EVENITABLE DANNED VI

INNsights Series:

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INNOCEAN

THOUGHT LEADERSHIP WEBINAR #2

REDEFINING

Adjusting To The New Reality

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MEET OUR TEAM

CINDY SCOTT



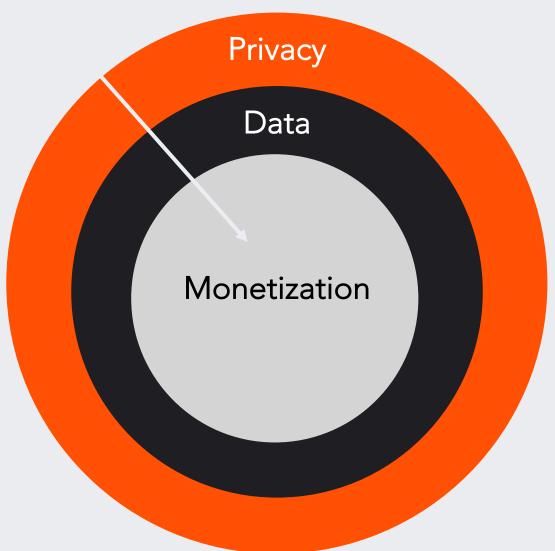
ANYA LIDDIARD



MUHAMMAD ALI



EVOLUTION OF PRIVACY



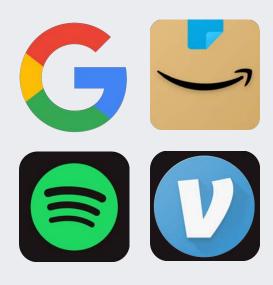
WHAT APPS DO YOU HAVE ON YOUR PHONE?

WHAT THREE APPS WOULD YOU KEEP NOW?



WE ARE
HERE TO
TALK
ABOUT
WHY.







Entertainment

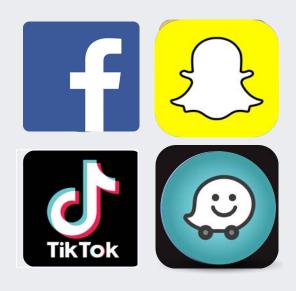
Knowledge

Savings

Seamless experience

Source: 2021, INNOCEAN Data Privacy Survey







Rarely use

Other ways to fulfill the need

Privacy Concerns

Lack of Trust

Source: 2021, INNOCEAN Data Privacy Survey

CONSUMERS CRAVE BRANDS THAT PROVIDE VALUE AND BUILD CONNECTION.





IT'S TIME TO REDEFINE PRIVACY

FROM



TO





1HE VERGE

Apple updates Safari's anti-tracking tech with full third-party cookie blocking

Forbes

How Marketing Can Move Forward As Third-party Cookies Are Phased Out

DIGIDAY

Google considers switching FLoC to a topic-based approach, as exec acknowledges cookie replacement has fingerprinting potential

The New York Times

Apple's iPhones Will Include New Tools to Flag Child Sexual Abuse



Beyond targeting

Beyond regulatory compliances

Shift the conversation from 'us' to 'them'

Focus on delivering the ultimate consumer value



REDEFINE THE CONVERSATION

Deliver consumer benefits that outweigh the cost

Providing tangible, long-term valueadds

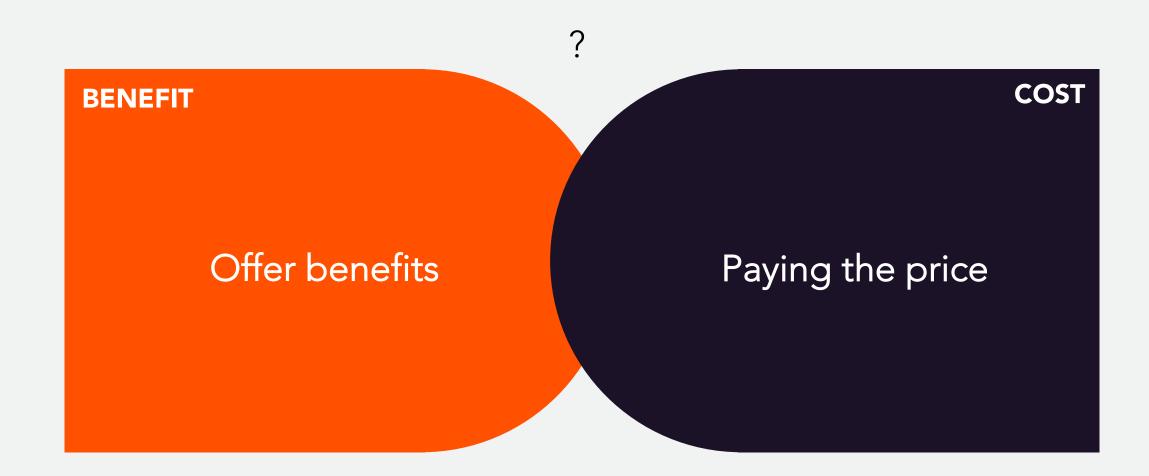
Move from customer acquisition to customer relationship model – reclaim ownership

