018

Google Home: Google Home is a trademark of Google Inc.



Number of Smart Speakers in U.S. households grows by 78% in one year







How Each Big Tech Company May Be Targeted by Regulators

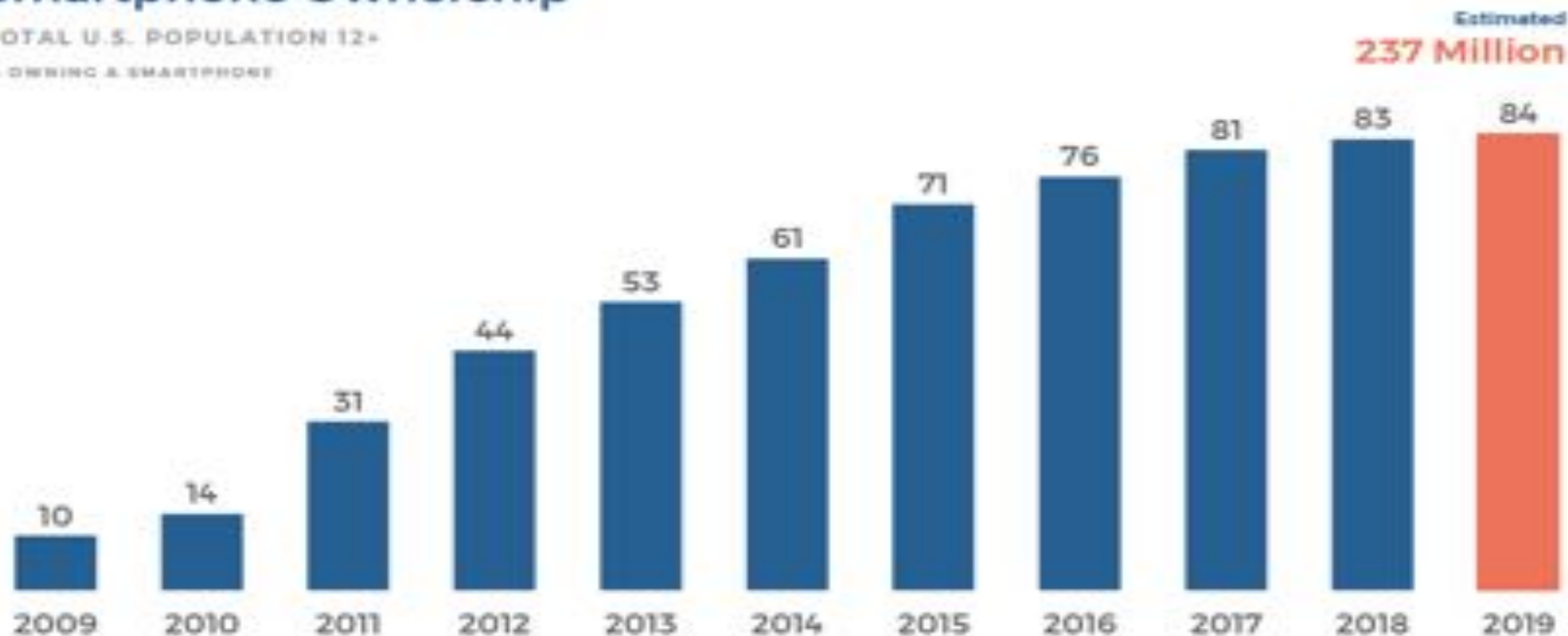


Smartphone Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMARTPHONE

THE INFINITE DIAL 2019



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

1-to-1



Hello [FIRSTNAME],



Source: chiefmartec.com, based on data from the Martech 5000 survey. The map is a visual representation of the marketing technology landscape, showing the relative size and position of various companies. The size of the dots represents the company's revenue, and the color represents the primary function of the company. The map is a complex, multi-colored landscape, with a high density of companies in the Advertising & Promotion and Content & Experience categories. The map is a visual representation of the marketing technology landscape, showing the relative size and position of various companies. The size of the dots represents the company's revenue, and the color represents the primary function of the company. The map is a complex, multi-colored landscape, with a high density of companies in the Advertising & Promotion and Content & Experience categories.

