



HOW TO ORGANIZE DATA TO UNDERSTAND AND IMPROVE GDPR CONSENT

INTRODUCTION

While many brands want to show customers that they take data privacy seriously, collecting, organizing, and using data as outlined in GDPR has turned out to be tougher than expected. One

company, let's call them **Need Way More GDPR Consent Inc.**, faced three challenges about the best way to approach GDPR. Learn how they used **Consent Manager** to solve each one.

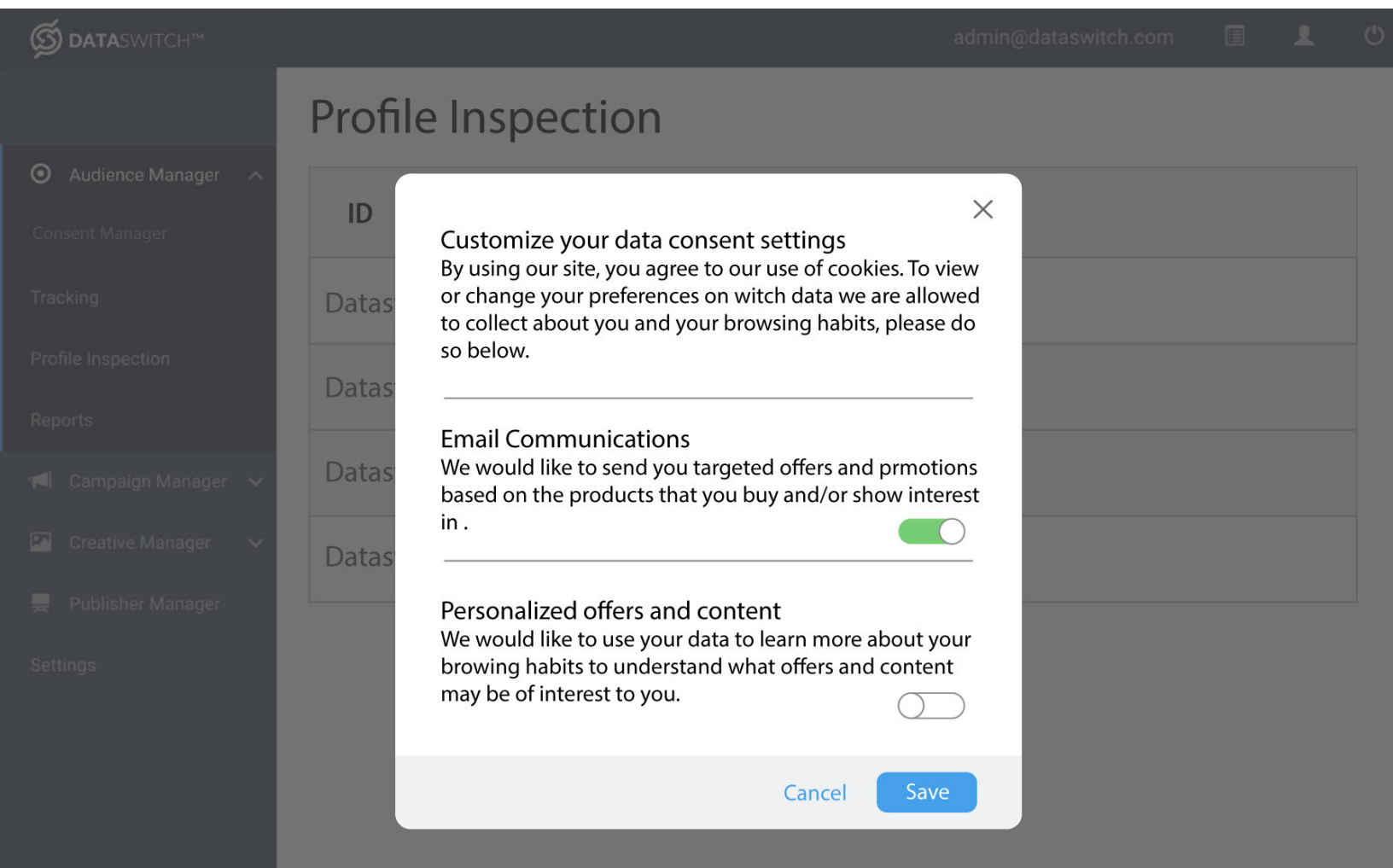
OBSTACLE #1 EFFECTIVELY CAPTURING CONSENT

