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Privacy pros:
Why collaborate with sales and
marketing and how to do it well

Thursday, 14 November
10:00-11:00 PST
13:00-14:00 EST
19:00-20:00 CEST

Meet Your Hosts

Cait Ward

Sr. Product Marketing Manager

Osano

Dustin Joost

Chief Revenue Officer

Osano

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Today's Agenda

- **Why Privacy and Sales & Marketing Might Butt Heads**

- Poll

- **What Sales & Marketing Stand to Gain**

- How to Turn Privacy Into a Revenue Driver

- **How Osano Can Help**

- Q&A

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Why Privacy and Sales & Marketing Might Butt Heads

Points of Friction to Watch out for

Common Points of Friction

📈 Resisting Consent Management to Preserve Analytics & Lead Gen

🤞 Misunderstanding/Misrepresenting the Organization's Compliance

🥱 Resisting Assessments to Shorten Sales Cycles

👤 Acquiring Consumer Data Through Third Parties

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Poll

Have you experienced any of these friction points? Which was the most significant?

01	**Resistance to consent management**
02	**Misunderstanding / misrepresenting compliance**
03	**Pushback against assessments**
04	**Noncompliant acquisition of consumer lists**
05	**Some or All of the Above**
06	**Other**

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The Good News:

It Doesn't Have to Be Like This!

Not only can you avoid friction with sales/marketing, you can actually help each other achieve your respective goals by working together.
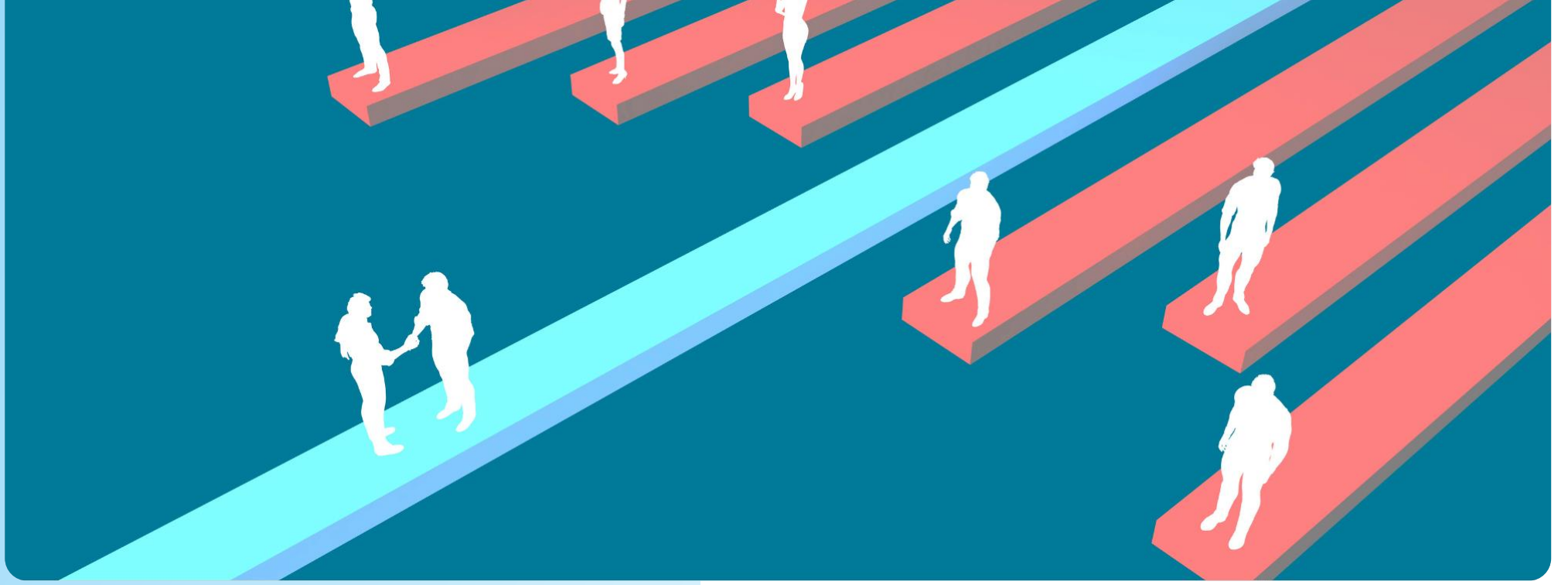
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What You Stand to Gain from Working with Sales/Marketing