@Cliffster

SOCIAL



Clifford

SEARCH



Cliff

MOBILE



Clifford

CRM



Cliff B. Smith

POS



Cliff

ONLINE



CLIFF



Connect

Find all the relevant data sources and work with a CDP to get everything in one place



Understand

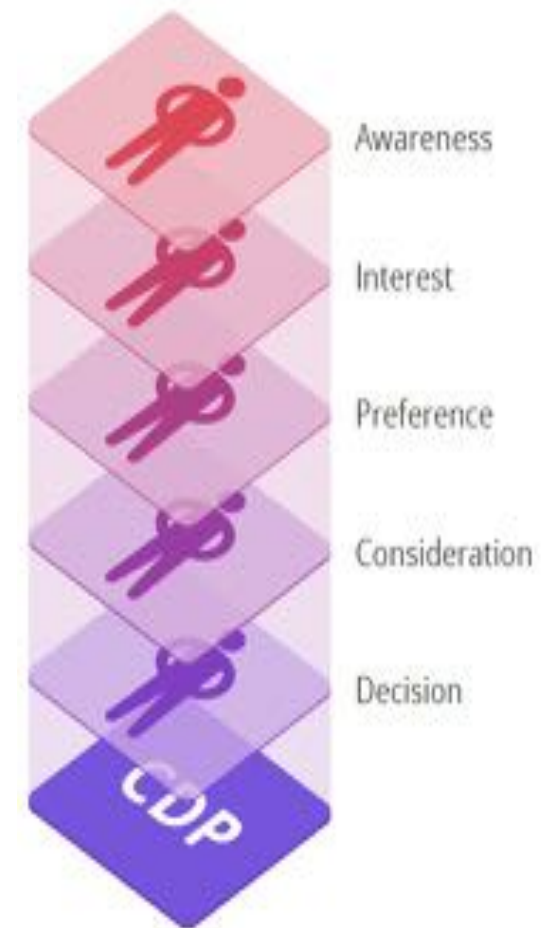
Use machine learning and data science to understand what customers want most