Need Way More GDPR Consent Inc. is an e-commerce retailer and has a significant number of EU site visitors. The brand didn't want to cut off EU sales, so it needed an effective way to capture consent safely.

The method needed to be thorough, but not so busy that it turned people away. GDPR requires that you identify if customers are from the EU and that you receive consent for how and when

your brand interacts with them (emails, special offers, etc.).

Using Consent Manager's audience tracking, Need Way More GDPR Consent Inc. automatically determined which site visitors were from the EU upfront. Then, using the platform's GDPR pop up feature, they integrated consent messaging on to their website to earn and test consent capture.



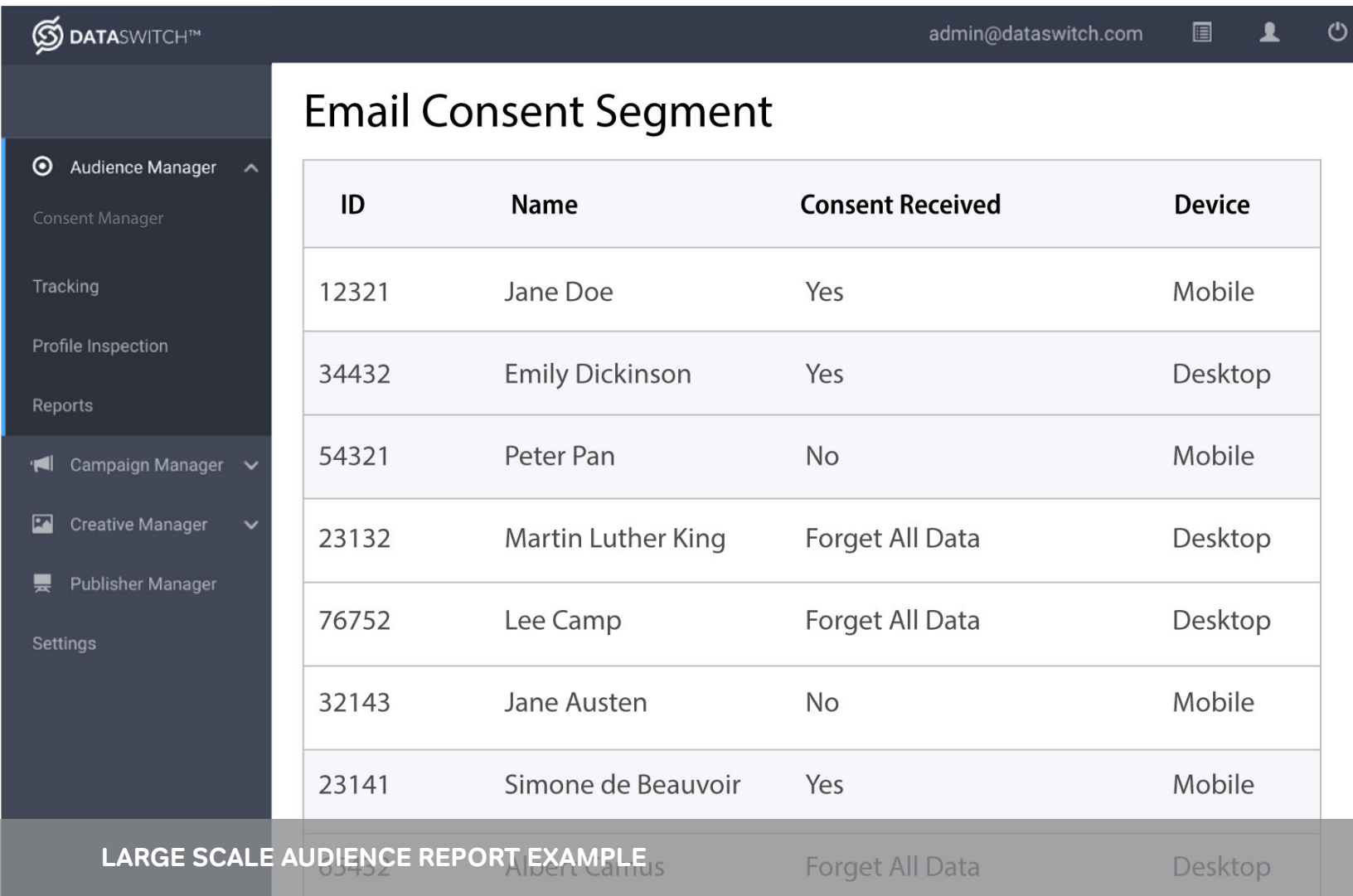
POP UP EXAMPLE

OBSTACLE #2 ORGANIZING CONSENT DATA SAFELY

Once Need Way More GDPR Consent Inc. started capturing consent in a more granular way, they had more data than they knew what to do with. Some customers chose to opt in to certain things but not others, several opted in to everything, and a few asked for their data to be erased altogether.

Need Way More GDPR Consent Inc. wasn't sure how to reliably organize all of the information, so they used Consent Manager to automate the

process of segmenting the responses. Now they could rest easy knowing that, for example, customers who consented to email and SMS alerts would only be in email and SMS segments. Plus, with Consent Manager's campaign capabilities, Need Way More GDPR Consent Inc. could leverage their user segments in-platform and send cross-channel campaigns all from one place—reducing the risk of data slipping through the cracks.