Benefits for Privacy

- Compliant data collection on your website or mobile app

- Fewer SRRs and faster SRR fulfillment

- Third-party relationships that are vetted and compliant

- A culture of privacy embedded in your customer-facing teams

- Higher visibility for privacy

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Compliance Needs to Happen, One Way or Another

- Even if there's resistance, privacy compliance needs to happen.
- It *can* be done without enthusiastic support from sales/marketing—just not well.
- **Fortunately, sales and marketing have a lot to gain from privacy compliance too.**

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What Sales & Marketing Stand to Gain

Win Support by Highlighting These Benefits

Privacy Benefits for Sales/Marketing

Personalization That Actually Works

Consumers want personalization—but only when it's coupled with transparency.

91% Of consumers say they're more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations.

69% Of consumers say they appreciate personalization, so long as it's based on data they've shared with a business directly.

2018 Personalization Pulse Check, Accentur; The State of Personalization 2021, Twilio/Segment

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Privacy Benefits for Sales/Marketing

Targeted Advertising That Actually Works

- Targeted advertising gets a bad wrap from a privacy perspective—but that doesn't mean it's inherently evil.

- Targeted advertising that's compliant and transparent *works better*.

7%
Ads personalized with data willingly shared by users are 7% more relevant than those based on cookies.

2x
Customers who feel in control of their data when interacting with your company are twice as likely to find advertising relevant.

3x
Those customers are also three times more likely to react positively to advertising.

Privacy By Design Report, Google, 2023

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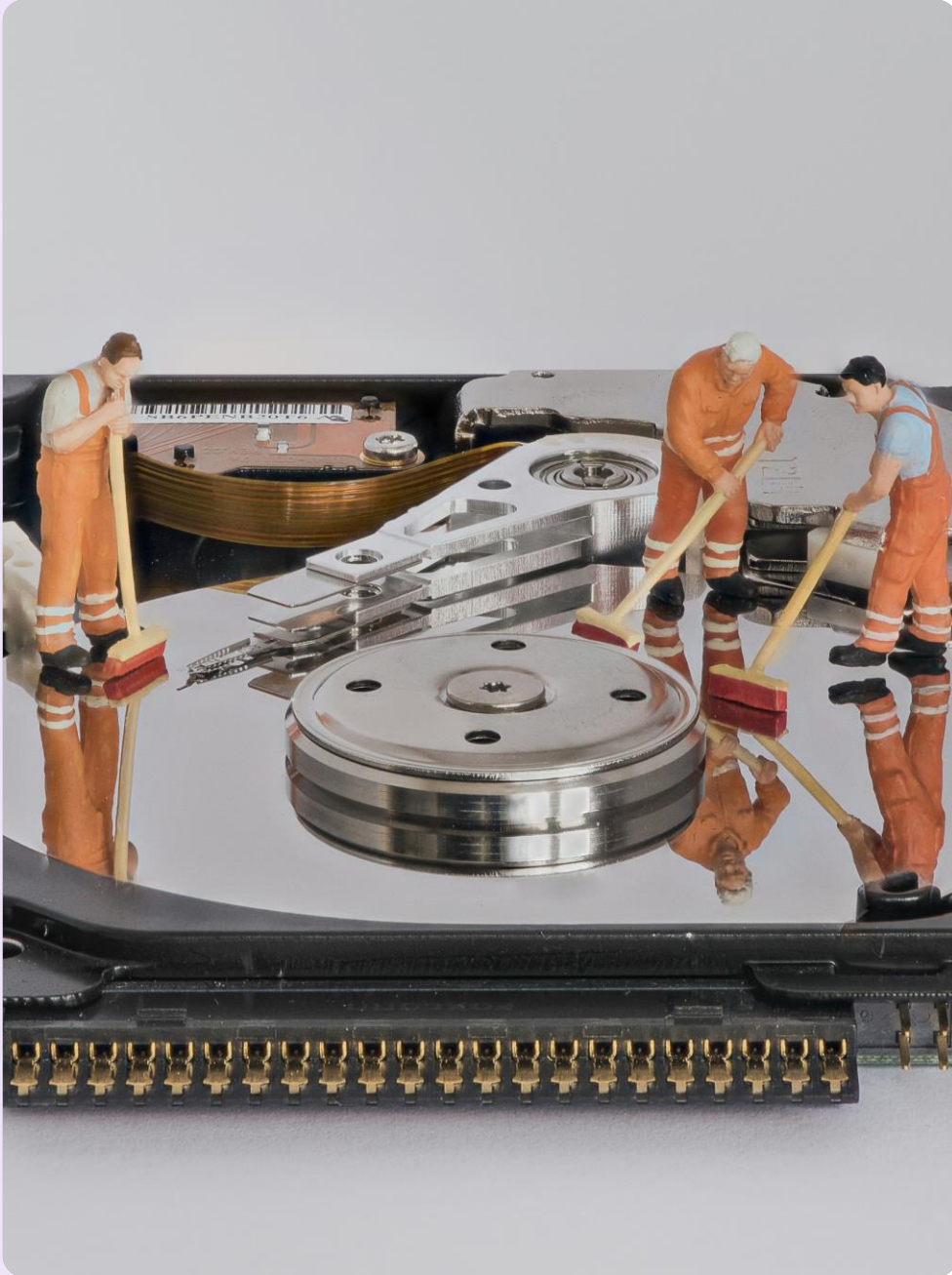
Privacy Benefits for Sales/Marketing