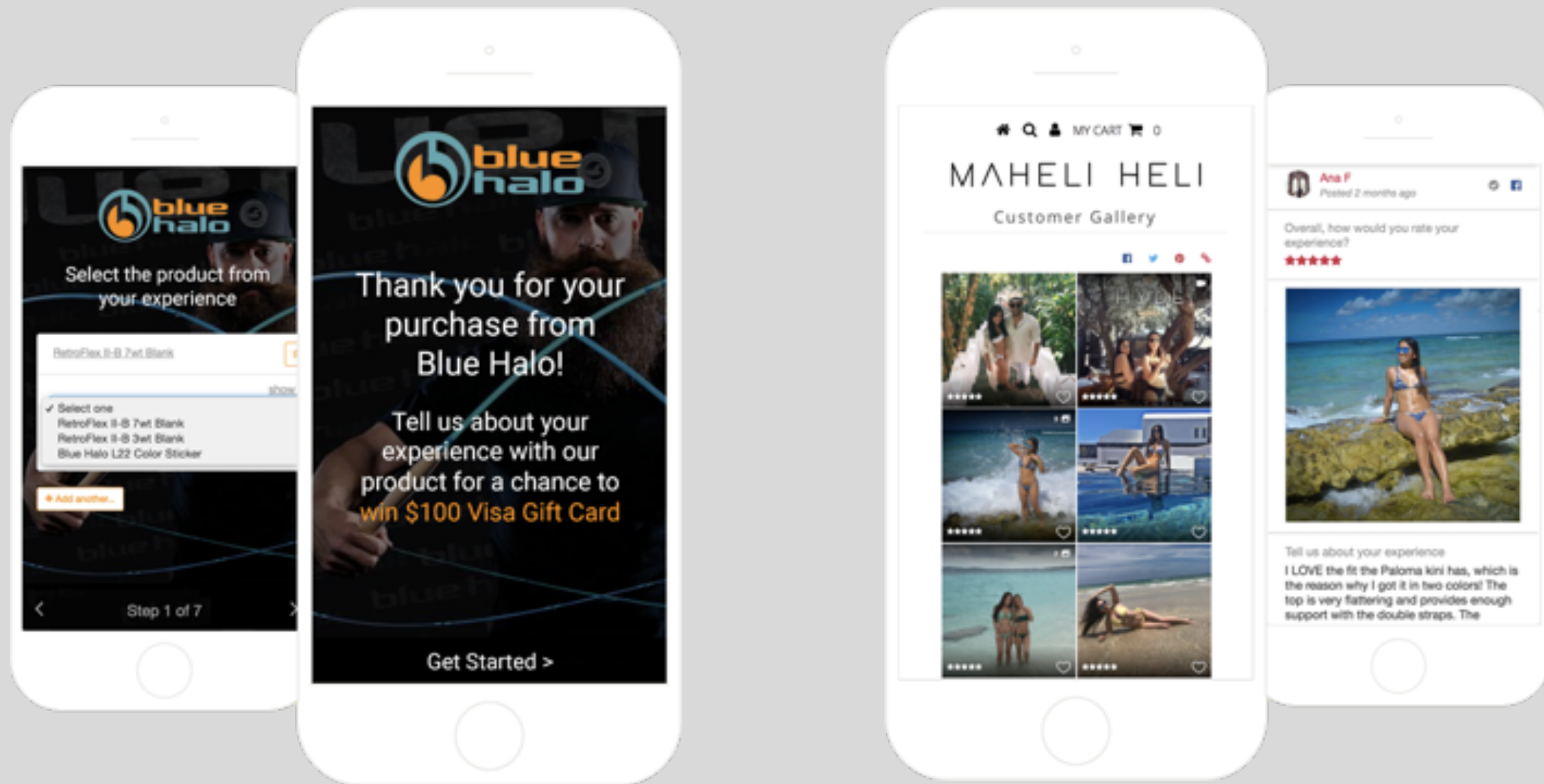
Act

Develop strategy, tactics, and execution to migrate to digital-first customer focus





UGC, FTW!







Jamie @kerplunked86 · Sep 15

@GarrettPopcorn disappointed to have turned up to the store at 19:45 on Michigan Avenue with the doors locked and no acknowledgment from staff inside as to why it was closed 15 minutes early.



