

# The Omnichannel Conundrum

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**Leveraging Customer Data and Personalization in a Privacy Conscious World**

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*Note: I am not representing or speaking on behalf of my employer or any organization with which I am affiliated.*

# The Pandemic Pivot



53% of North American buyers said that the pandemic has changed the way they will shop going forward.

# Don't cross the privacy redline...but where is it?

It's different for everyone and informed by:

- Regulation
- Data Breaches and Cyber Attacks
- New information





# OMNI CHANNEL



**Mobile**



**Social Media**



**Email**



**Call center**



**Website**



**Print Ads**

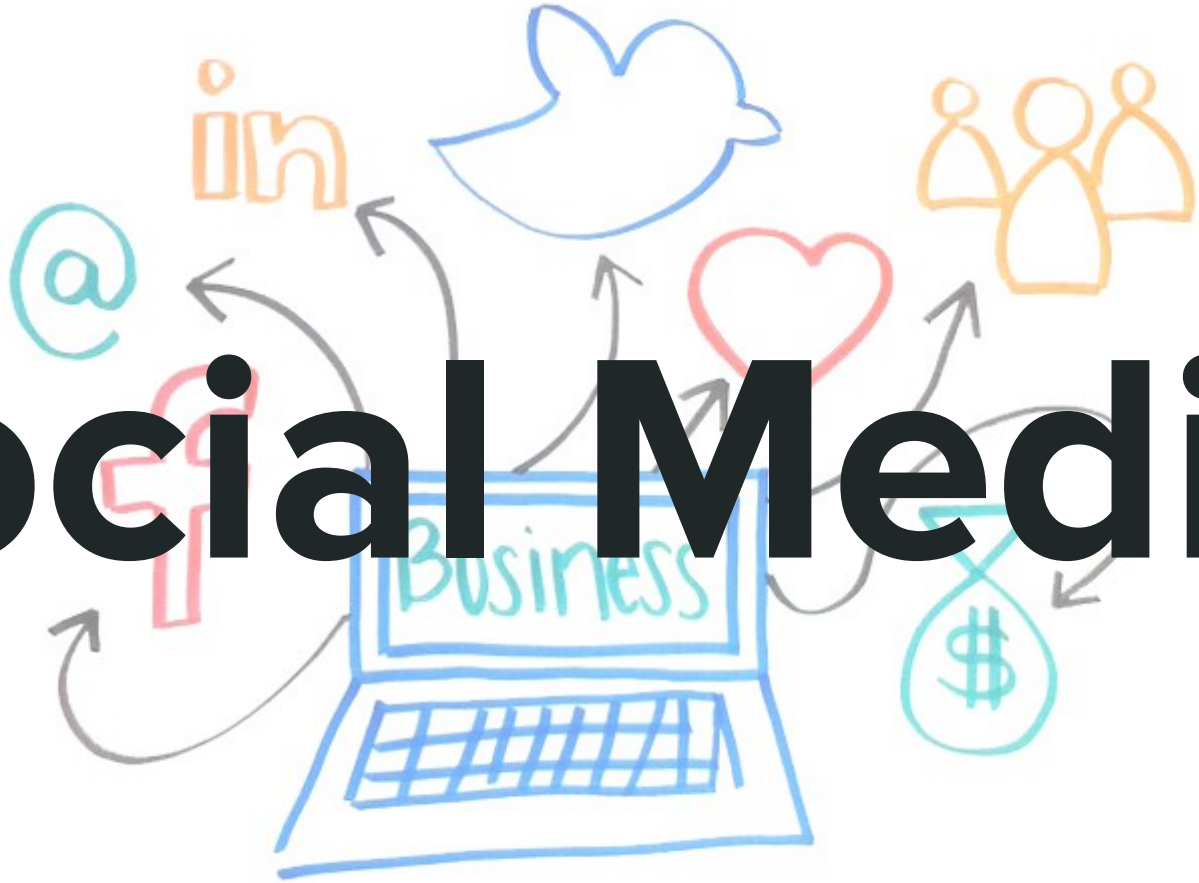


**Store**



**Feedback**

# Social Media



# Websites & Apps



Image source  
<https://medium.com/@essentialdesign/website-vs-web-app-whats-the-difference-e499b18b60b4>



# Cookies

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ACCEPT










# In Store Engagement



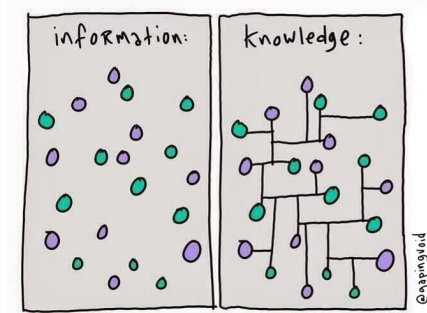
# Interactive Content

An illustration featuring a woman with short grey hair, wearing a yellow cardigan over a grey top, holding a blue and white megaphone. She is positioned behind a large computer monitor. The monitor displays a Zoom video conference interface with several participant windows. The text 'Interactive Content' is overlaid in large, bold, black letters across the center of the image.

# Connecting the dots on Data

## Data Channels

- Social media
- Website/App
- Cookies
- Digital Advertising
- PR and Print Ads
- In store engagement
- Email
- Interactive Content



## Leveraging the Data

- Creating Communities
- Trend analysis
- Customer journeys
- Market expansion
- Industry insights

# Empower Customers, Build Trust, Curate an Experience

1. Establish company privacy principles.
2. Provide privacy options.
3. Communicate privacy principles and options.
4. Anonymize and aggregate.
5. Only collect what you need.
6. Keep track of the evolving regulatory landscape.

*Design your Omnichannel strategy with privacy in mind.*