Cleaner, Cheaper Data

- Third-party data tends to be inaccurate.
  - Third-party cookies capture only part of a consumers' browsing behavior.
  - Brokers selling third-party data are more interested in making a sale than ensuring accuracy.

- First-party cookies are more trustworthy since they're owned by your organization.

- Zero-party data is the best since it voluntarily comes from your consumers.

- Marketers who adapt by focusing on first-party data can **achieve the same results while spending 10% to 20% less**.

"A customer-centric approach to marketing in a privacy-first world," Marc Brodherson, Adam Broitman, Jason Cherok, and Kelsey Robinson, McKinsey, May 20, 2021.

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Privacy Benefits for Sales/Marketing

More Trust, More Revenue

Although hard to measure by itself, trust has a meaningful impact on sales cycles, brand preference, share of wallet, and other metrics.

60%
Of consumers are willing to spend more with brands they trust to protect their data.

49%
Google found that a positive privacy experience can increase the share of brand preference by 49%.

Global Consumer State of Mind Report 2021, Truata; "Customers want control over their data — and won't hesitate to switch brands to get it," Maria Helena Marinho, Elizabeth Tran, Future of Marketing, Google, February 2023.

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How to Turn Privacy Into a Revenue Driver

Tactical Advice for Collaborating with Sales/Marketing

First Steps for Marketing/Sales Collaboration

Where to Start

🥸 Be Curious

- Understand marketing and sales' priorities first before trying to change how they work.

🧠 Go Principles-First

- Don't get into the nitty-gritty first; start with the basics.

- Center your education on the GDPR's 7 principles, Ann Cavoukian's privacy-by-design principles, or the general principles common to US data privacy laws.

📞 Understand the Customer Journey

- Volunteer to hop on sales calls

- Nerd out with your marketing team on how consumers interact with trust centers prior to purchasing

🍪 Implement Visible Privacy Solutions with Marketing

- Cookie consent, subject rights, preference management, and trust centers.

- This can be a good project to intro marketing to privacy concepts and to learn more about marketing concepts yourself.
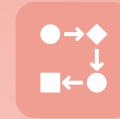
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Ongoing Efforts

Support Brand Trust

- Work with marketing to build brand trust based on your privacy practices.

- Incorporate privacy and customer trust into your brand and messaging.

- Set up tests to see when and where trust-/compliance-based messaging has an impact.

Embed Privacy in the Customer Journey

- When do customer touchpoints have a compliance component?

- How does privacy impact prospect trust, contract negotiations, and sales cycles?

- Where do compliance requirements and customer trust intersect?
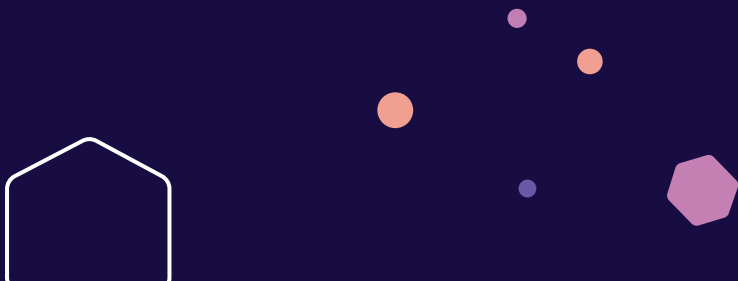
Iterate & Improve

- Bolster first-party data collection after implementing cookie consent.

