



# the assembly

A ONE NORTH EVENT



# Ben Magnuson

DIRECTOR, DATA STRATEGY, ONE NORTH





# The Privacy Playbook

Planning for an Info-Scarce Era

SPEAKER: BEN MAGNUSON

one north A TEKsystems Company

TRENDSPOTTING | FEB. 16, 2022

# A Vibe Shift Is Coming Will any of us survive it?



By Allison P. Davis, features writer for New York Magazine and the Cut

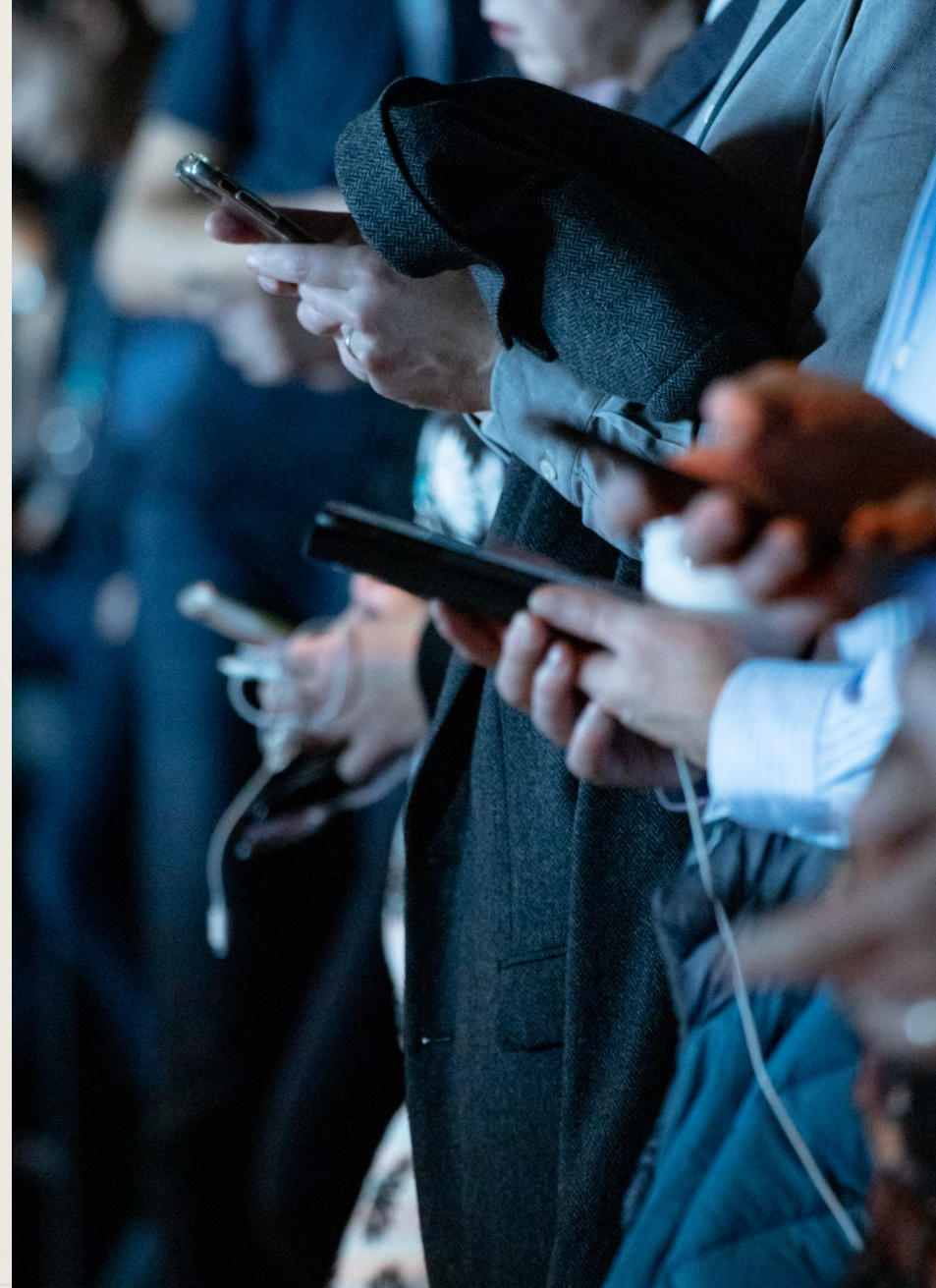




Marketing is no stranger to trends,  
but the 2010s were a firehose.

**4 developments that pushed Marketing:**

1. Mobile smartphone growth
2. The dominance of platforms  
(social, e-commerce)
3. Email as the new home identity
4. Cloud storage







With the ability to reach target customers at scale using these platforms, marketing operations could grow quickly.

