



REACH OVER 2.5 BILLION OF THE WORLD'S MARKETABLE CONSUMERS

EXPAND YOUR AUDIENCES WITH GLOBAL CONSUMER DATA

acxiom®



EXECUTIVE SUMMARY

We live in a world where globalisation and internet adoption provides new opportunities to reach and engage consumers everywhere via new digital platforms.

Global brands naturally want to take advantage of this borderless digital world to deliver great customer experiences in key markets.

But acquiring and activating consumer data globally has been extremely challenging due to various complexities, such as:

- Differences in the availability and granularity of data by country
- Divergence in the rules around data collection, use and sharing on a country-by-country basis
- Inability to resolve identities across digital and offline channels, and
- Limitations around how data can be integrated into publishers or platforms

To overcome these challenges, a brand would need to expend valuable time and effort to learn what data is available in each country, how that data can be used from a privacy perspective, contracting and purchasing the data, and figuring out how to activate data across digital channels.

Brands need a centralised approach that brings the following under one roof:

Ethical data use – Ensuring compliance with local privacy laws

Identity resolution – Ability to build a complete view of the consumer for improved consumer recognition and engagement

Integrations – Easy to buy, activate and connect data to leading publishers and ad tech platforms

Only this unlocks seamless marketing across the global data ecosystem.



acxiom®

By working with Acxiom, brands can reach and engage more than two-thirds of the world's digital population

2 BILLION+
CONSUMERS
ACROSS 62
COUNTRIES.



GLOBAL 2017 AD SPEND
\$583.91 BILLION

↑↑ 7.3%

KEY TRENDS: GLOBALISATION AND DIGITAL

What's driving demand for global marketing with consumer data?

A borderless digital world. Digital platforms are driving marketing, advertising and e-commerce ecosystems that are global and borderless. The internet enables connections between people and organisations around the world. Social media network Facebook reports that a majority of their 1.32 billion daily active users are outside the U.S.¹ Digital commerce leader Amazon sells products to global consumers via 11 marketplaces that support over 180 countries.² These internet giants have demonstrated the ability to reach and engage consumers on a global scale via technology platforms that can transcend regional boundaries.

Digital drives global ad spend growth. Spending on paid media globally will increase 7.3% in 2017 to \$583.91 billion, driven by growing investment in digital advertising.³ North America will remain the top advertising market in 2017 with \$217.51 billion. However, by 2019, Asia-Pacific will surpass North America in ad spend due to digital ad spend growth in China and India — particularly mobile for China.

Mobile-first or mobile-only audiences. Speaking of mobile, smartphones are the primary device for many consumers outside North America, because of the lack of broadband internet for desktop PCs. Consequently, a smartphone with a data connection provides the most convenient way to access the internet. According to Adobe, all countries in the APAC region saw an average increase of 29% in smartphone share of traffic year-over-year for 2016. In contrast, desktop share of browser visits declined by an average of 11% across all countries year-over-year. In EMEA, the smartphone's share of website visits has increased year-over-year across the whole of Europe, with the highest growth being experienced by the top 20% of German businesses, who saw a 51% increase in traffic from mobile devices.⁵

Given the previous trends, it's logical to see great opportunities for reaching consumers in a world that is increasingly borderless, digital, and mobile. So, what are the challenges of marketing to global consumers via data-driven marketing approaches?

KEY CHALLENGES: GLOBAL CONSUMER DATA

Marketing on a global basis presents several challenges, especially when consumer data is required to support audience segmentation, targeting and personalisation across digital and offline channels. Key challenges include:

Availability and granularity of data varies widely. The breadth and depth of consumer data varies by country. Breadth refers to data categories like age, education and income and depth is the number of data elements within a specific category. For example, within the income category you may have up to five income ranges that are available for use. In addition, the number and granularity of data elements may exist at the individual level, household level or only at a geographic level for a specific country.

Rules for consumer data vary by country. Legal requirements and cultural acceptance of the collection, use and sharing of consumer data vary by country. For example, countries that are part of the European Union must comply with GDPR (General Data Protection Regulation) and how “personal data” is defined by this organisation.

Identity resolution may not exist. A complete and single view of the customer for consumer identity resolution may not be available to enable people-based marketing (i.e., targeting at the individual level across channels) within a specific country. An “identity graph” maps PII-based data – like emails and phone numbers – with anonymous identifiers – like cookies and device IDs – to a single individual.

Data activation across platforms is fragmented. To effectively reach audiences via publishers and digital platforms, a fundamental requirement is the availability of cookies or mobile IDs for anonymous digital targeting. However, these data pools may be thin or non-existent within a specific country. In addition, publishers and platforms are fragmented by nature requiring multiple integration processes.

Despite these obstacles, marketers must find ways to overcome country-specific limitations and achieve their business goals. What are the opportunities for global marketing with consumer data and how do these vary by industry?

