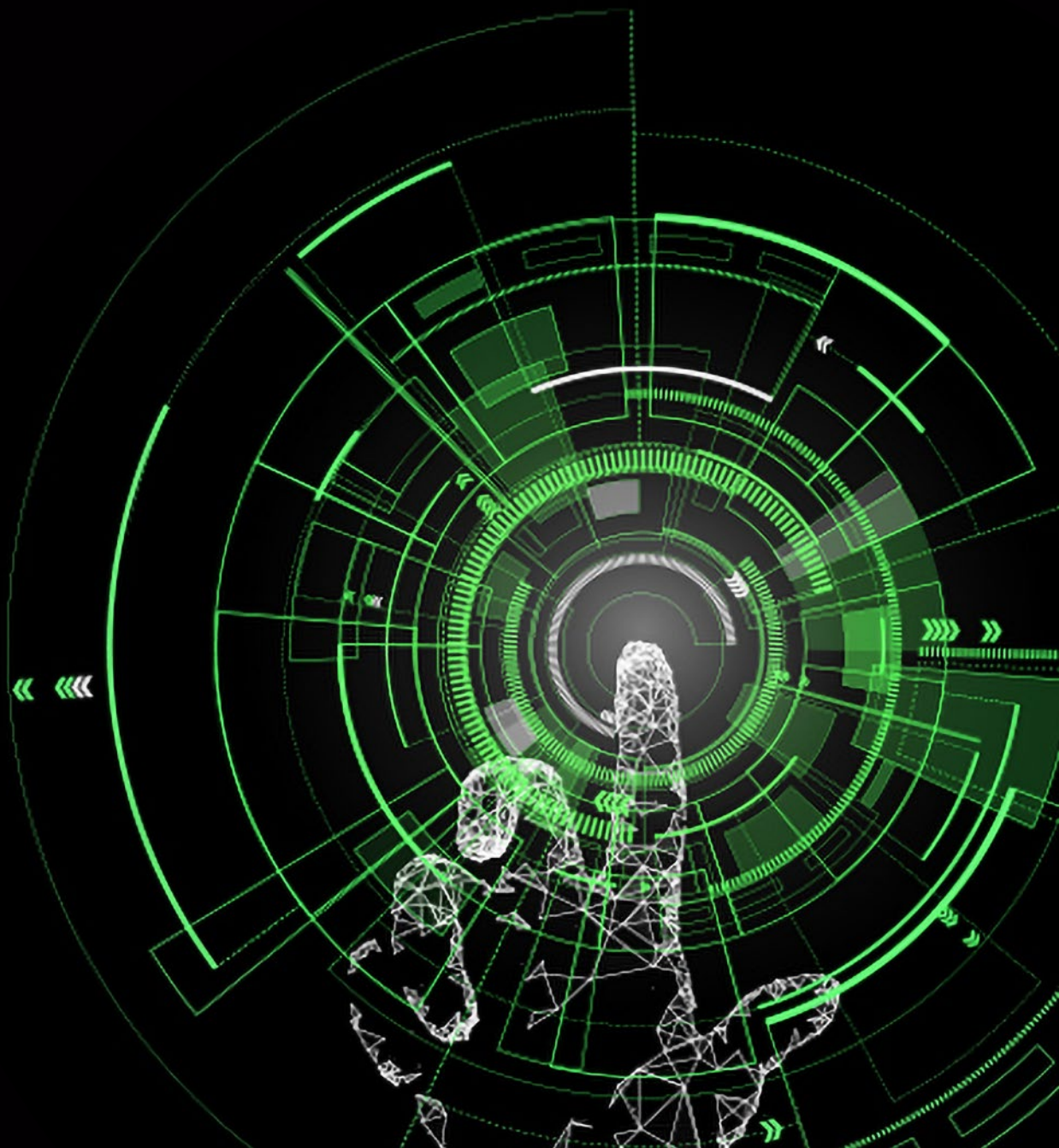




# Navigating Trust

An Advertiser's and Marketer's Guide to  
Data, Privacy, and Trust



In today's economy, establishing trust has become table stakes for maintaining meaningful consumer relationships. But what is trust? What does it mean for marketers and advertisers, and how do you build it across a diverse consumer base? As we look to build more meaningful, customized digital experiences, understanding and establishing trust requires a deft hand. Marketing and advertising teams need to use high volumes of personal data collected directly from their consumers to build profiles, generate tailored content, and drive campaigns...all in the shadow of looming privacy regulations and enforcement. Building and maintaining the trust needed for this next wave of digital marketing will not be easy; it will be powered by transparent data use, flexible and easily navigable choices, and a privacy-first mentality.

### Why has trust-oriented marketing and advertising become pivotal?

Since marketing and advertising campaigns are typically the initial gateway for consumers to experience a brand, driving trust—by design—is one of the most impactful opportunities to create a competitive advantage and build brand loyalty.

Building these consumer relationships requires a near constant push and pull between the marketer and the consumer. As the data acquired about a consumer is used to build their profile, generate relevant content, and deepen the relationship, the consumer needs to continue to feel as though they hold the reins. Trust needs to be a leadership priority driving business growth and performance. Organizations impacted by 'Trust events' fall **26–74% behind industry peers in value** and their **market cap falls by 20–56%**<sup>1</sup>. Finding the balance between first party data acquisition and consumer choices—and having the required capabilities powering your Marketing Technology (MarTech) stack to power that balance real-time—is paramount.



