



# Five Blessings from Customer Privacy

Tim Hayden Founder/CEO Brand + Trust Partners

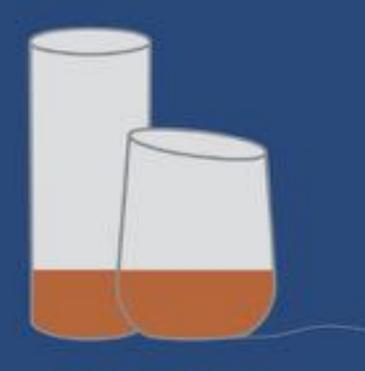
Tracy Arrington Founder/CEO Brand + Trust Partners

No.



Analyzing and measuring non-textual content/UGC Ó Rapid Convergence Technology of Comms + @  $\mathfrak{D}\mathfrak{C}$ Evolution Marketing **Business** Transformation **Impacts Every Corner** Business Critical Disparate of Systems & **Transformation** Bots & Platforms **Your Brand** Fake Trends News Changing Globalization of Organizational Stakeholders & Structures Public Policymaking





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

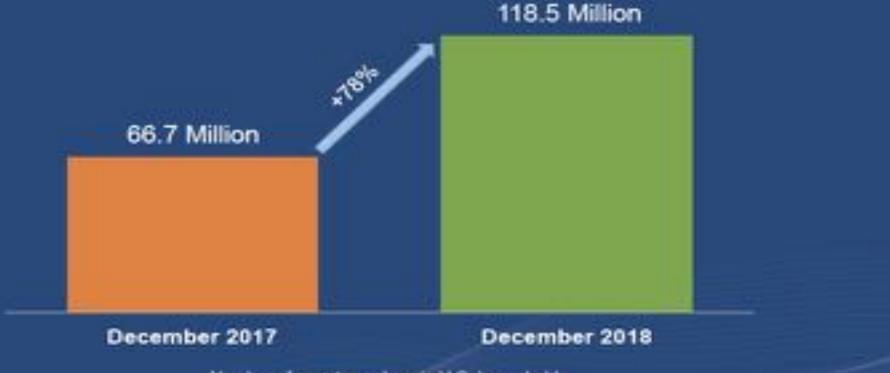
Georgie Hume Georgie Home is a trademark of Georgie Inc.