Focus on building INTIMACY – it's the ultimate value of private data collection

PRIVACY COST-BENEFIT MODEL

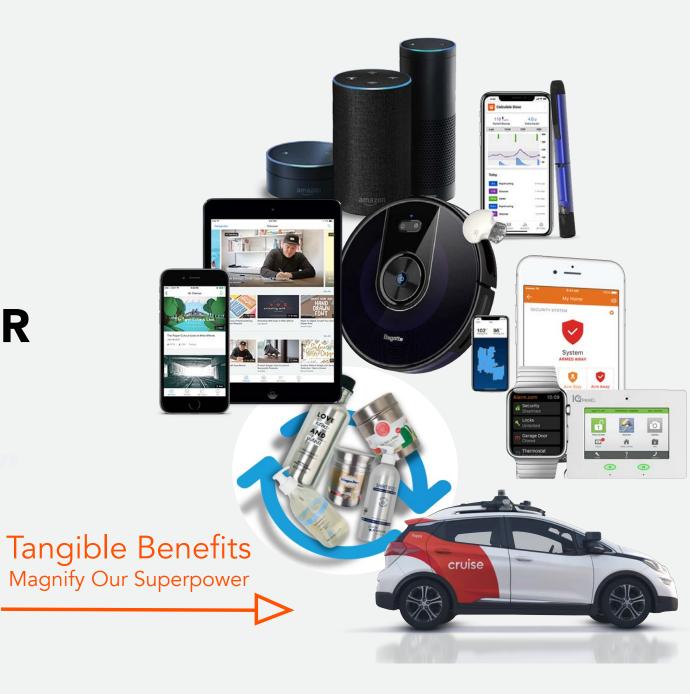
GETTING OUT OF BALANCE

PRIVACY COST-BENEFITS MODEL



"COMPANIES HAVE DEVELOPED VARIOUS APPROACHES TO MONETIZE CONSUMER DATA ... AND OFFER PERSONALIZED & TANGIBLE BENEFITS."

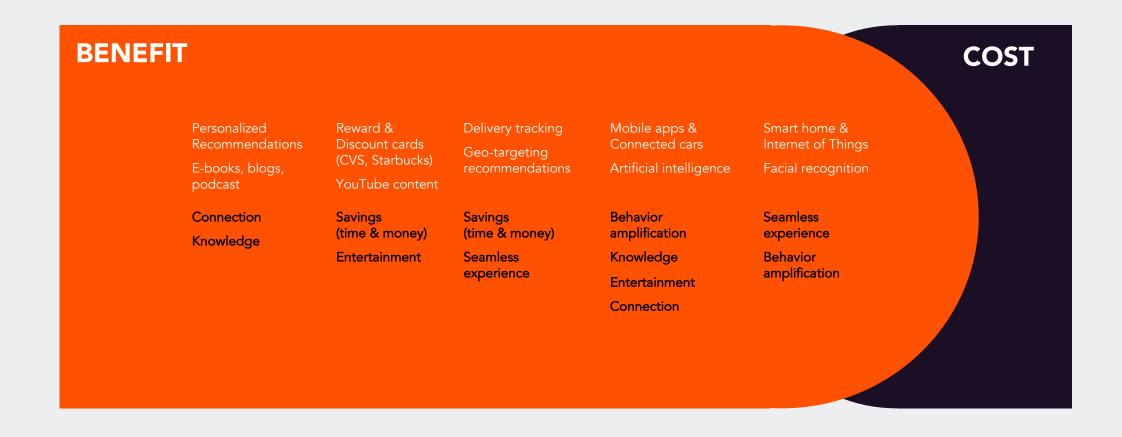
73% enjoyed personalized benefit



Source: Stacy-Ann Elvy 2020 "Paying for privacy and the personal data economy"

CONSUMERS LOVE THE BENEFITS

Deeply Engrained In Our Lives



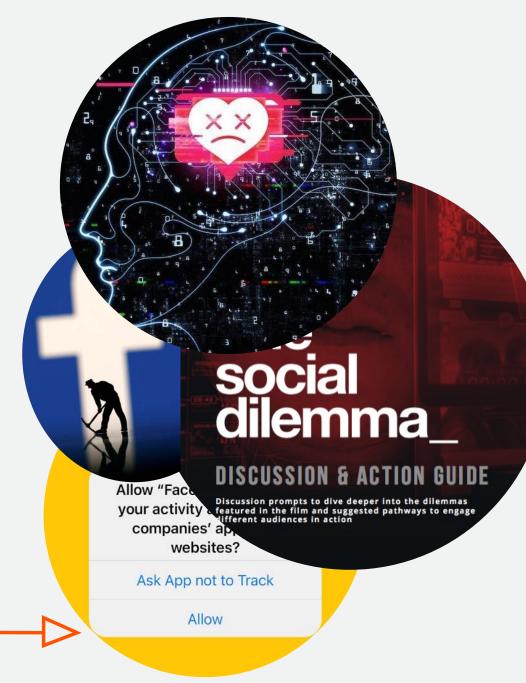
... UNTIL THE TRUE PRICE OF THESE BENEFITS WAS REVEALED.