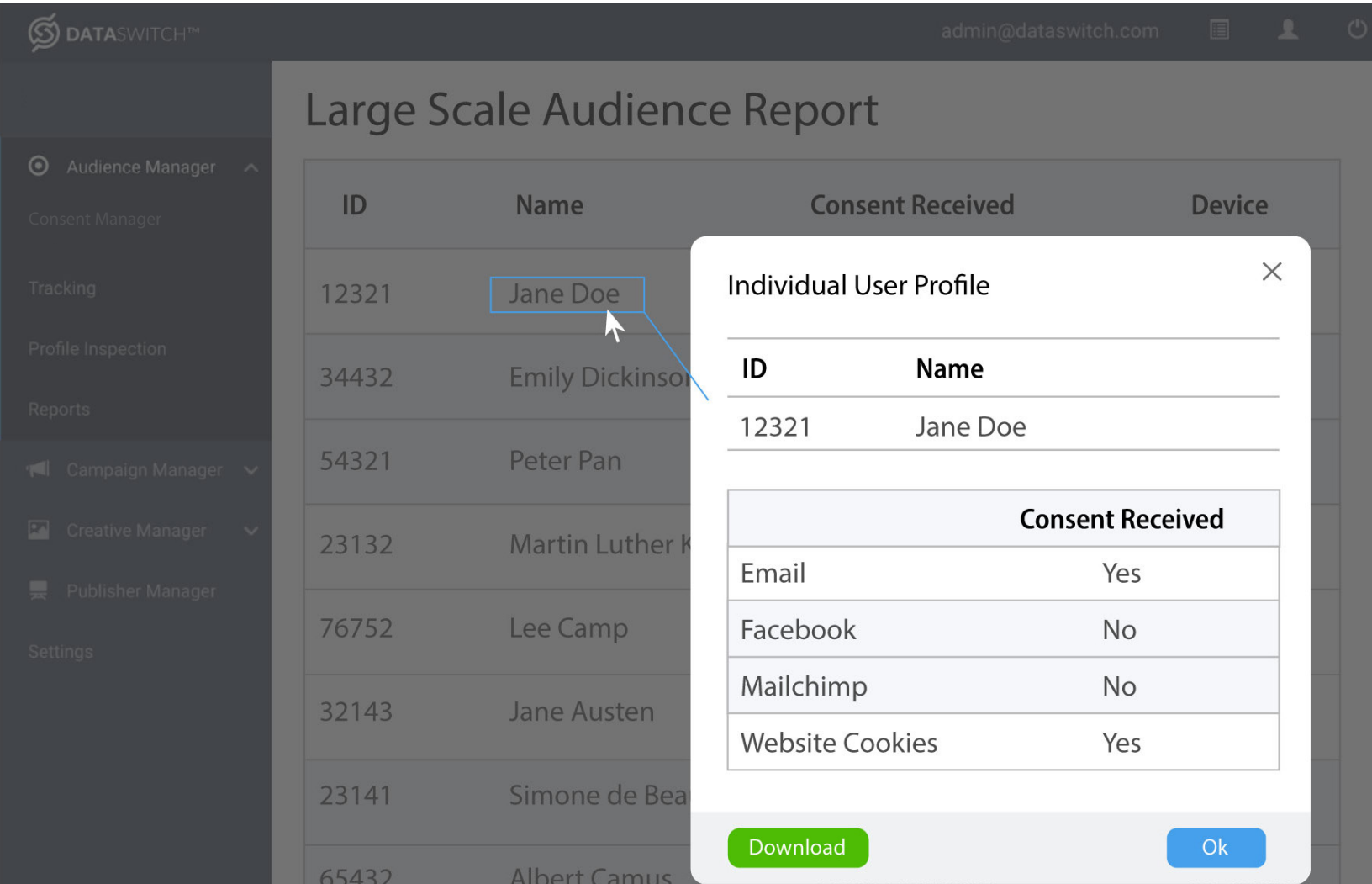
ID	Name	Consent Received	Device
12321	Jane Doe	Yes	Mobile
34432	Emily Dickinson	Yes	Desktop
54321	Peter Pan	No	Mobile
23132	Martin Luther King	Forget All Data	Desktop
76752	Lee Camp	Forget All Data	Desktop
32143	Jane Austen	No	Mobile
23141	Simone de Beauvoir	Yes	Mobile
05432	Albert Camus	Forget All Data	Desktop

LARGE SCALE AUDIENCE REPORT EXAMPLE

The Individual Profile Factor

Need Way More GDPR Consent Inc. also wanted to see how high value customers were opting in & out on an individual level. Using Consent Manager's individual profile views, they were able to

get granular about customer behavior to better understand consent patterns, conversion paths, and more.



The screenshot shows the DataSwitch interface with a 'Large Scale Audience Report' table. A modal window titled 'Individual User Profile' is open, displaying details for a user with ID 12321 and name Jane Doe. The modal includes a table of consent received for various services.

ID	Name	Consent Received	Device
12321	Jane Doe		
34432	Emily Dickinson		
54321	Peter Pan		
23132	Martin Luther K		
76752	Lee Camp		
32143	Jane Austen		
23141	Simone de Bea		
65432	Albert Camus		