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



Number of smart speakers in U.S. households



brain+trust











The New York Times



# How Each Big Tech Company May Be Targeted by Regulators







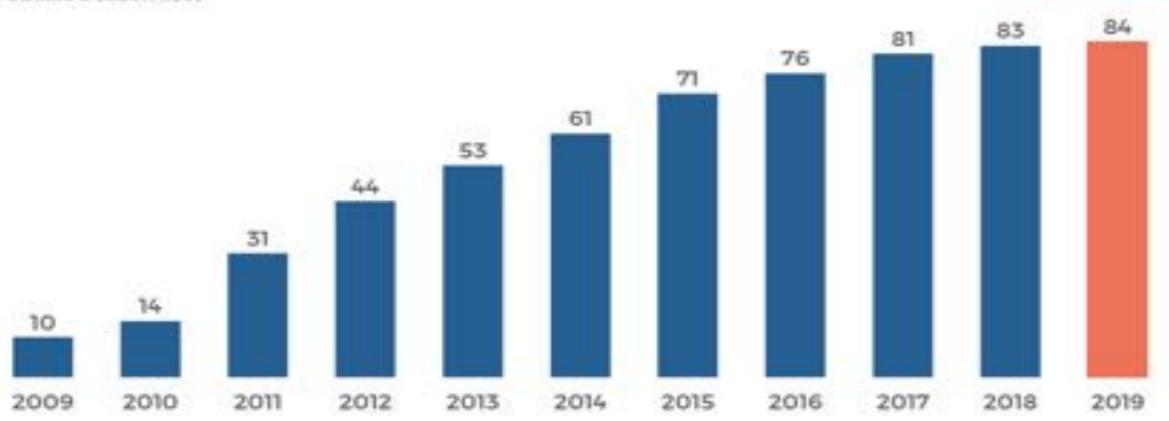
237 Million

Estimated

# Smartphone Ownership

TOTAL U.S. POPULATION 12+

% OWNING & SMARTPHORE





THE INFINITE DIAL & 2819 EDISON RESEARCH AND TRITON DIGITAL



# 





# Hello [FIRSTNAME],



### chiefmartec.com Marketing Technology Landscape ("Martech 5000")

#### April 2019



and a state of

Carlos and



and the second second

A States

·公元""公子"于"子子"

the state of the s

a topy of the

Carlos and the last

.