CONSUMERS FEEL EXPLOITED & UNPROTECTED

85% of consumers feel they don't get good value in exchange for giving their data

Visible Cost
Lack of Control



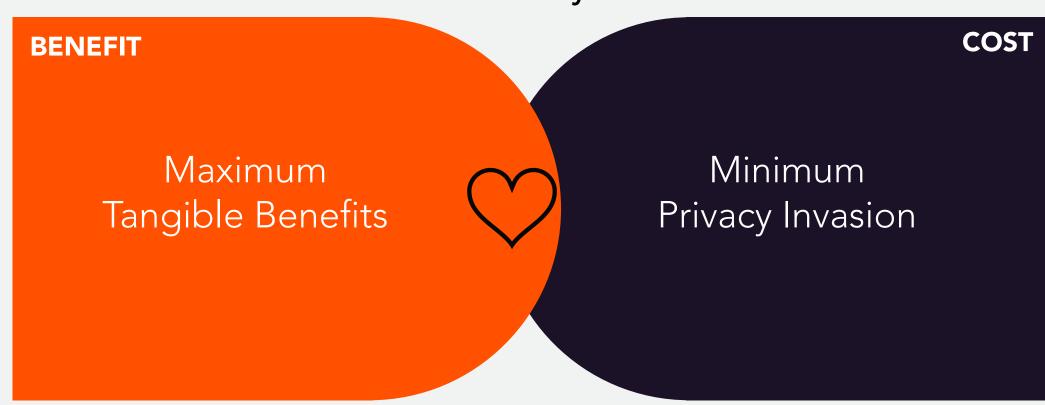




REDEFINE PRIVACY

New Equilibrium

Return on Intimacy



REACHING THE NEW EQUILIBRIUM

WHAT IS THE ULTIMATE VALUE – INTIMACY?

RETURN ON INTIMACY

Methodology

STEP 1:

Identified Diversified Industries

50 Apps5 Verticals



Healthcare



Retail



Hospitality & Travel



Finance



Automotive & Mobility

STEP 2:

Benefits Measure

Tangible Benefit



Seamless experience



Savings (time and cost)



Behavior amplification



Knowledge



Connection



Entertainment

STEP 3:

Cost Measure

Data Tracked



Data linked to track you

(Data explicitly linked to identity: account, device, telephone number, etc.)



Data used to track you

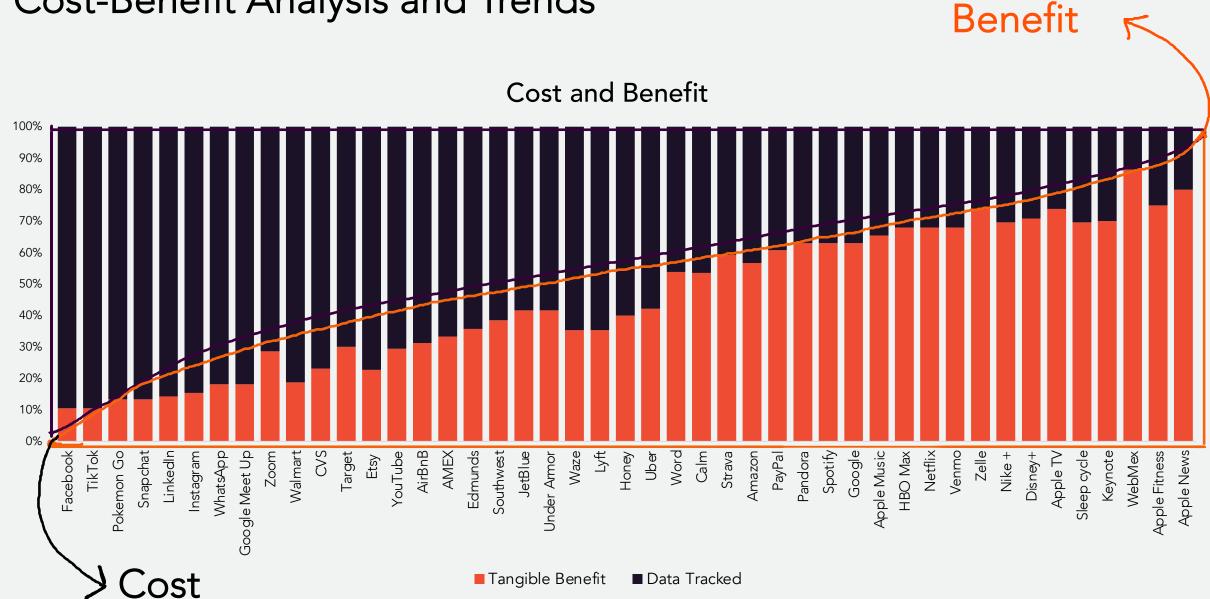
(Third-party sources, ex. e-mail ID shared with location vendor)



Data not linked to you

To be collected and not linked, identifiers have to be stripped and avoid match back