PRIVACY SPOTLIGHT:

WHAT IS GDPR?

“The most important change in data privacy regulation in 20 years”

-eugdpr.org

WHERE: The EU

WHAT: The General Data Protection Regulation (GDPR) is designed to:

- Harmonise data privacy laws across Europe
- Protect all EU citizens from privacy and data breaches

WHO: Applies to non-EU companies that process personal data (e.g., name, bank details, posts on social networks) of individuals in the EU

WHEN: Enforced beginning May 2018

HOW MUCH: Companies that fail to comply can be fined up to 4% of annual global turnover

Implication: Make sure your organisation understands the changes needed to comply with GDPR and that you work with companies that have dedicated Data Privacy Officers in each region of the world so that you can be sure they are on top of local privacy and regulatory changes.

OPPORTUNITIES: GLOBAL DATA INDUSTRY USE CASES

Across industries, marketers use global consumer data to address the following use cases:

Reach global digital audiences: Leverage audience curation and distribution capabilities to drive digital marketing around the world across global publishers and platforms.

Omnichannel customer acquisition: Use global consumer data to identify new target audiences and reach them through people-based marketing campaigns across digital and offline channels.

Enhance customer data for deeper insights: Match and append global consumer data to first party customer data to drive better insights for modeling, targeting and personalisation.

What would this look like for a specific industry? Some examples below.

	TRAVEL & HOSPITALITY	RETAIL	FINANCIAL SERVICES
BRAND	Global airline based in North America	Fashion retailer based in the U.S.	Global bank based in the U.K.
BUSINESS NEED	Fuel international expansion by acquiring family travellers who seek to visit U.S. destinations from cities in the U.K., Germany, Australia and China	Bolster existing retail and e-commerce businesses in key European markets (U.K., Germany, France)	Boost existing retail banking business in Asia Pacific countries like Singapore, Australia, and New Zealand
MARKETING STRATEGY	Reach international travellers with families via search, display and social channels	Reach female shoppers via digital and offline advertising campaigns	Reach consumers by managing a secure exchange of first, second and third party data and using identity resolution to accurately identify customers and prospects
KEY CONSUMER DATA NEEDED FOR EACH COUNTRY	<ul style="list-style-type: none"> Households with children Households with interest in travelling 	<ul style="list-style-type: none"> Gender Interest in fashion clothing 	<ul style="list-style-type: none"> Propensity towards banking and credit card products

COUNTRY SPOTLIGHT:

GERMANY

TOTAL POPULATION: 81M+

ADULT POPULATION: 71M+

ACXIOM AUDIENCE REACH:
NEARLY 40M (56%)

Axiom Activation: More than 20 global and local publishers and platforms such as Facebook, eBay, United Internet Media, Twitter and Krux.

REGULATORY LANDSCAPE:

- GDPR compliance required by 2018
- A double opt-in process is standard practice
- Consent is required for cookies that process personal data
- Not permissible to send marketing emails or SMS messages to either corporate or individual subscribers without their prior explicit consent

OPPORTUNITIES: INDUSTRY USE CASES

	TECHNOLOGY	AUTOMOTIVE
BRAND	Global B2C software company	Global automotive manufacturer and its dealer network
BUSINESS NEED	Acquire new customers in China and other APAC countries	Identify consumers in-market to buy a car in Mexico and other LATAM countries
MARKETING STRATEGY	Use attitude and behavioural propensities and segmentation data to target prospects via search, display, mobile and social and use identity resolution to accurately identify them	Use demographic and behavioural segmentation data for a digital marketing campaign and use identity resolution to accurately identify them
KEY CONSUMER DATA NEEDED FOR EACH COUNTRY	<ul style="list-style-type: none"> • Early technology adopters 	<ul style="list-style-type: none"> • High net worth individuals • Interest and/or intent to buy certain auto brands

COUNTRY SPOTLIGHT:

CHINA



TOTAL POPULATION: 1.37B+

ADULT POPULATION: 1.13B+

ACXIOM AUDIENCE REACH: NEARLY 352M (31%)

Axiom Activation: More than 30 global and local publishers and platforms such as Alibaba, Baidu and Tencent.

REGULATORY LANDSCAPE:

- Data trading framework proposals are in draft and will accompany a draft civil code that includes data as a type of intellectual property such that, once the law is passed, data may be traded as property (e.g., organisations could buy and sell data for marketing purposes)
- The Cyberspace Administration of China released a new app regulation in 2016 that sets out specific data protection and obligations for mobile app providers
- Prior consent is required to send direct marketing email or SMS messages to individuals

COUNTRY SPOTLIGHT:

MEXICO



TOTAL POPULATION: 127M+

ADULT POPULATION: NEARLY 92M

ACXIOM AUDIENCE REACH: 77M+ (84%)

Axiom Activation: More than 10 global and local publishers and platforms such as Google, OATH and 4INFO.

