

MAKING THE MOST OF GDPR:

A LONG-TERM STRATEGY GUIDE FOR MARKETERS

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INTRODUCTION

We get it: The GDPR deadline is scary. It's why most companies have gone full-force in their preparations for May 25. But what happens afterwards? GDPR is an opportunity for companies to build better relationships with their customers based on value and trust—and that's where marketers will play a critical role.

GDPR, Simplified:

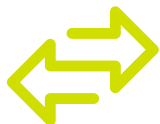
The EU's General Data Protection Regulation (GDPR) is a law that ensures consumers have more control over their own data by giving them the power to view, limit, transfer, or delete it at any time.



View



Limit



Transfer



Delete

We get it: The GDPR deadline is scary. It's why most companies are going full-force in their preparations for May 25. But what happens afterwards? GDPR is an opportunity for companies to build better relationships with their customers based on value and trust—and that's where marketers will play a critical role.

Namely, these are the key activities your marketing team will be responsible for:

- 1** Explaining why and how data will be used
- 2** Planning how the data you collect will be organized
- 3** Testing your approach for 1 and 2 to increase positive consent responses

Explore the guide to gain insight on life after May 25. Learn how your team can use GDPR to create a strategy for protecting user data to build more meaningful customer experiences long-term.

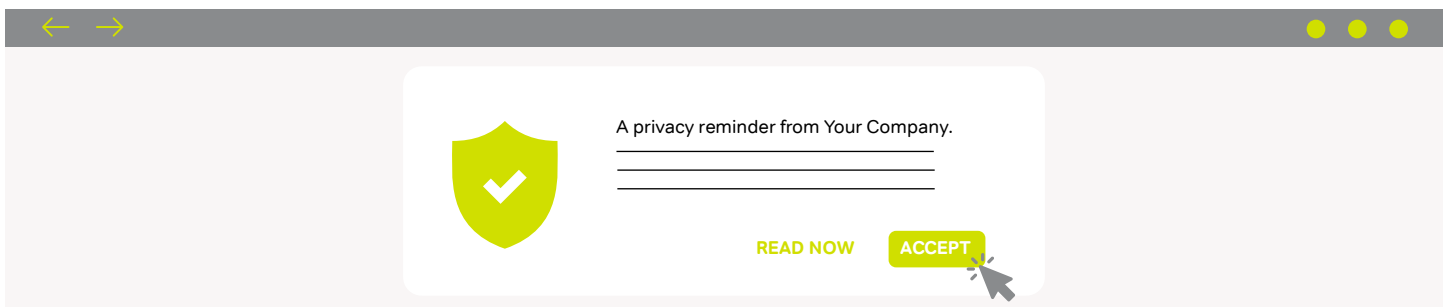
CAPTURING AND MANAGING CONSENT

Are You Efficiently Capturing Consent?

The consent pop up will be the first impression users get of your approach to GDPR. So, what can you do to make it a good one?

Your company needs a seamless interface for getting consent from users when they visit your site. Whether this is a custom pop-up or a full-screen take over, make sure the way you capture consent is clear, **bold**, and easy for users navigate.

The takeaway: The consent pop up is your chance to showcase how your company handles GDPR—make it count! Work with a designer or 3rd party to create a thorough consent pop up on your site covering forget me requests, email and advertising preferences, and more.



Are You Explaining Why You Need Consent?

The following types of data are protected under GDPR:

- 1 Name, address, email and ID numbers
- 2 Web data including location, IP address, cookies and tags
- 3 Health, racial, ethnic and biometric data
- 4 Political opinions
- 5 Sexual orientation

Communication is key in any relationship. And when it comes to customer relationships after GDPR? This is especially true.

If you're using any data from the above list to fuel communications (marketing, customer success, 3rd party partnerships, etc.), you'll need to explain why you need it and how users and current customers will benefit from letting you have it. Marketers should continually test how messaging resonates with customers to ensure a maximum number of consent responses after May 25.

The takeaway: Whether your team runs weekly tests on the type of language that increases consent responses or offers rewards in exchange for data, to succeed companies will need a plan for testing the kind of data users are willing to provide and the circumstances under which they give access.



PROTECTING USERS AGAINST CONSENT FATIGUE

Are You Protecting Against Consent Fatigue?

After May 25, your users will be up to their eyeballs in consent pop ups. Standing out from the crowd will be about balance and communicating value.

After all, if how you explain your approach data is too sparse, users may not understand why you need their data or worse, assume that your lack of detail means that you're not being honest and opt out for security reasons. But getting too technical isn't good either. If your language is overly complex, users may opt out altogether for the sake of convenience.

To stand out, clearly explain what users will gain from allowing your company to use their data. In fact, a recent ICLP survey revealed that out of 1,000+ UK consumers, 71% did not feel like they were adequately rewarded for sharing their personal data with brands. Take note of brands who, regardless of GDPR regulations, have always executed campaigns rooted in creating value for consumers such as:

Refinery29's 29 Rooms
Unbounce's Landing Page Analyzer

“To stand out, clearly explain what users will gain from allowing your company to use their data.”

The takeaway: Competitive analysis is key to protecting users against consent fatigue. Continually monitor how other organizations are collecting consent to ensure your own approach stands out. Plus, take note of best-in-class campaigns that give users a reason to share data to better inform your marketing efforts after GDPR.