Cost-Benefit Analysis and Trends

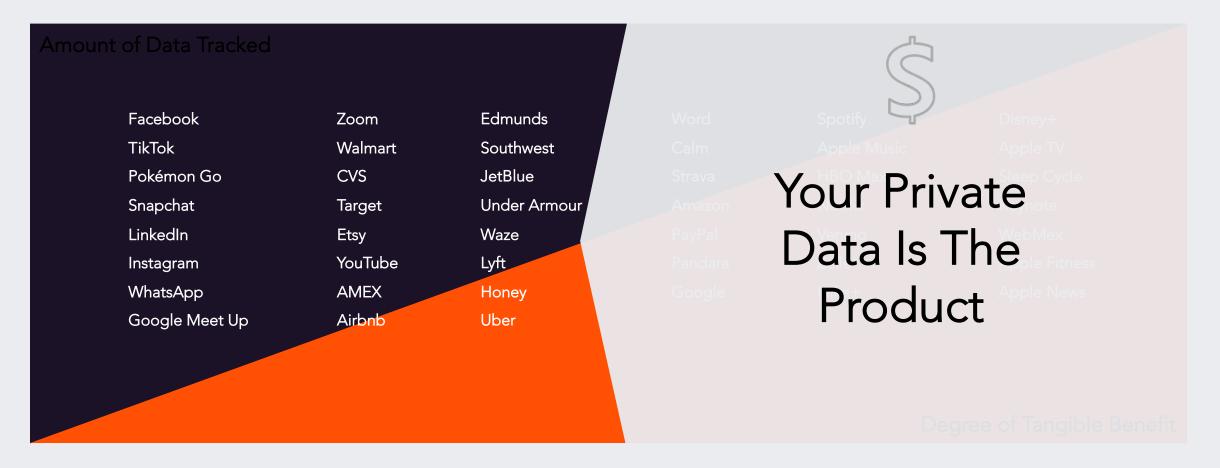


HIGHER COST = LESS BENEFITS



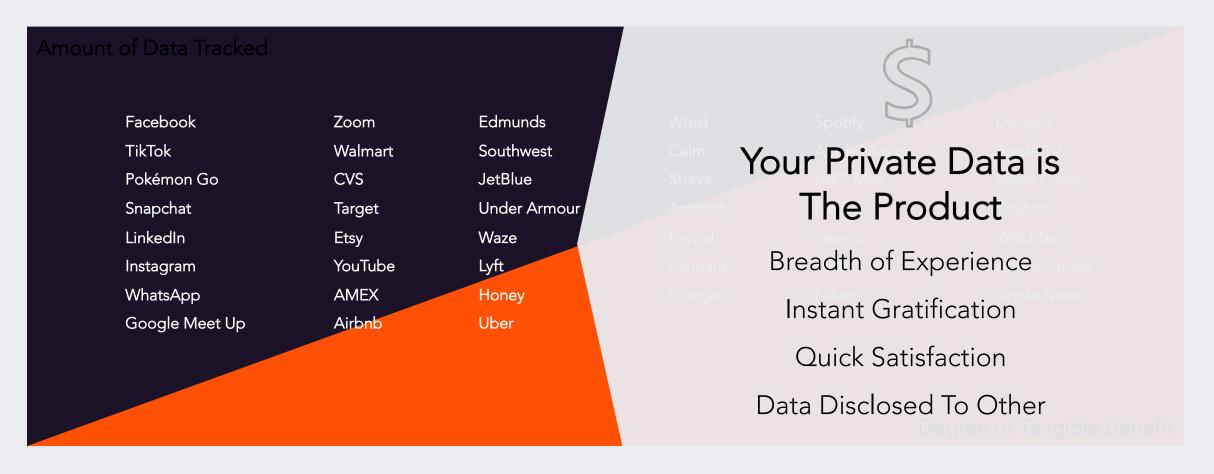


Cost > Benefit



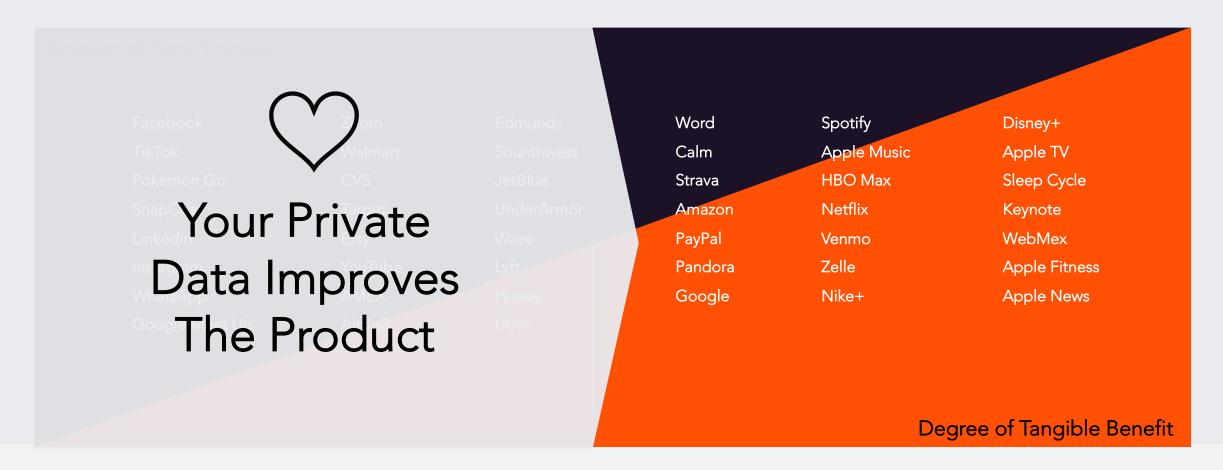


Cost > Benefit



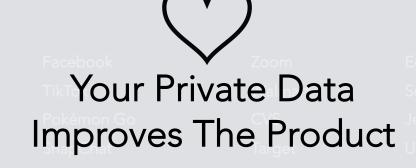


Benefits > Cost





Benefits > Cost



Depth Of Experience

Mutual Exchange

Lasting Connection

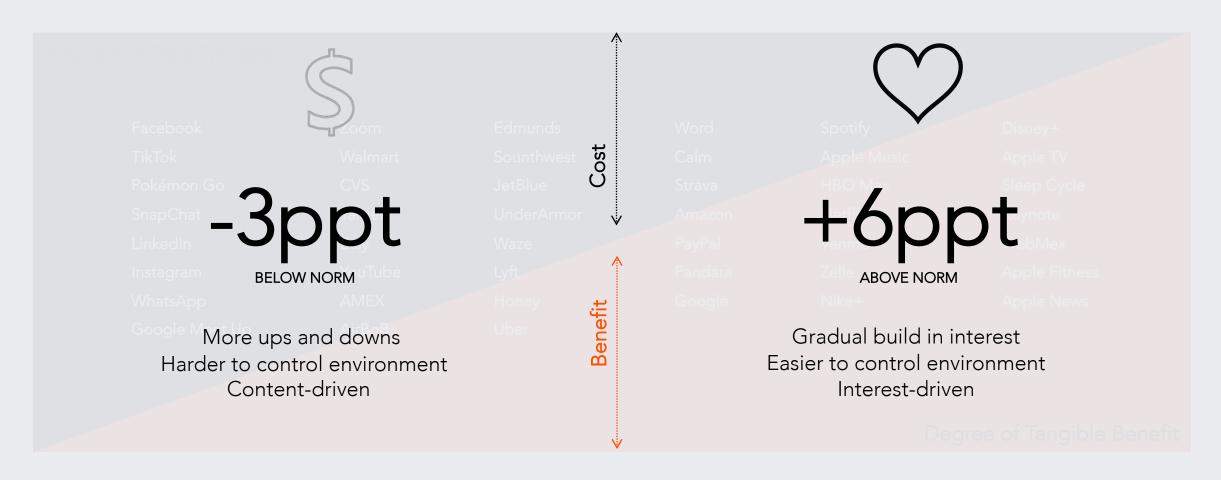
Data Contained Within One Ecosystem (Data guardian)





... AND IT'S PROVEN TO DRIVE A MORE IMMERSIVE EXPERIENCE.