1



Garrett Popcorn ✓

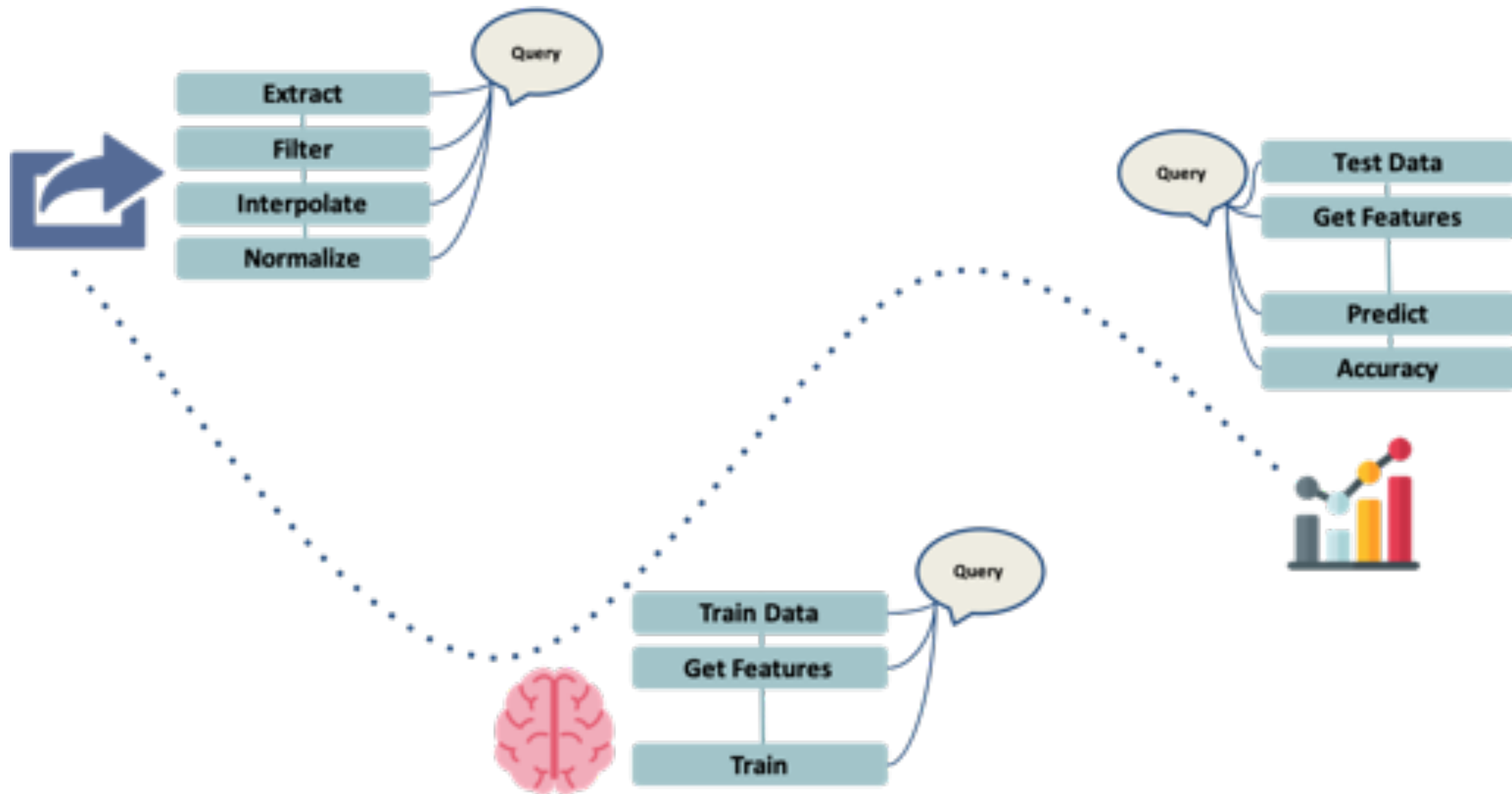
@GarrettPopcorn

Replying to @kerplunked86

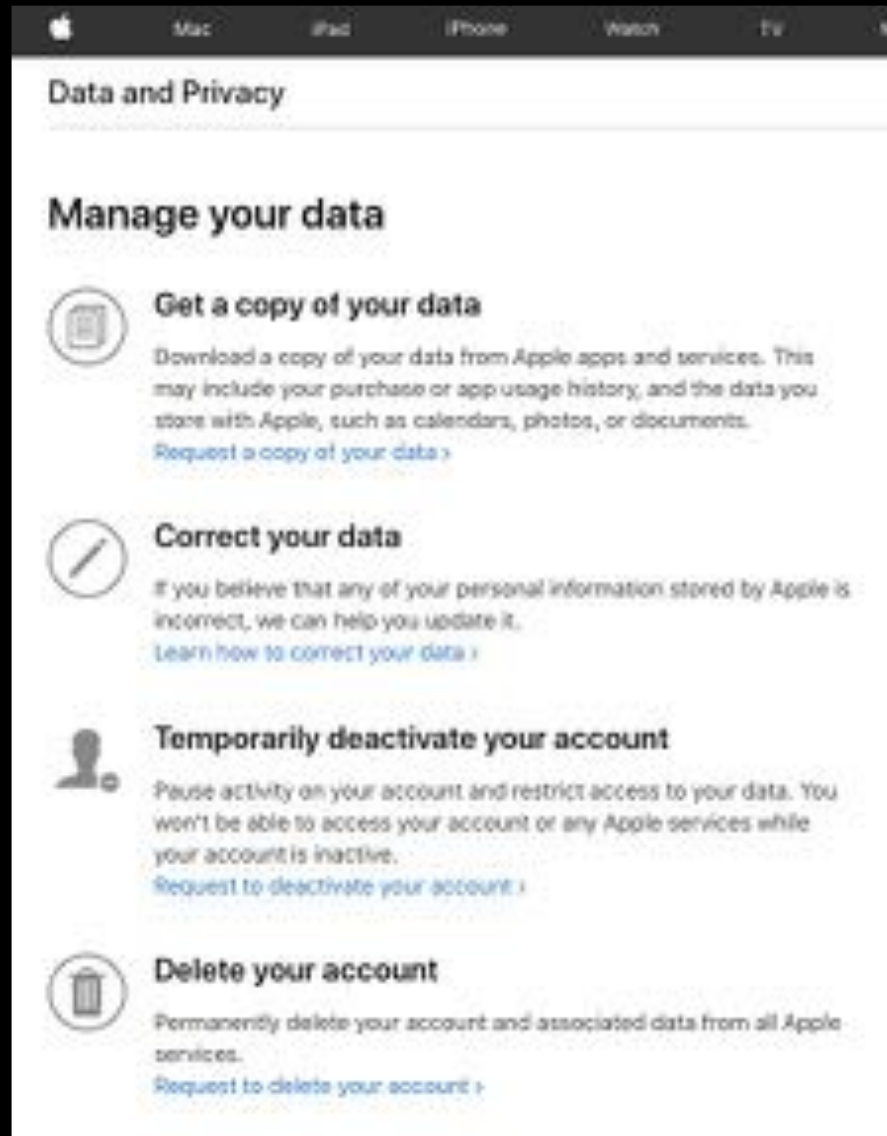
Hi Jamie - thank you for notifying us of this experience. We apologize & realize how frustrating this could be. We'd like to have our Customer Experience team connect with you to learn more. Please fill out this form and someone will be in touch shortly:

garrettpopcorn.com/contact-us

9:29 AM · Sep 16, 2019 · [Twitter Web App](#)









Shopping for a CDP

- * Established API connector portfolio
- + High cardinality/volume
- + IoT/machine and device data
- + Machine learning/predictive modeling
- + Cloud or on-premise?
- + Marketer friendly/UI



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