*allbirds*

WARBY PARKER

Direct-to-Consumer (DTC) startups showcased how new brands could grow fast with the new digital ecosystem. DTC firms grew to \$128 billion in 2022.

**1. No location needed**

**2. Brand can wait**

**3. Ignore the website,  
live on platforms**





# Backlash to the Big Data Era



Freewheeling data not without pain

- **Cyberattacks**
- **Personalization gone awry**
- **Rise of Ransomware**

Equifax hackers stole data for 200k credit cards from transaction history

**How Companies Learn Your Secrets**

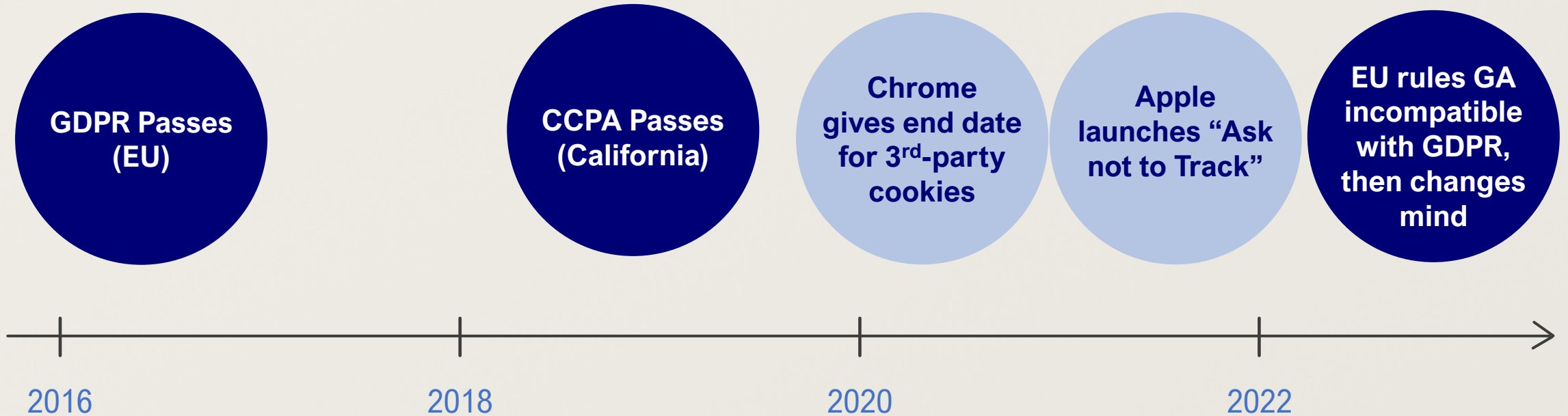
*All 3 Billion Yahoo Accounts Were Affected by 2013 Attack*

**FedEx estimates ransomware attack cost \$300 million**

Its TNT Express unit suffered a blow from NotPetya in June.



# Privacy restrictions continue ebbs and flows from **Public** sector actions to **Private** sector responses





The focus of this regulation continues to shift. First from **cybersecurity** and then to **identity**.

What may be next?

# All Your Data Is Health Data

And Big Tech has it all.

In such a world, Sobhani argues, **even some of our most trivial data**—the way our eyes move in a video clip—**could be thought of as health data.**

“As a researcher, I think about the Amazon Echo and if our group had continuous data from voice. We’d learn so much — and I don’t just mean from the emotional content but from the language analysis and things like pauses in your speech.”

**Apple** 🍏 @Apple

Health data shouldn't be public. The Health app helps keep it private. Privacy. That's iPhone.



apple.com  
Privacy. That's iPhone.

34 19 251 9.6M

Promoted



# TikTok and the potential of a (US) federal data privacy bill

- The rise of TikTok, owned by China-headquartered ByteDance, has led to greater interest from US policy makers.
- The discussion is incredibly similar to the data transfers between US and EU.

TikTok maintains it has never been requested to turn over any kind of data and won't do so if asked. But whether those promises, or Project Texas, will allow it to stay operating in the U.S. remains to be seen.





# Why this matters

- Ripple effects of Privacy Regulations have increased the cost and instability of digital advertising platforms.
- The sunseting of third-party cookies may make these effects worse across closed internet platforms.
- The uncertainty of the ability to identify traffic in the future has shifted the incentive to building more first-party platforms instead of relying on third-party.
- Web platforms have started to break back down into smaller communities (ex: Twitter).






# Surviving the Vibe Shift




# The Lindy Way of Living

A technology lawyer named Paul Skallas argues we should be gleaning more wisdom from antiquity.


 Give this article



 462



Nassim Nicholas Taleb, a statistician and scholar, tweaked this idea into a broad theory of survivability in his 2012 book, “Antifragile: Things That Gain From Disorder.” He named it the Lindy Effect: “For the perishable, every additional day in its life translates into a shorter additional life expectancy,” he wrote. “For the nonperishable, every additional day may imply a longer life expectancy.”