REGULATORY LANDSCAPE:

- Moving toward an environment of data usage transparency and explicit consent
- The Ley Federal de Protección de Datos Personales is the law concerning data collection and compilation

CUSTOMER SUCCESS STORIES

GLOBAL MARKETING AGENCY

CHALLENGE

Sought a global partner to provide data and activation capabilities across 14 countries, a robust set of global data to support analytics and targeting capabilities for its clients, and the ability to push custom segments across the digital ecosystem.

SOLUTION

Acxiom provides a comprehensive global data solution supporting all 14 countries – United States of America, United Kingdom, Australia, Canada, Germany, Netherlands, India, China, South Africa, Mexico, France, Italy, Japan, and Belgium. This gives the agency an easy, centralised approach for curation, identity resolution and activation of data.

DIGITAL PAYMENTS COMPANY

CHALLENGE

Reach and acquire consumers across seventeen primary markets to expand payment services business.

SOLUTION

Acxiom provides consumer data about age, income and financial assets for people in the United States, United Kingdom, Australia, Canada, Germany, France, Italy, Norway, Sweden, Denmark, Austria, Belgium, Switzerland, Netherlands, Mexico, India and Japan.. In addition, Acxiom provides analytical support and global data education for the U.S.-based marketing segmentation team so the company gets more value and relevance from Acxiom data.

MEDIA AND ENTERTAINMENT COMPANY

CHALLENGE

Optimise global marketing acquisition and retention activities by enhancing customer and prospect data.

SOLUTION

Acxiom provides consumer segmentation data for people in United Kingdom, Australia, France, Germany, Netherlands and New Zealand. Also, the client receives data categories related to media consumption and leisure to help find prospects who enjoy going to concerts, shows and live events.

COUNTRY SPOTLIGHT:

UNITED KINGDOM

TOTAL POPULATION: 65M+

ADULT POPULATION: 53M+

ACXIOM AUDIENCE REACH:
48M+ (90%)

Acxiom Activation: More than 60 global and local publishers and platforms such as Facebook, Appnexus and Twitter.

REGULATORY LANDSCAPE:

- GDPR compliance required by 2018
- Implied consent or consent through browser settings is possible for the non-intrusive use of cookies
- Prior consent is required to send direct marketing SMS messages to individuals

SELECTING THE RIGHT PARTNERS: KEY QUESTIONS TO ASK

To navigate the global data and privacy landscape, you need a partner with a comprehensive set of capabilities. Here's what you should ask to inform your evaluation process:

AUDIENCE DATA, SEGMENTATION, AND TARGETING

- Which data categories or dimensions (e.g., marital status, net worth, children, occupation, lifestyle) can be used for targeting?
- Can you compare data categories (e.g., education) and corresponding elements (e.g., household's likely spend on primary/secondary school education) across countries?
- For a specific country, can you provide key market insights, such as general statistics, audience reach, notable regulatory information, data category/element coverage, and availability of data services?
- Can you define "global" audience segments across countries so that I can reach "apples-to-apples" segments across channels and platforms?

IDENTITY RESOLUTION


- Who certifies the accuracy of your data?
- How frequently is your data updated?
- How does your solution help me to accurately identify people within a country to enable effective targeting with both digital and offline media?



"Brands should invest in global consumer data today before the 'disruptors' in your industry use data to deliver a better customer experience and disrupt your business."

-Andreas Cohen,

Chairman of I-COM, global trade organisation for smart data marketing



Uncovers important information like whether a country has thin or non-existent cookie or mobile ID pools