- Report on privacy's impact on sales cycles and marketing effectiveness

- Keep open office hours for training and privacy Qs

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How Osano Can Help

Automate What You Can, Where You Can

How Osano Can Help

Lower the Barrier to Consent Management

Marketing teams may already be resistant to consent management; Osano makes the implementation process as smooth as possible.

One-Line Implementation

Copy and paste one line of code into your website's header to get started with cookie consent

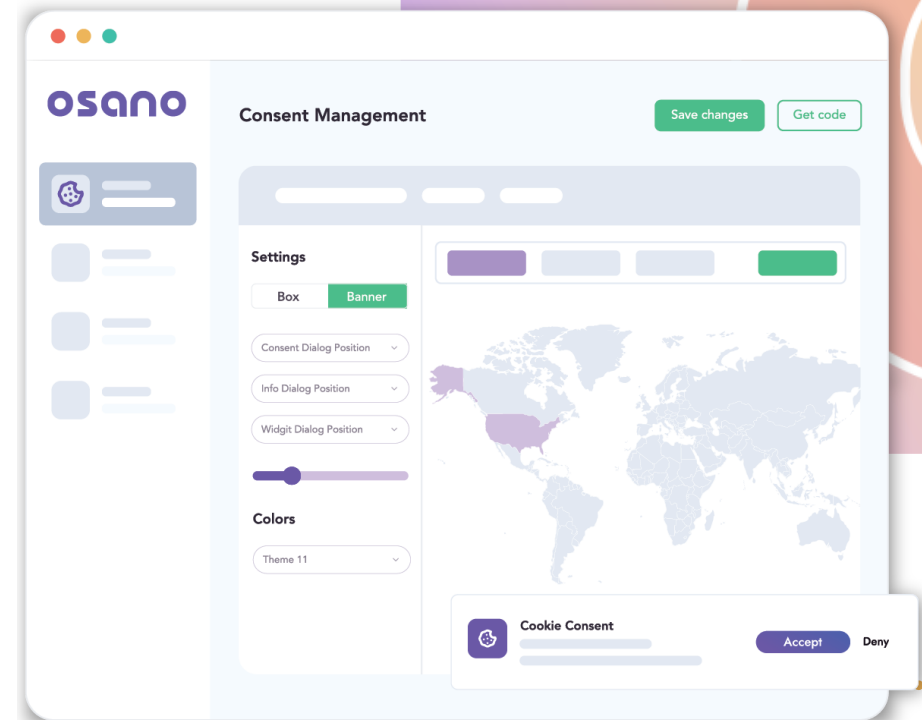**Automated Discovery & Classification**

Osano automatically scans your website for cookies and scripts and recommends categories based on regulatory requirements

Customizable Banner Templates

Banner templates are maintained for compliance with global regulations, but can also be customized to fit your brand.

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How Osano Can Help

Facilitate Assessments

Marketing and sales are more likely to loop you in for

PIAs when that process is easy for them.