and the second second

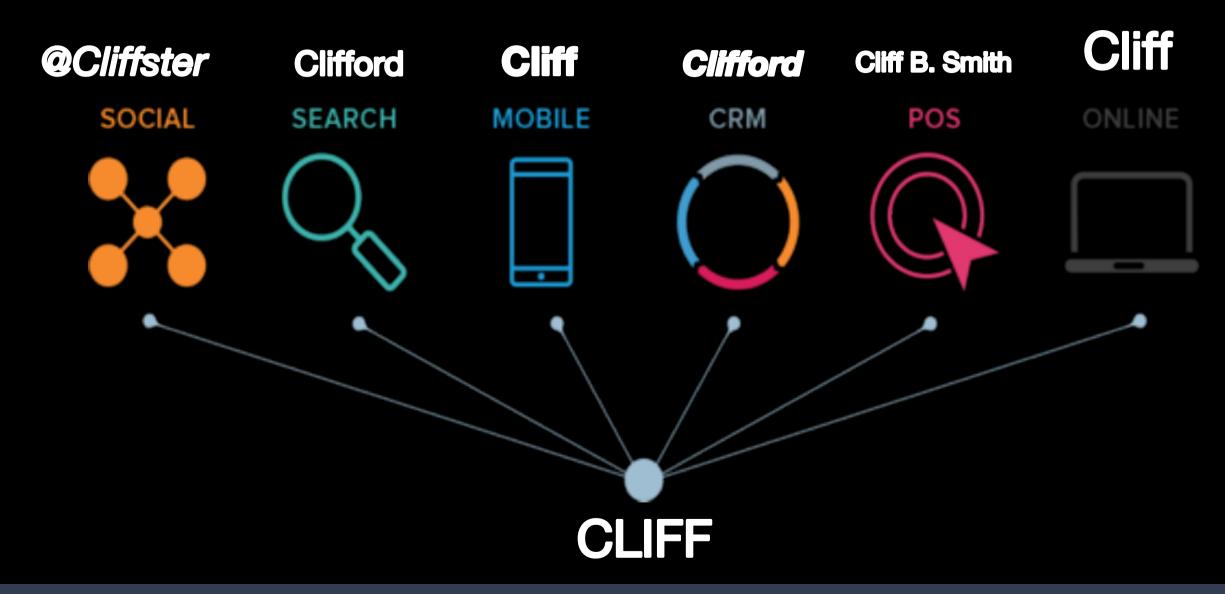


Sala

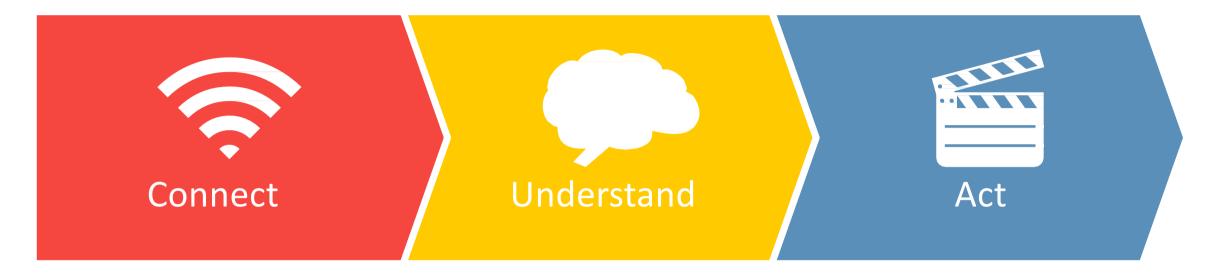
The second state of the se



15

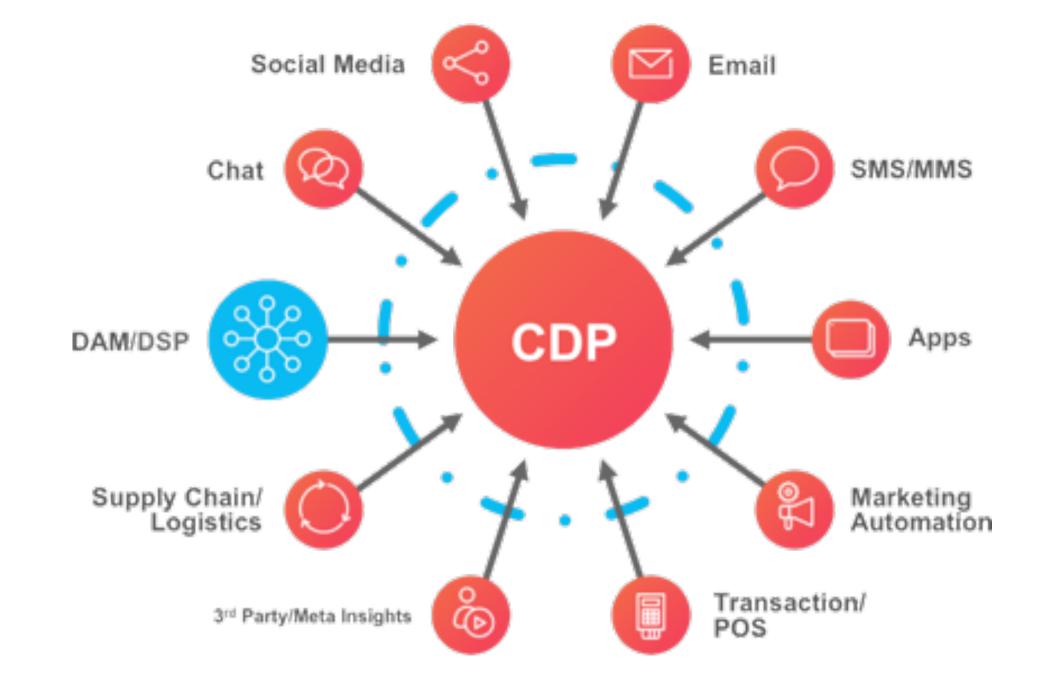




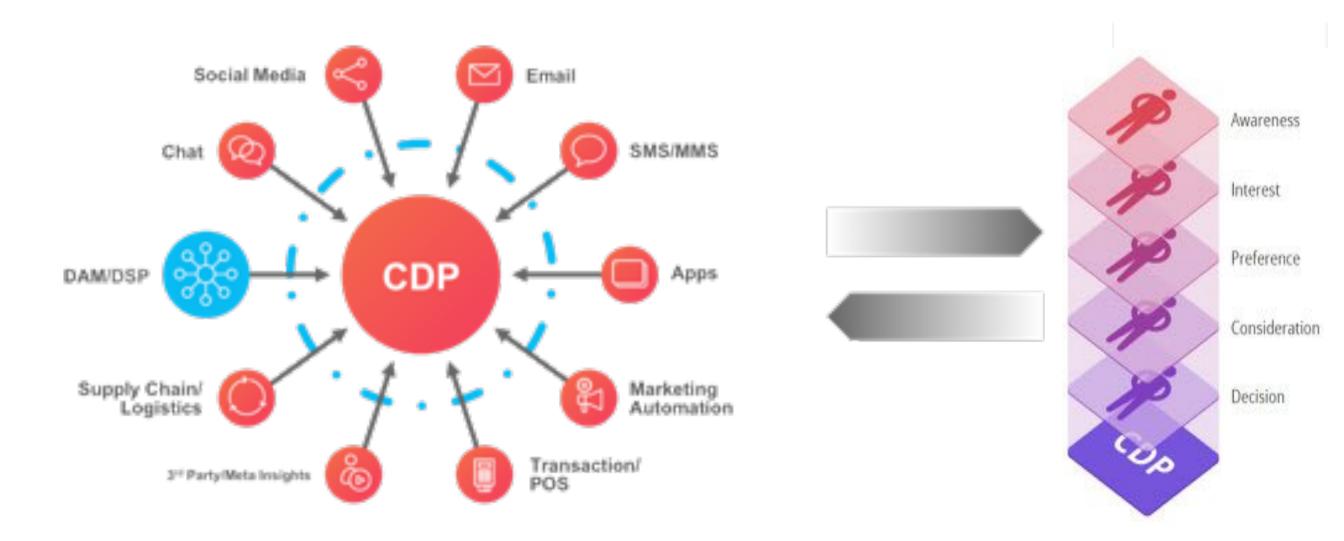


Find all the relevant data sources and work with a CDP to get everything in one place Use machine