

The Omnichannel Conundrum

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



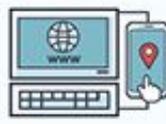
Social Media



Email



Call center



Website



Print Ads

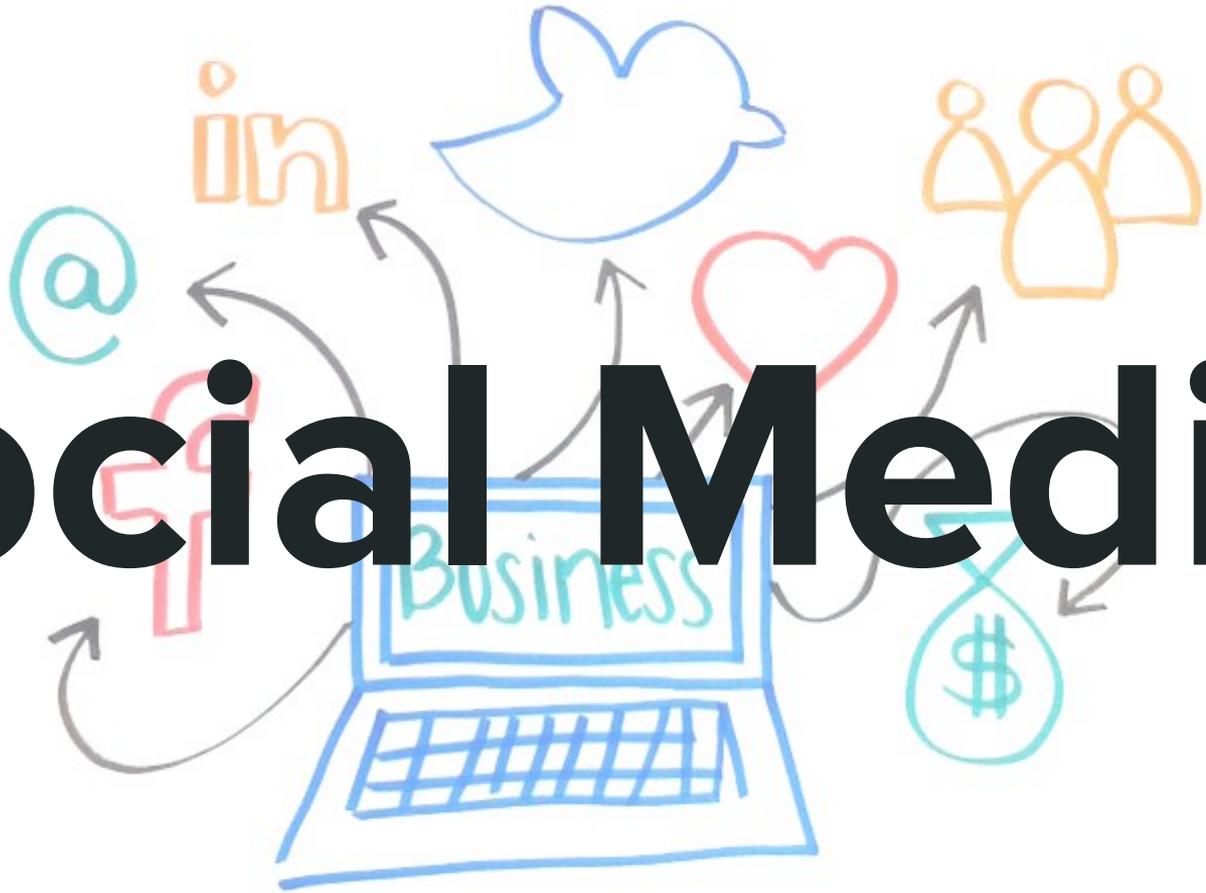


Store



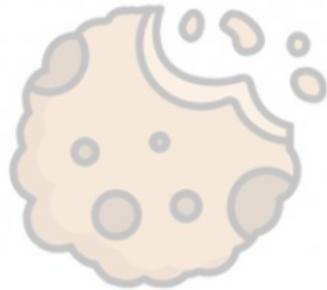
Feedback

Social Media



Websites & Apps





Cookies

This website uses cookies to ensure
you get the best experience on our website.

ACCEPT



Advertising



In Store Engagement



Email

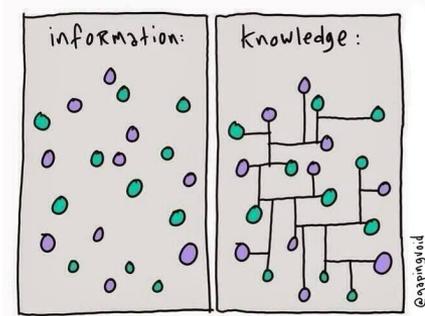
An illustration featuring a woman with dark hair, wearing a yellow cardigan, holding a blue megaphone. She is positioned behind a large computer monitor. The monitor displays a Zoom meeting interface with several video thumbnails of participants. The text 'Interactive Content' is overlaid in large, bold, black letters across the center of the monitor. The background consists of light blue and white abstract shapes.

Interactive Content

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.