Industry-Standard Templates

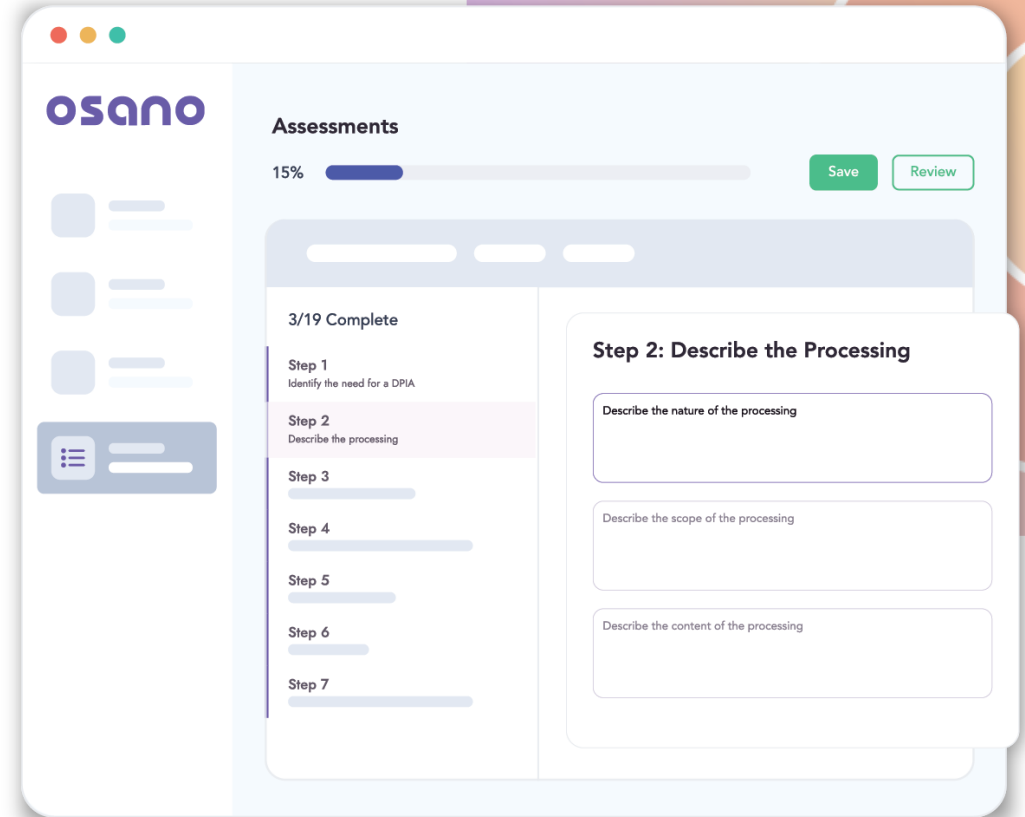E.g., PIAs and vendor privacy assessments

based on the NIST Privacy Framework

Custom Assessments

Incorporate risk evaluation criteria

unique to your organization.

Workflow Management

Automatically distribute regular

assessments and notify stakeholders of

upcoming deadlines
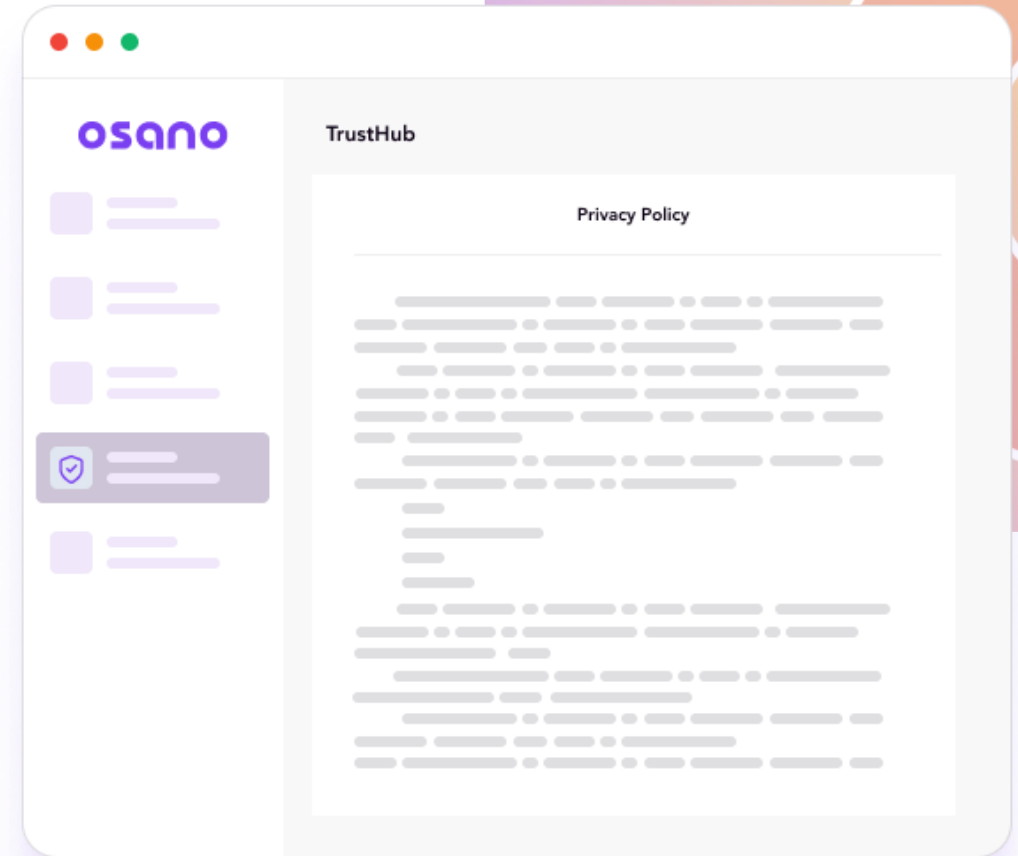
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How Osano Can Help

Manage Public-Facing Privacy Documents

Relying on website owners to update public-facing privacy documents creates a bottleneck, potentially exposing consumers to inaccurate information and eroding trust

Centralized Control

- Simultaneously update all public-facing privacy documents, like privacy policies, from one location.