Identity resolution is the key to sending the right message to the right person

CAMPAIGN ACTIVATION

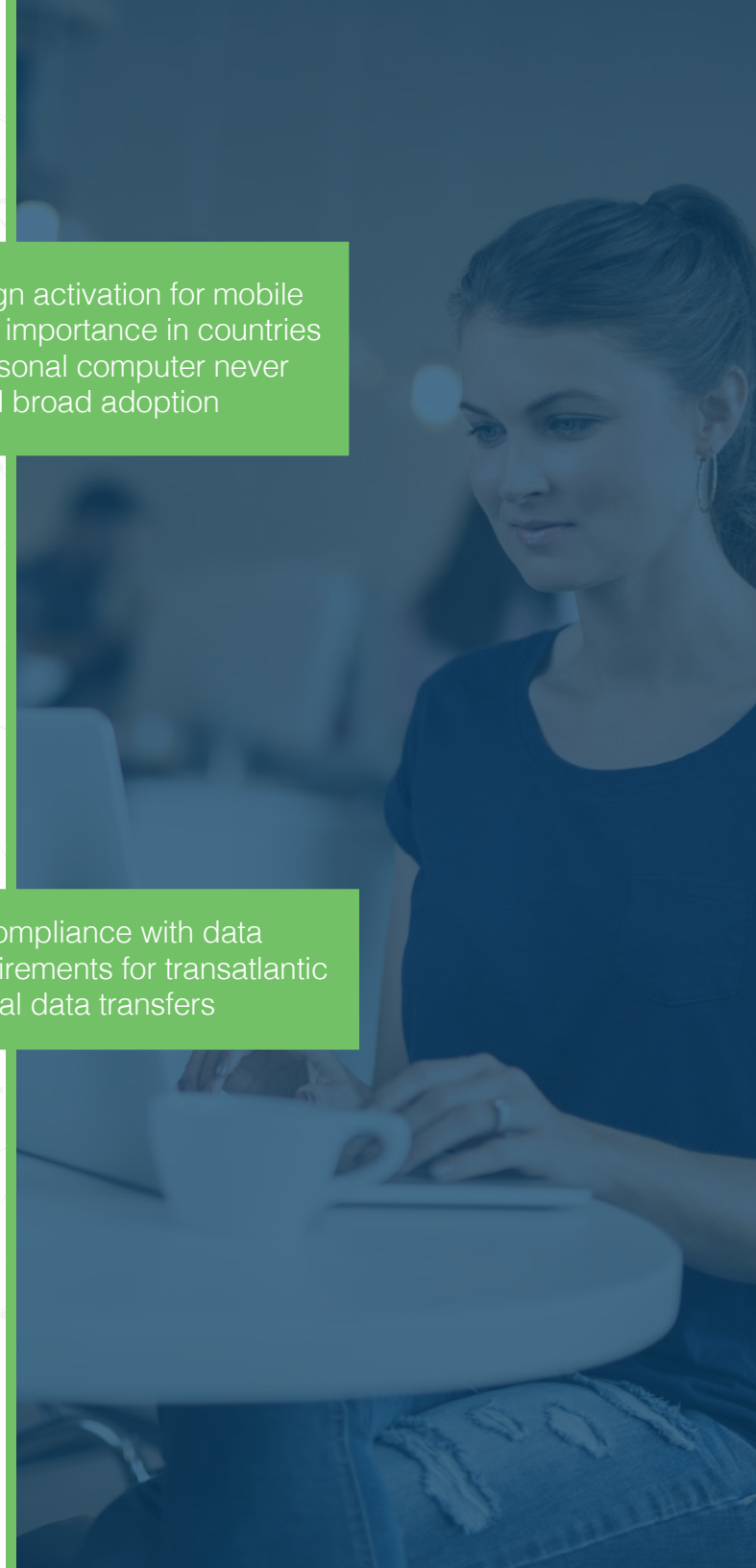
- How does your solution help me to execute my advertising campaigns across digital platforms and publishers (e.g., display, search, social, mobile)?
- What are the ways that offline data can be activated online in each country?
- Do you have a plan and resources to provide measurement reporting across channels and campaigns?
- How does your solution help me to execute my advertising campaigns across offline channels and publishers (e.g., TV, direct mail)?

Digital campaign activation for mobile takes on greater importance in countries where the personal computer never achieved broad adoption

CONSUMER PRIVACY AND COMPLIANCE

- How does your solution obtain consumer data ethically?
- Does it comply with legal or privacy requirements for each country of interest?
- Does your company have a [Privacy Shield](#) certification?

Ensures compliance with data protection requirements for transatlantic personal data transfers



GETTING STARTED

There's a world of opportunity to deliver a true borderless experience to consumers. Here's how to get started:

- 1 Identify the data attributes you need to support your marketing objectives and how you will leverage this data (i.e., digital/offline targeting, enhancement, analytics, customer acquisition)
- 2 Map out which countries are your top priorities to achieve your goals
- 3 Ask the key questions to find a partner that can help you accurately identify and understand consumers, activate data and target audiences globally

All roads lead to Acxiom, the leader in global consumer data.



"With 45 years of experience vetting and curating data for the world's largest brands, Acxiom's capabilities and expertise in this area are second to none. Only Acxiom enables marketers to buy and activate global consumer data from a single provider and reach over two-thirds of the world's digital population in a privacy compliant manner."

-Marc Fanelli,

Senior Vice President, Global Data
and Analytics at Acxiom

WORK WITH ACXIOM

With coverage in over 62 countries and growing, as well as the ability to reach over 2.5 billion consumers, Acxiom has the best, most inclusive data offerings in the world — privacy-compliant and already integrated into all leading publishers and ad tech platforms. Our global data subject matter experts and proprietary tools will help you navigate the global data and privacy landscape.

VISIT: www.acxiom.co.uk/what-we-do/global-data/

GET IN TOUCH: ukenquiries@acxiom.com

References

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