learning and data science to understand what customers want most Develop strategy, tactics, and execution to migrate to digital-first customer focus



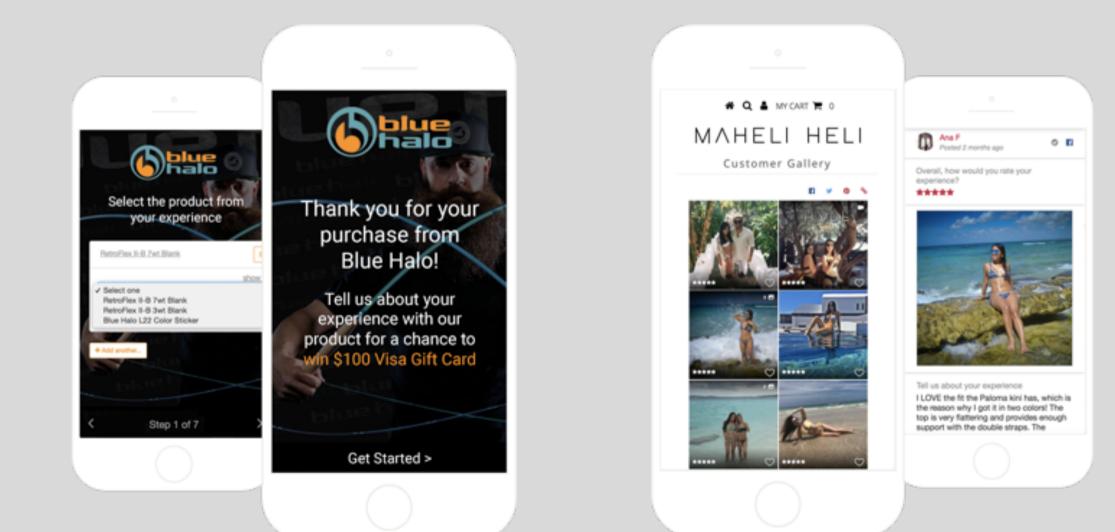








# UGC, FTW!













#### Jamie @kerplunked86 · Sep 15

tl.

@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.

ιŤ.