MANAGING OPT OUTS & INDIVIDUAL RIGHTS

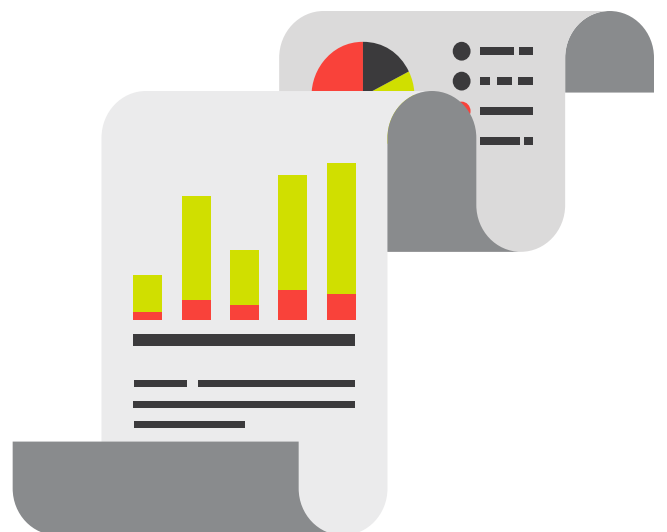
Are You Managing Opt Outs And Individual Rights?

Here's the truth: Even the best messaging or most enticing offers may not be enough to stop some users from opting out of data collection. When they do, you'll need to ensure they are automatically removed from any existing company databases.

For example, if someone opts out of email but consents to cookies, you won't need to "forget them" altogether, but you will need a process for removing them from all email lists including marketing and sales.

Pro tip: Take note of the trends across your site, email lists, and other properties to see where you're gaining or losing access to the most customer data. To understand which messages are generating the best (and worst) responses, try a tool like DataSwitch to generate high level reports on customer consent by segment & channel.

“Try a tool like DataSwitch to generate high level reports on customer consent by segment & channel.”



SEGMENTING AND SYNCHRONIZING YOUR DATA

Are You Segmenting & Synchronizing Your Customer Databases?

You say GDPR, we say spring cleaning! GDPR is a chance to clean your user databases and reorganize them according to customer requests. After all, the law requires that you get consent from new users and regain consent to data you've collected from past customers across your site, email campaigns, sales efforts, and more.

Companies will need tools like DataSwitch that automatically create and manage segments in terms of who's opted in and out for company-wide use (inbound and outbound efforts).

Those same tools should be able to filter your GDPR segments in terms of standard metrics such as location and unique site visits for use in future campaigns.

A Cautionary Tale

£70k

In 2017, Flybe sent emails to 3.3 million people asking if their details were correct, and because some of those consumers had previously opted out, Flybe was fined £70,000. A separate investigation into Honda revealed that the car company sent 289,790 emails to clarify certain customers' choices for receiving marketing spam.

£13k

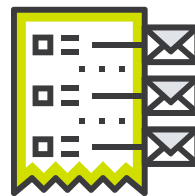
When Honda couldn't provide evidence that the customers had given consent, Honda received £13,000 fine. The penalty for similar mistakes will only increase once GDPR goes into effect.

The takeaway: Having clean user databases will lead to better campaigns targeting audiences that actually want to hear what you have to say. Cultivate this relationship by offering rewards in exchange for feedback from your users to continually improve consent collection efforts.

FINDING AND WORKING WITH GDPR-COMPLIANT VENDORS

Want to prove that you care about your customers and their data? Partner with companies who value protecting your customers' personal information as if it were their own. Take note of potential partners' communications around GDPR, data practices, and even privacy notices to get a sense of their dedication to safe data processing.

“Check out this breakdown on compliant / non-compliant email lists by Mailchimp: eepurl.com/b2Q7QX”



Whether you use a 3rd party for data management or buy email lists to power your marketing activities. Check out this breakdown on compliant / non-compliant email lists by Mailchimp:

 eepurl.com/b2Q7QX

Your company will be on the line if anything goes wrong—not the 3rd party.



You're also responsible for getting consent from users on working with 3rd parties to handle their data.

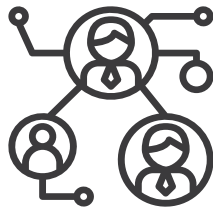
The takeaway: Users may be more likely to provide consent if you are transparent about who you work with to process their data. Comprehensive GDPR tools like DataSwitch gives users access to “data maps” that allow them to see where their personal information is in the marketing ecosystem (including both the vendors you work with and even some you don't).

MANAGING INBOUND LEADS

Inbound generally falls into two categories under GDPR:



Leads from your on-site web forms



Leads from 3rd party partners

In both cases, experts recommend implementing a “double opt-in” process to ensure you’re communicating with people who actually want to hear from you. Double opt-in is a setting in which an individual receives a follow up email with a verification link after consenting on-site. Individuals need to click the link from your email to confirm that they actually entered their email address to the signup box.

Pro Tip: To avoid unnecessary steps for non-EU users, simply include a field asking if a user is from the EU in your on-site consent language. If they don’t select EU, continue to market to them as you normally would.

Double Opt-In

Signup Form



Opt-In Email



Confirmation

NEXT STEPS



Ultimately, GDPR is about building better relationships with your users.

Data collection is no longer a one-way street. It's a give and take in which companies will need to provide value to receive what they want in return.

And with the right strategy, marketers can convince users to give consent, refrain from transferring data to a competing brand, and more. And on an operational level, a marketer's ability to organize consent collection and manage "forget me" requests may help avoid massive fines down the line.

INTERESTED IN CREATING A LONG-TERM STRATEGY FOR CONNECTING WITH USERS AFTER GDPR? Get in touch with one of a Lineate data expert today to learn more about practical steps your marketing team can take to build consumer trust, increase opt-ins, and create personalized user experiences.

About Lineate

Lineate is a software development company that builds custom tech solutions for brands like The New York Times, eBay, OkCupid, and more. Lineate's data orchestration platform, DataSwitch, helps businesses run better cross-channel campaigns, activate GDPR-related data, and gain enriched insight into qualified target audiences.

THANK YOU

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