Immersion Score, Mobile Apps Norm 44 Source: INNOCEAN & Immersion Proprietary study, August 2021



MEASUREMENT OF THE PAST

Return On Investment

Reach

Retargeting

Personalization

Activation

Geo-targeting

Last Click

Return On Investment

Reach

Retargeting

Personalization

Activation

Geo-targeting

Last Click

A REDEFINED MEASUREMENT

Return On Intimacy

Familiarity

Segmentation & Interests

Prediction

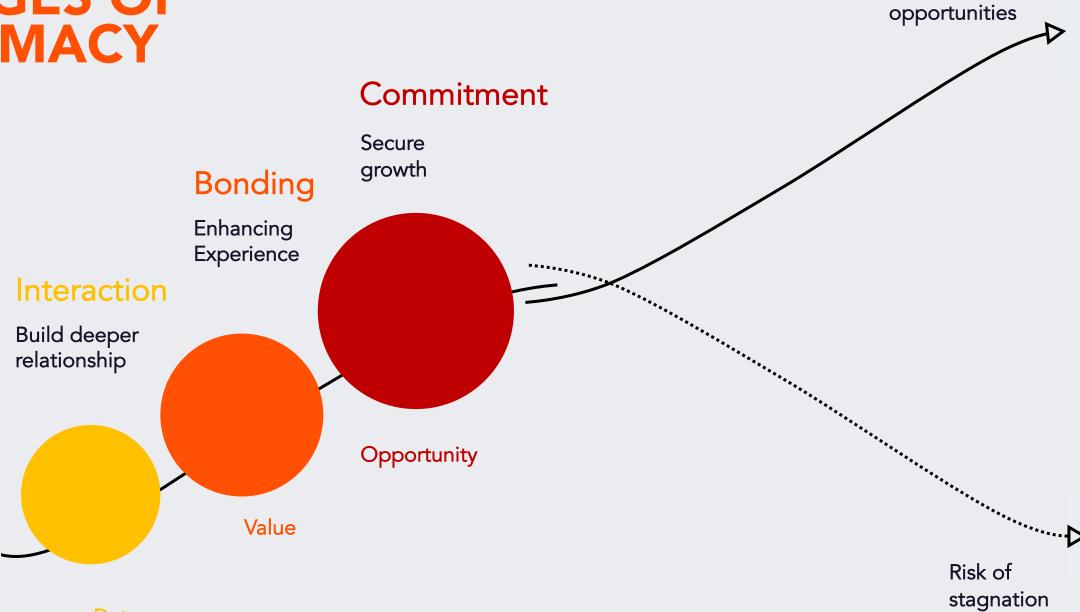
Retention

Psychographics

Loyalty & Advocacy



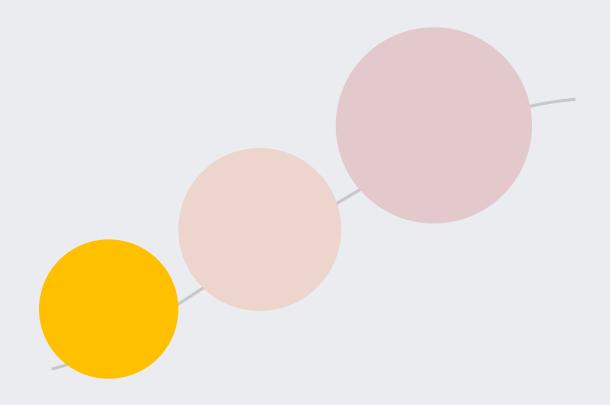
STAGES OF INTIMACY



The world of

STAGES OF INTIMACY

Interaction



How?

