

# Countering the Pandemic with Privacy-First Marketing



Thought **Leadership**

Before the emergence of digital marketing, all we could depend on was aggregated data to make wise investment choices. Today, technology has developed, and the name of the game is user-level data.

Marketers who uncover new abilities in old ways will produce scalable performance marketing rewards in the next decade. Conventional business for performance marketers is not an alternative anymore.

Absolute knowledge was always a misconception. Knowing what each ad dollar achieved, where it went, who it went to, and what transpired after was digital marketing promise in the new millennium.

As technology plays a dominant role in our everyday lives, policymakers are trying to learn how to respond to its use as an economic driver and a disruptor. In several countries, the kneejerk answer to our developing technological situation has been to regulate. But most often, policies become barriers that contain the advantages of the digital economy instead of pushing growth.

### **Measuring marketing performance no longer an option!**

Every marketer today is entirely up to speed on GDPR and CCPA heightened by public demand. It is getting tougher to measure marketing performance. All of this will continue to influence marketing and advertising massively.

Retargeting will get incredibly challenging, and many other means of managing and monitoring marketing influence will get more challenging.

The outcome is not so much back to the future. The way ahead is getting better at marketing in a privacy-safe environment.

## **Here are ways forward that marketers can use to continue to achieve their crucial role in increasing growth:**

### **Enhance Mobile Privacy**

Marketers earlier had access to fixed device IDs. For many years now, they have had access to unlimited advertising IDs. The situation today is not the same.

Singular was the original mobile attribution organization to embrace the technology, maintain it, and release product updates that maximize SKAdNetwork grants' potential.

Singular enables return on ad spend data, customizable conversion, single source of marketing truth, and fraud security, all of which are thoroughly compliant with privacy standards. Mobile is significant to growth.

Modernized marketers need a comprehensive mobile attribution partner.

### **Acquiring customers, not traffic!**

Marketing in a privacy-safe environment demands acquiring customers rather than traffic. Provide a trusted value-exchange environment, where consumers decide to put their hand up, sign up, register, purchase, or otherwise show they are welcoming to a relationship with you.

Once you have that, you can reach them on a first-party basis with first-party data in a secured environment that you do not have to spend to operate.

### **Testing them all!**

Once you hold all that data, you can begin to work on incrementality testing. You can administer regression tests. You can take out variables like climate or elections and develop models that help you recognize which elements of your marketing are running the dial and redundant.

When it works, it only really works well at a notable scale. It's not like last-click attribution, which most performance marketing has been operating on, and isn't the definitive word in marketing measurement efficiency either.

## Linking Data Sources

The first data that your customers permit you to use is the best data to help you steer the revival in a privacy-first way. That is because it is obtained straight from consumers, and there is complete transparency between the person and the company.

You have the chance to show a fair value trade-off between customer and organization and give people an option about whether and how their data is utilized.

Organizations that can adequately regulate their first-party data can increase their incremental revenue from single ad placement. This customer data is useful because you can examine it and use the insights to give more suitable products and services. Using automation can help you keep your marketing campaigns effective and active while considering privacy and acceptance.

## Aggregating Partner Data

Besides bottom-funnel conversion data, like installs and purchase events, there is tremendous value in aggregating all your partner data. Singular's clients pay millions in regularly advertising dozens of ad networks and aggregating all of that top-funnel data.

Even more extraordinary value comes from blending that with bottom-funnel data, but dicing all the top funnel data exposes vital insights for growth already. And it is fully privacy-safe since it's aggregated data.

## Dynamic Marketing!

Some of the modern digital marketing crafts are getting old-fashioned. Some of the traditional marketing tactics are becoming more important, and developing skillsets around data science are becoming more critical.

Marketing now is more about measuring marketing activity concerning sales impact. Correlating the upper funnel and lower funnel will no longer happen identically. Now that visibility and attribution vary, nothing matters as much as continuous training and constant adjustment to new circumstances.

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