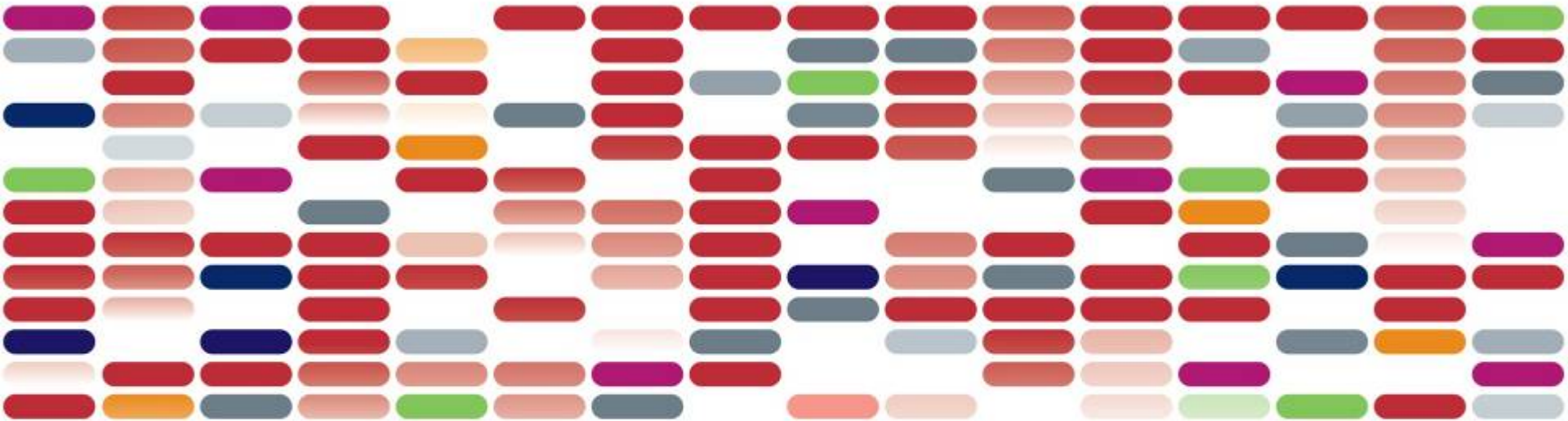




The REaD Group plc



There's no direct without data!



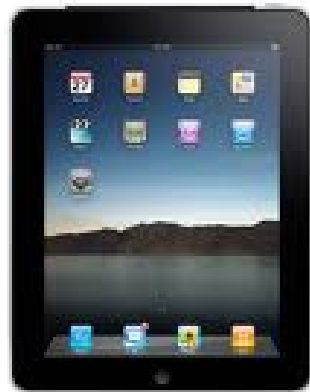
Who am I?

- Chair DMA Data Council
- The REaD Group PLC
Chief Executive
- Member of DMA Advisory Council
- Special advisor to various APG's
- Regular BBC commentator





Who has one of these?



www.apple.com



So What is data?

- No longer – just name and address
- Channel
- Attributes
- Analytics
- Preference
- It is at the heart of everyday business life
- Most CMO/CFO have no idea how much data they use



The current data landscape

- Recession presents major challenges
- Traditional channels less used
- Carpet bombing now inbox bombing
- Switch to digital – unsurprising
- Minimal legislation
- Privacy & Electronic Communications Regulations 2003 - PECR
- EU Directive 2009/136/EC - Cookies
- OBA - Online Behavioural Advertising
- Significant change in channel use

The odd one out round!!





The consumer knows nothing!!