~

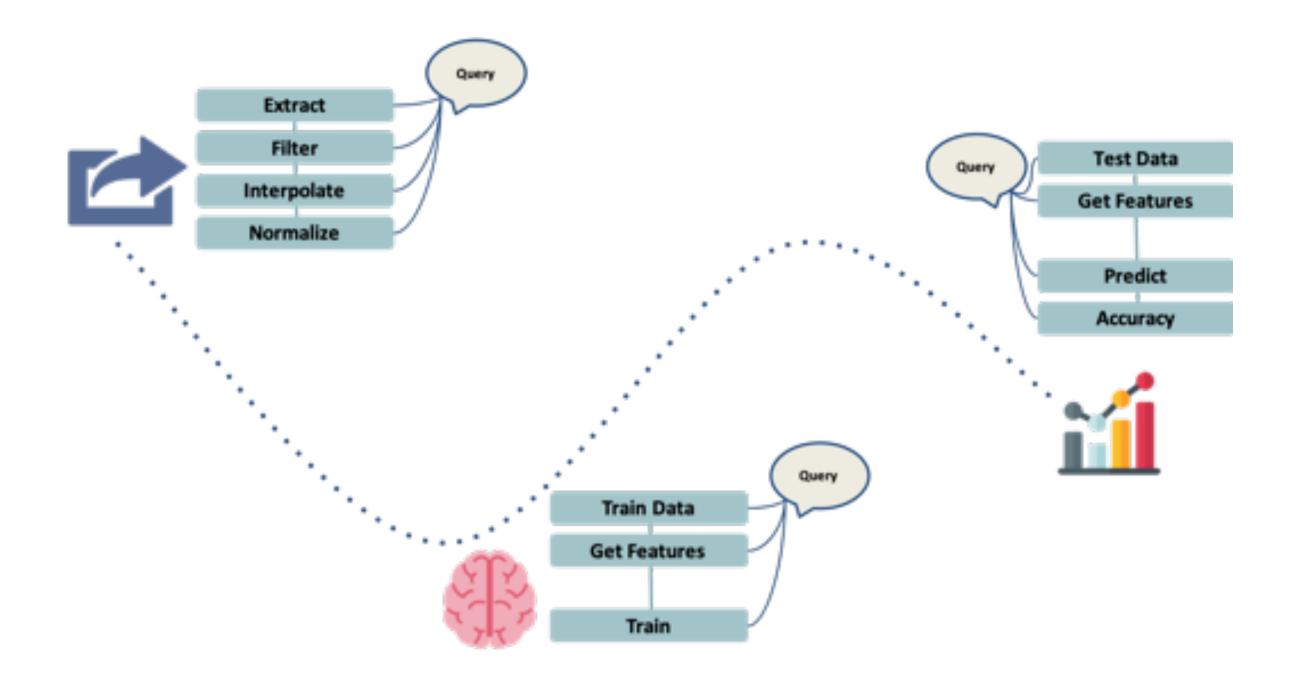


Replying to @kerplunked86

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









#### Data and Privacy

Mac

#### Manage your data



Û

.

#### Get a copy of your data

Pad :

Download a copy of your data from Apple apps and services. This may include your purchase or app usage history, and the data you store with Apple, such as calendars, photos, or documents. Request a copy of your data >

Phone:

Watton

10.0

#### Correct your data

If you believe that any of your personal information stored by Apple is incorrect, we can help you update it. Learn how to correct your data (

## Temporarily deactivate your account

Pause activity on your account and restrict access to your data. You won't be able to access your account or any Apple services while your account is inactive. Request to deactivate your account (

- Contraction of the second second

#### Delete your account

Permanently delete your account and associated data from all Appleservices. Request to delete your account >







# Shopping for a CDP

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

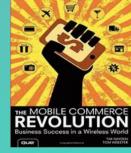






# Five Blessings from Customer Privacy

Tim Hayden tim@braintrust.partners @TheTimHayden



Tracy Arrington tracy@braintrust.partners @TracyArrington

No. 1

101 Things I Learned<sup>\*</sup> in Advertising School Tracy Arrington with Matthew Frederick