- Support customer trust with accurate public-facing privacy documents without waiting on website owners.

- Keep your conversations with marketing focused on moving the needle with customer trust—not transactional website updates.

How Osano Can Help

Streamline SRR Management

Without a strong process in place, SRRs can be mistakenly funnelled to teams to like marketing.
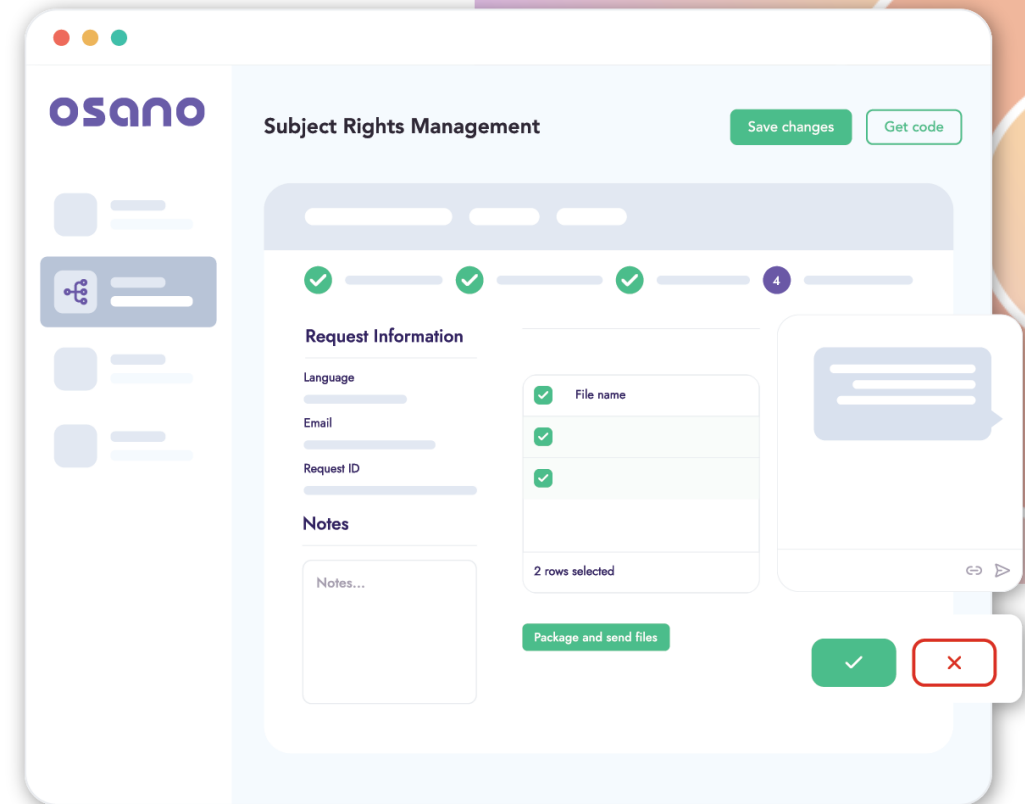
Embed SRR Forms

Easily embed SRR forms that automatically provide compliant functionality based on the data subject's jurisdiction.
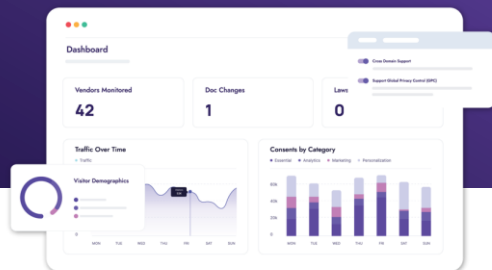
Notify Stakeholders that Handle PI

Sales and marketing teams handle a lot of consumer PI; Osano makes it easy for them to fulfil their portion of SRRs.

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Stay In Touch and Learn More!

Schedule a Demo

Check out the Osano Blog

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Q&A

Ask your most pressing data privacy questions.

Thank You!

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Click here: https://iapp.questionpro.com/t/ACtQeZ4dSs

Thank you in advance!

For more information: www.iapp.org

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