- Real attitudes to a medium are experiential
- Your actions, and that of others sets an expectation that becomes the reality
- Consumers are shouting loudly
- ...but we are not listening
- Channel preference is the current opportunity.... Yes opportunity.
- The consumer knows everything



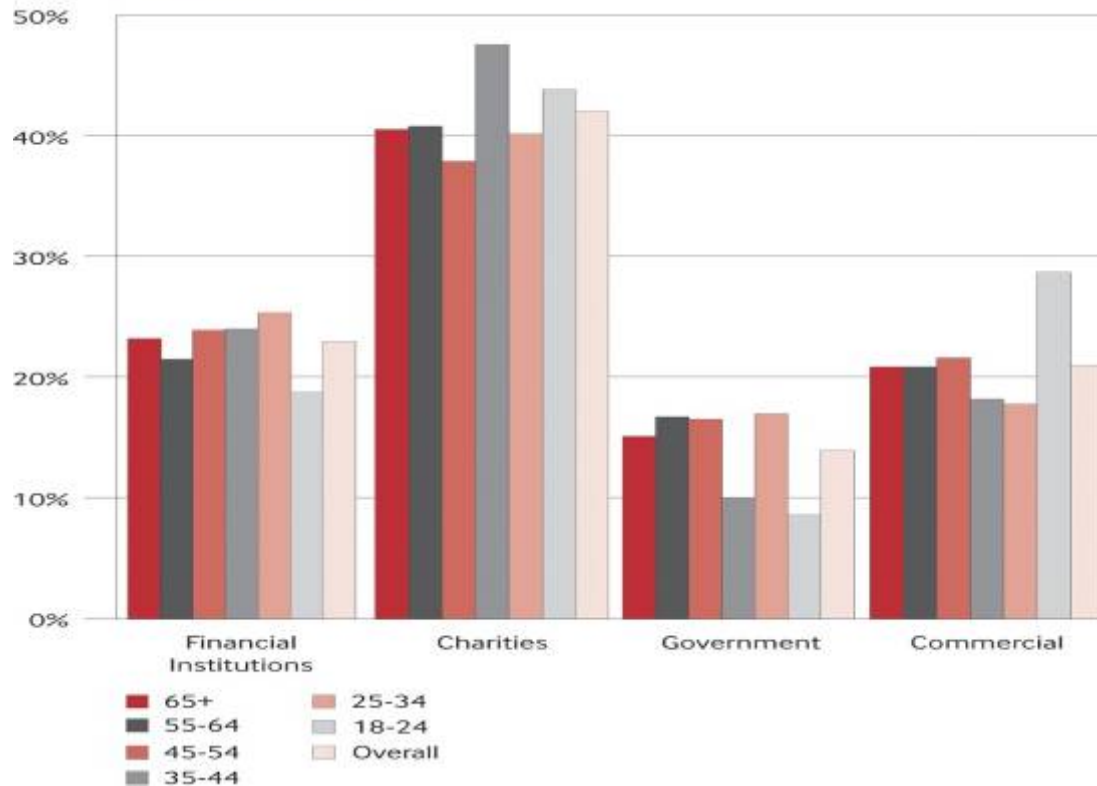
Geeks Corner..

- Preference Services
- Personal Data Stores
- Volunteered Personal Information
- Data Wallets
- 1 central repository
- 1 set of preferences
- 1 place for your information
- A major bank? Credit Card?
Government?



A 5 letter word beginning with T??

Fig. 1 How much do you trust these institutions with your personal data?





Identity Fraud is our nemesis

- Identity fraud accounts for 47% of all fraud
- Number of ID frauds has increased by 25% in the past 5 years
- Bank account and card fraud has fallen by 15% and 37% respectively
- Communication fraud up 30%
- Mail order up 34%
- How important is everything else when considered in a climate of growing ID fraud?



The Role of The Data Council

- The DMA has changed
- The Data Council is focused on member needs and added value
- Working parties...
- Data Governance – Best practice – List and Inserts – Perception and Comms – Information – Consumer Relations – MPS review
- To ensure that data is fully recognised within the marketing mix



The Threats

- ER removal
- Opt-in
- PECCR
- The environment
- ID Fraud
- Lack of data awareness



The Future

- New technologies – new markets
- Data will play far greater role
- Stand by for massive digital legislation
- Web brands/players will be judged in the same way we are
- Preference services will become a thing of the past
- Centralised PDS will be short lived
- Consumers will control the relationship based on who they trust.



Thanks for listening

For further questions visit DMA Stand E150

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