Create an interest-driven environment

Offer tangible benefits

Ensure quality experience that drive retention

Set foundation for personalization

COLLECT DATA WITH INTENTION & SET FOUNDATION FOR GROWTH

WAYS TO DRIVE

INTERACTION

INTEREST-DRIVEN ENVIRONMENT

In 2015, Nebia launched a crowdfunded campaign – the most beautiful shower head, yet the most sustainable (uses 70% less water than the average household shower head). Now, they have expanded into many other bath-related products.

Nebia fosters commitment through pledges, testimonials, livestream for Q&A). Their long-term vison is to build an IoT model to let consumers know how much water & energy they use.

Role Of Data: Committed Community

QUALITY EXPERIENCE & RETENTION

Who Gives a Crap is a subscription-based toilet paper company that made retention their top priority. For years, this brand has been partnering with different artists to make fun wrappers for their products, showing different usage of its biodegradable packaging and prioritizing fun content for shareability.

Role Of Data: Engaging Community

PERSONALIZATION & FEEDBACK

Prose is a hyper-customized hair care brand. Shampoo & conditioner created for each customer after they answer questions about beauty routines and preferences, lifestyle and even geographic location. They collect personal data in return for customizable products and encourage customer feedback.

Role Of Data: Customization & Feedback

HIGH REACH PLATFORMS

They allow you to connect with customers, drive engagement and can amplify your message ... but they are limited in how they can support your advancement through the intimacy stages.

Spotify has developed an interesting model with value-added partnerships (Hyundai, CrossFit) to enable brands to connect with interest-driven communities. It also invests in services that help brands reinforce their meaningful partnerships with Spotify (Spotify Sustainable Sonics).



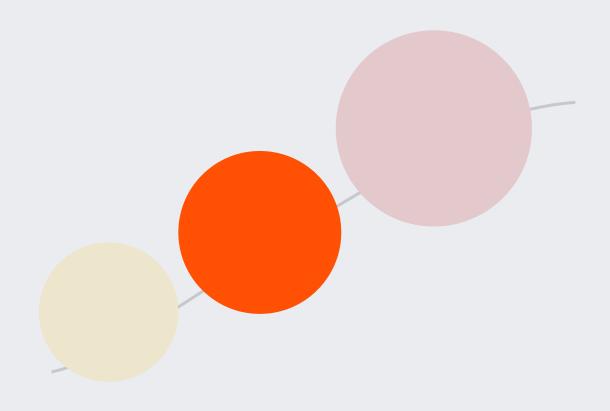






STAGES OF INTIMACY

Bonding



How?

Drive deeper interest and purposedriven connection

Create value-added experiences

Anticipate consumer needs & wants first

Build relevancy & hyper personalization to high-value cohorts

DATA INFORMS PRODUCT IMPROVEMENT & INNOVATION

WAYS TO DRIVE BONDING

VALUE-ADDED

BUILD RELEVANCY

DRIVE INTEREST-BASED CONNECTION

HYPER PERSONALIZATION

LOOP is a recycling service that has partnerships with major brands (Tide, Procter & Gamble, Nestle, PepsiCo, etc.). It delivers their products in beautiful, yet reusable packaging.

LOOP plans to incorporate tracking devices into their packaging to inform users about timing of next refills, monitor better temperature for long-term use, etc.

Role of data: LOOP + Convivence = Deeper Bonding



Oatly's Super Bowl commercial created a polarizing response ... but it also led to a spike in their website traffic, along with social chatter. To capitalize on the controversy, Oatly offered a T-shirt that said across the front: "I totally hated that Oatley commercial." They turned 'haters' into 'brand advocates' and built relationships with them.

Role of data: Oatly + Retail = Deeper Bonding



IKEA is building the most sustainable store in the world in Vienna, tailored specifically to the interest of the modern customer. This new store won't have any parking spaces, and shoppers are expected to arrive on foot or by public transportation, with large items to be delivered to people's homes from a nearby logistics center. The Vienna store will also feature a rooftop park that will be open to the public even when the store is closed.

Role of data: IKEA + Sustainability = Deeper Bonding

Nike has mastered the art of always keeping the relationship with its customers fresh by delivering relevant experiences. Recently, it has launched a Nike Fit app that scans a customer's foot for size recommendation.



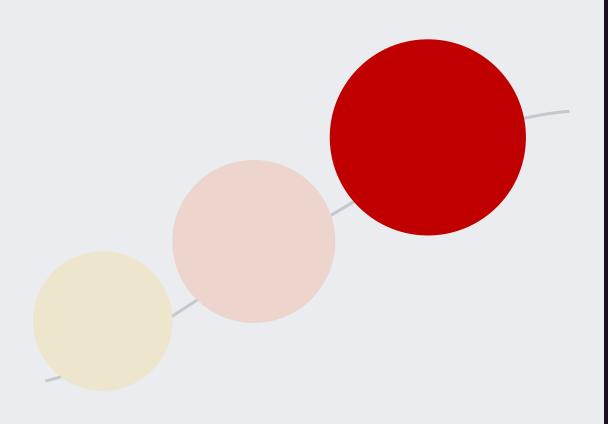
Role of data: Nike + Convivence & Delivery = Deeper Bonding





STAGES OF INTIMACY

Commitment



How?