Consent Received	
Email	Yes
Facebook	No
Mailchimp	No
Website Cookies	Yes

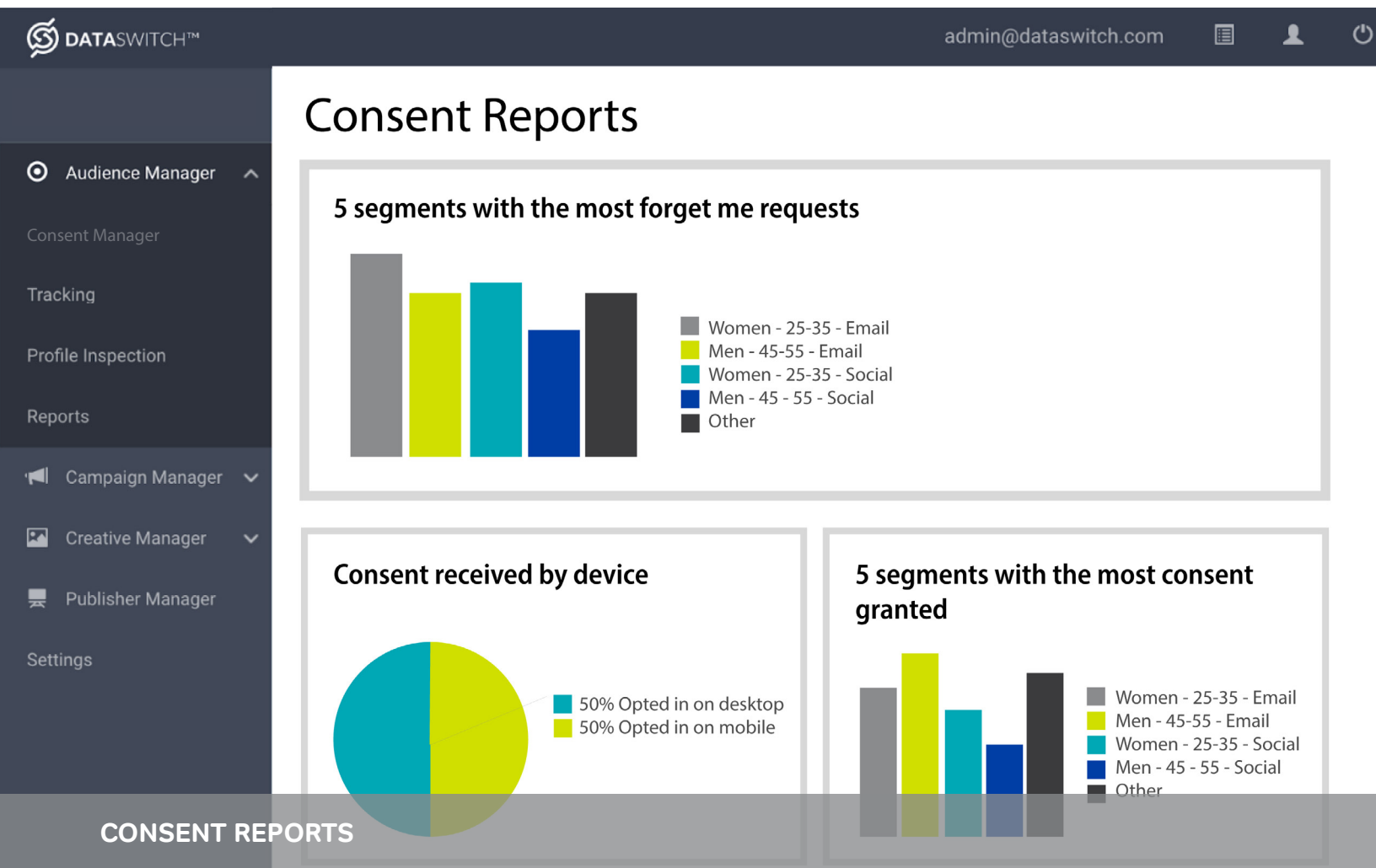
INDIVIDUAL PROFILE

OBSTACLE #3

UNDERSTANDING WHAT'S WORKING & WHAT'S NOT

Even after capturing consent and organizing it, the brand still had one big question: "how do we easily figure out what's working and what's not to increase consent responses?"

By pulling high level reports of their GDPR initiatives from Consent Manager, the Need Way More GDPR Consent Inc. executive team was able to quickly understand the best way to optimize their messaging by device and channel.



Interested in organizing your customer data as outlined in GDPR? Get in touch for a free data assessment to see how Consent Manager can help you stay GDPR-safe and earn consumer trust.

hello@lineate.com / www.lineate.com