"Finding the balance between first party data acquisition and consumer choices—and having the required capabilities powering your MarTech stack to power that balance in real-time — is paramount."

1 Deloitte "The Chemistry of Trust Part 1: The Future of Trust"  
 2 "Deloitte Insights Magazine." Deloitte Insights. 2023.  
 3 Deloitte Digital Media Survey.  
 4 Deloitte Global Boardroom Survey, 2022.

## But why is it hard?

As the digital age continues to expand the consumer interaction channels, it is becoming increasingly challenging for marketers and advertisers to maintain a coherent experience with their consumers that feeds into their MarTech stack, while meeting privacy expectations. And that's driven by a few thematic realities often faced by organizations:

### Legacy architecture/technologies



Recent disruption across consent, cookies, consumer identity and the need to embed privacy signals is requiring re-evaluation of the legacy MarTech stack to integrate new solutions and platforms that can support near constant push and pull seamlessly across consumer interaction channels in a privacy compliant way.

### Siloed, disparate operations



Historically, non-centralized consent operations have led to inaccurate, incomplete, and overlapping consent datasets. However, to enable a coherent experience, these datasets need to be consolidated into a centralized consent master that necessitates meticulous and time-consuming filtering, cleansing, and transformation exercises.

### Regulatory emphasis



Driven by the significant regulatory impacts to the Advertising Technology (AdTech) ecosystem, digital platform leaders are proactively introducing privacy-first strategies and products within their advertising solutions, which requires a broad mindset shift towards privacy, particularly transparency and choice, across all advertising platforms.

### Cross-enterprise collaboration



Embedding privacy into MarTech and AdTech ecosystem requires buy-in and alignment across Digital, Technology, Privacy and Legal stakeholders—not easily found due to differing priorities and goals—but achievable with intentionality and strategy cohesion.

### Cultural and skillset gaps



Integrating the required technologies and techniques to automate privacy capabilities across marketing and advertising operations is challenging, often driven by lack of knowledge about cutting-edge privacy enabling solutions, hard-to-find skillsets, and legacy perspectives about how to handle, use, and analyze personal information.



## How can you overcome these challenges to gain competitive advantage in the marketplace?

To stay ahead in the market, organizations need to implement privacy-first practices that build and expand their trusted consumer database, while staying compliant and respecting consumer choices.

### Establish privacy-driven first-party strategy

To enable collection of diversified and granular data directly from consumers, interactions and the supporting data processing activities need to instill trust amongst consumers. This is methodically enabled by proactively embedding privacy controls and capabilities across each phase of your first-party data strategy. Robust data governance frameworks must be established to ensure data integrity, and quality, thereby reinforcing consumer trust and enabling responsible data management.



### Integrate privacy and identity into the MarTech stack

MarTech architecture needs to integrate with essential privacy and identity technologies/solutions such as consent and preference management platforms, customer identity and access management solutions, data management platforms, encryption and anonymization tools, artificial intelligence (AI), machine learning, and generative AI (GenAI). This allows daily marketing and advertising operations to be executed with an automated privacy-first approach.



### Invest in Artificial Intelligence and Privacy Enhancing Technologies (PETs)

As legacy identifiers become obsolete, AI, machine learning, and GenAI can be leveraged to offset signal loss. New data vendors can also be explored, and consumer data can be protected by leveraging privacy enhancing technologies such as trusted execution environments and differential privacy. Traditional advertising and marketing strategies need to evolve and foster a 'test-and-learn' culture that enhances performance with these new products.



## How can Deloitte help?

Understandably, solutioning for privacy-first practices can quickly become complex. Deloitte can help streamline your journey, offering services that are designed to give your marketing and advertising teams a head-start:



### Consent & Preference Management

We start by conducting a thorough analysis of your current consent and preference management (CPM) capabilities. By identifying gaps and inefficiencies, we devise a strategy to meet your enterprise goals and business objectives.

We don't stop there; we help integrate Consent and Preference Management (CPM) solutions into your MarTech stack and offer continued support to scale and operate these solutions across your brands and jurisdictions.



### MarTech ecosystem scaling & integration

As the MarTech ecosystem rapidly transforms, it provides opportunities to leverage complimentary solutions to enable trust by design across your consumer experience. We analyze your consumer journeys with a privacy and compliance lens and provide services to bring your MarTech solutions together, whether it's CPM, Cookie Management, Tag Managers, Customer Identity and Access Management (CIAM), Master Data Management (MDM), and/or Consumer Data Platform (CDP) solutions. The result? A tech-powered, streamlined, and unified MarTech ecosystem that propels trust and loyalty with each consumer interaction.



### Customer Identity & Access Management

We understand the value of identity and can help your enterprise implement Customer Identity and Access Management (CIAM) platforms to create a 360-degree view of the customer... all while protecting access to applications and systems across digital, mobile, and cloud.

Our integrated approach helps to enable your CIAM platform to provide simple and secure authentication and access management, combining security and regulatory compliance with a trusted human experience across the engagement journey.



### Ads and marketing privacy compliance

It's crucial to balance effective advertising and marketing with privacy. We help you assess this delicate balance by understanding your digital ads and marketing data lifecycle, processes, and procedures to understand gaps in meeting privacy requirements. We then assess against rationalized requirement frameworks and business risks and deliver roadmaps to deliver solutions without compromising on effectiveness.

# Take Action Today

*Request a conversation with one of Deloitte's Trusted Customer Experience Leaders.*



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