New capabilities

New products / services / offerings

New partnerships

New CSR initiatives

DATA INSPIRES TRUE GROWTH & OPPORTUNITES TO BE LEVERAGED BY YOUR BRAND

WAYS TO DRIVE

COMMITMENT



patagonia





NEW PRODUCT

NEW SERVICE

NEW CSR

Nationwide, an insurance company,

launched the Make Safe Happen

program that focused on changing

home safety behavior. #1 cause of

childhood death is unintentional

checklists, links to recommended

product reminders, and tracks your

injuries. This program helps

progress.

make homes safer with safety

NEW PARTNERSHIP

By having an established & loyal consumer base and content, Disney was able to react quickly and showcase its commitment with new streaming services. No wonder Disney+ has topped 100 million subscribers 16 months after it launched ... while it took Netflix 10 years to hit this milestone.

Role Of Data: **Engaging Community +** Convivence + New Service = Deeper Commitment



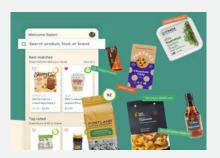
Patagonia knows the commitment that its customers have toward sustainability and always innovates to help them become more eco-friendly. Now, Patagonia says it is the first apparel brand to sell used products alongside new.

Role Of Data: Customers That Prioritize Safety + Retail & Cause + New CSR = Deeper Commitment



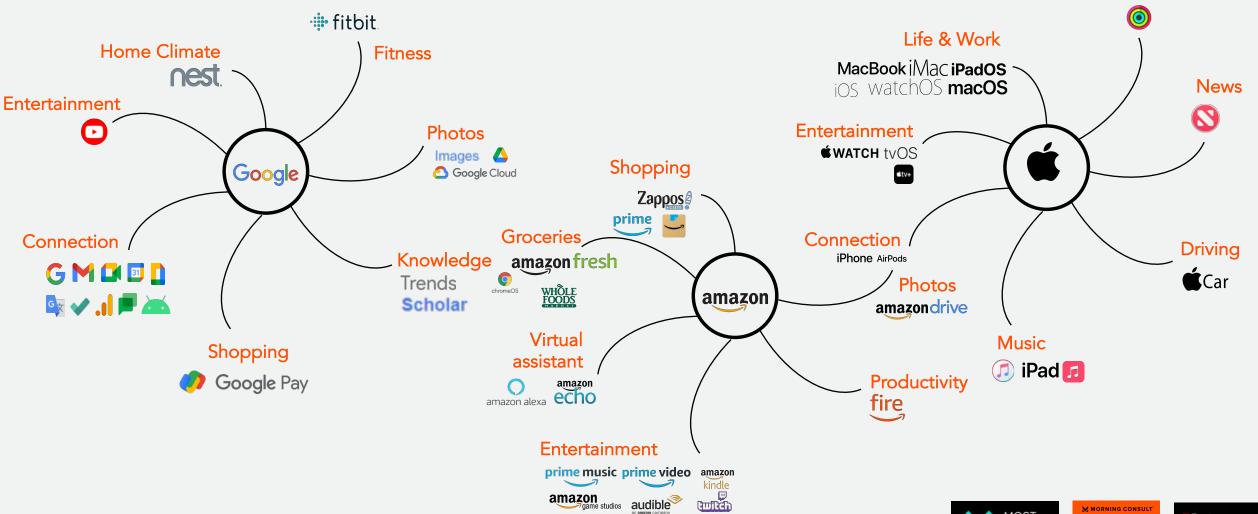
Green Choice is an e-commerce platform, partnering with Walmart and Target to help their customers offset their footprint by buying more sustainable products. Green Choice uses data from NGOs and third-party certifiers to apply food ratings to 350,000 products to help make consumers' transition to a sustainable lifestyle easier.





TOP BRANDS

Focus On 'More'







Fitness



LET'S REIMAGINE TOGETHER

RENEWED DEFINITION OF PRIVATE DATA

PRIVATE DATA

• Education

- Retail
- o Your Industry
 - Automotive & Mobility

Hospitality & Travel

- Food & Beverage
 - Healthcare



REIMAGINE Automotive

HOW IT WORKS



Data Collected

Bonding
Value Can Be Provided

Opportunities To Act On

CONNECTED CARS

(Settings Preferences, Music, etc.)

DRIVING HABITS

FINANCE HISTORY

DESTINATIONS

(Parks, Hikes)

EVs

(charging time, climate control, etc.)

AUTONOMOUS CARS

(location, destination, travel time)

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE

REIMAGINE Automotive

HOW IT WORKS

Voice Car Activation





Data Collected

Bonding
Enhancing Experience

Opportunities To Act On

CONNECTED CARS

(Settings Preferences Music, etc.)

DRIVING HABITS

FINANCE HISTORY

DESTINATIONS

(Parks, Hikes)

EVs

(charging time, climate control, etc.)

AUTONOMOUS CARS

(location, destination, travel time)

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE

REIMAGINE Automotive

HOW IT WORKS

Autonomous hotel on wheels



Data Collected

Bonding
Value Can Be Provided

Opportunities To Act On

CONNECTED CARS

(Settings Preferences Music, etc.)

DRIVING HABITS

FINANCE HISTORY

DESTINATIONS

(Parks, Hikes)

EVs

(charging time, climate control, etc.)

AUTONOMOUS CARS

(location, destination, travel time)

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE

HEALTHCARE & THE WORLD OF OPPORTUNITIES



REIMAGINEHealthcare

HOW IT WORKS



Bonding
Value Can Be Provided

Opportunities To Act On

OVERALL HEALTH

MEDICATION

PREFERRED PHARMACY

DESTINATIONS

(Parks, Hikes)

INSURANCE INFORMATION

FINANCIAL INFORMATION

FAMILY HISTORY

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE

REIMAGINEHealthcare

HOW IT WORKS

Pharmaceutical Delivery
With Video Chats
(telehealth) & Quality
Control in Place





Data Collected

Bonding
Value Can Be Provided

Opportunities To Act On

OVERALL HEALTH

MEDICATION

PREFERRED PHARMACY

DESTINATIONS

(Parks, Hikes)

INSURANCE INFORMATION

FINANCIAL INFORMATION

FAMILY HISTORY

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE



REIMAGINE Retail

HOW IT WORKS



PII OF PURCHASER

TRANSACTION HISTORY

PERSONA SEGMENTS

FOOT TRAFFIC

ONLINE ACTIVITY

MEDIA EXPOSURE AND/OR INTERACTION

IDENTITY GRAPH MAPPING



FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY



NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE

REIMAGINERetail

HOW IT WORKS

Direct avenue into the aspirational lifestyle experience

GUCCI









Data Collected

PII OF PURCHASER

TRANSACTION HISTORY

PERSONA SEGMENTS

FOOT TRAFFIC

ONLINE ACTIVITY

MEDIA EXPOSURE AND/OR INTERACTION

IDENTITY GRAPH MAPPING



Opportunities To Act On

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE



REIMAGINE Hospitality

HOW IT WORKS



BondingValue Can Be Provided

Opportunities To Act On

PII OF PURCHASER

TRANSACTION HISTORY

PERSONA SEGMENTS

FOOT TRAFFIC

ONLINE ACTIVITY

MEDIA EXPOSURE AND/OR INTERACTION

IDENTITY GRAPH MAPPING

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE

REIMAGINEHospitality

HOW IT WORKS

End to end accomodations





Data Collected



Opportunities To Act On

PII OF PURCHASER

TRANSACTION HISTORY

PERSONA SEGMENTS

FOOT TRAFFIC

ONLINE ACTIVITY

MEDIA EXPOSURE AND/OR INTERACTION

IDENTITY GRAPH MAPPING

FINANCES

HOSPITALITY

HEALTHCARE

CONVENIENCE

TRAVEL

SHARED

ECONOMY

DELIVERY

NEW PARTNERSHIP

NEW CAPABILITY

NEW SERVICE

WE NEED TO THINK ABOUT PRIVATE DATA AS A RELATIONSHIP BUILDING TOOL

RETURN ON INTIMACY IS THE NORTH STAR

Build deeper connections

Expand into new verticals vs. growing the category

Develop meaningful partnerships vs. inviting advertisers

Gives you permission to track personal data because it amplifies consumer experiences

Become labeled as a "data guardian" vs. "data mining"

Invest in retention vs. reach

Become in control!

RETURN ON INTIMACY

Redefine Privacy

STAGES OF INTIMACY

Interaction

Bonding

Committing

What Is This?

Consumers and brands are bound by common INTERESTS. They engage in a mutually beneficial value exchange to build deeper relationships.

-> Create an INTEREST-driven environment

Consumer and brands have trusted relationships through interested-based interaction. Brands provide value-add benefits INFORMED by data.

-> Foster IMMERSIVE experiences

This is the stage of high loyalty. Consumers have full trust in a brand and crave new seamless experiences that further benefit their lives. Bring new revenue.

-> Get deeper into their lives

How To Build Intimacy?

- Create an interest-driven environment
- Offer tangible benefits
- Ensure quality experiences that drive retention
- Set foundation for personalization

- Put consumer needs & wants first
- Create value-added experiences
- Drive deeper interest-based connection
- Build relevancy & hyper personalization

- New product & services
- New media opportunity & CSR initiatives
- New business models and more!

What Is The Role Of Private Data?

Collect data with intention & set foundation for growth

- Collect high-quality first-party data with planned INTENTION
- Control your data destiny & be data guardian
- Establish foundation for growth

Data informs product improvement and innovation

- Data-driven imagination, fluency in technical nuances
- Relentless, quantified segmentation and identity mapping
- Focus on retention over acquisition

Data inspires true growth & opportunities to be leveraged by your brand

- Leveraging brand/data partnerships (ex., via clean rooms) for mutual information gathering or activation
- Incubate culture of EDA/curiosity to uncover new opportunities

*The future of data partnerships will bring value to both sides outside of financial benefit; rigorous understanding of CX/UX will bind relevant parties

^{*}Collecting high-quality first-party data, with intention and a plan to communicate accordingly, lays the foundation for any successful venture

^{*}Third-party data allows you to build interaction and affinity mapping, but it does not inspire to build deeper degree of intimacy

Thank you!

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