# Looking for Lindy in Marketing

**Lindy, to me, is assigning more value to techniques that stay in the toolkit for years.**

- What has consistently provided value in the relatively short life of Marketing?

ARTS AND CULTURE

## The Internet Isn't Meant To Be So Small

2:22 PM EDT on May 1, 2023





# A classic playbook to survive the vibes

01.  
Re-allocating  
to Long-Term  
Activities

02.  
Personalized,  
not optimized

03.  
Adjust metrics  
out of campaign  
mindset





01.

## Re-allocate to Long-Term Activities

### **Brand-building is Lindy**

*“Once brands reach a certain size, continued growth means reaching outside the readily available pool of customers. In turn, this means converting people who are loyal to competitors or bringing different people into the market, tasks that typically can’t be done with sales-activation.*

*Further growth means wider reach, richer creative and media channels that can hold attention—in short, brand-building.”*

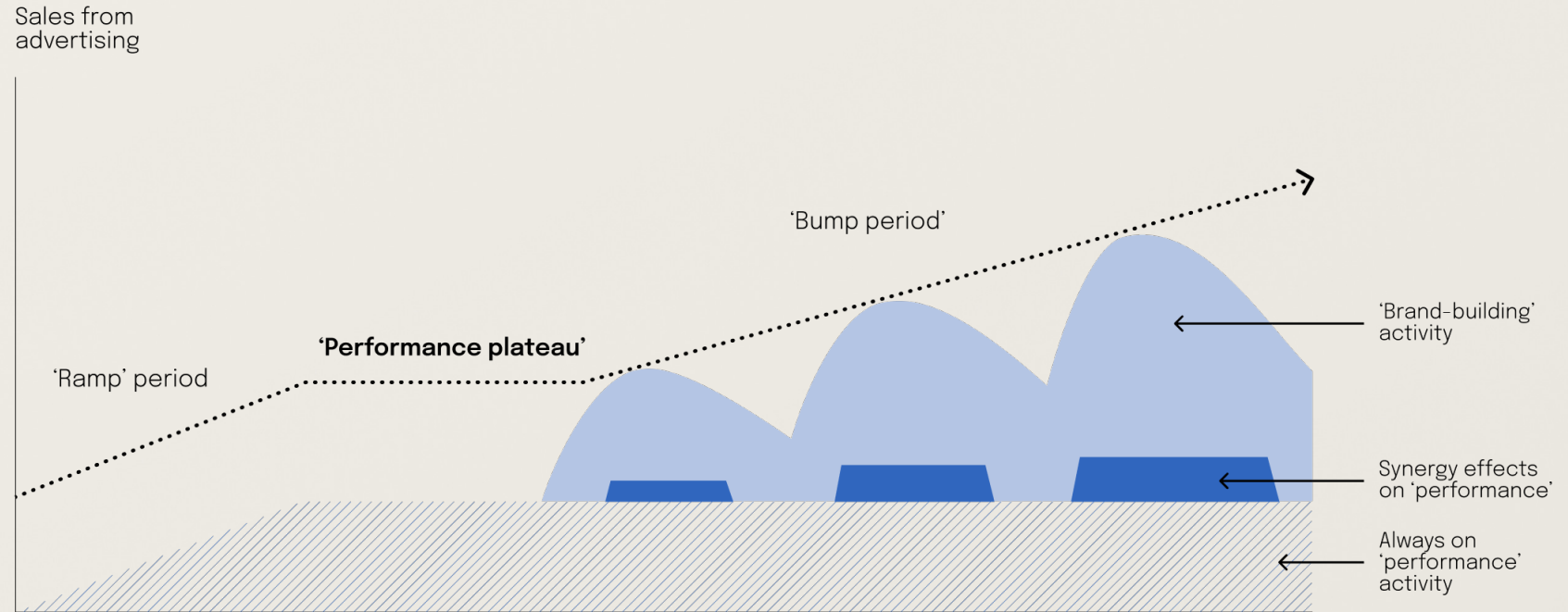
– Grace Kite



# Brand building offers high growth when near-term activation plateaus

**For years, marketers were able to turn up the sales acquisition budget and expect it to lead to higher sales.**

Longer-term marketing efforts like Brand Building can build a bigger and more durable customer base.





The internet is closing some doors, but opening others that have traditionally favored Brand.

◆ WSJ NEWS EXCLUSIVE | MEDIA & MARKETING

## Amazon Plans Ad Tier for Prime Video Streaming Service

Discussions come as ad buyers have been pushing for more access to premium shows and movies



### Closing Up:

- Social Media
- Digital Media
- Retail Media

### Opening Up:

- Connected TV
- Digital Out of Home





02.

“People want to make things personal again.”

— Sean Monahan

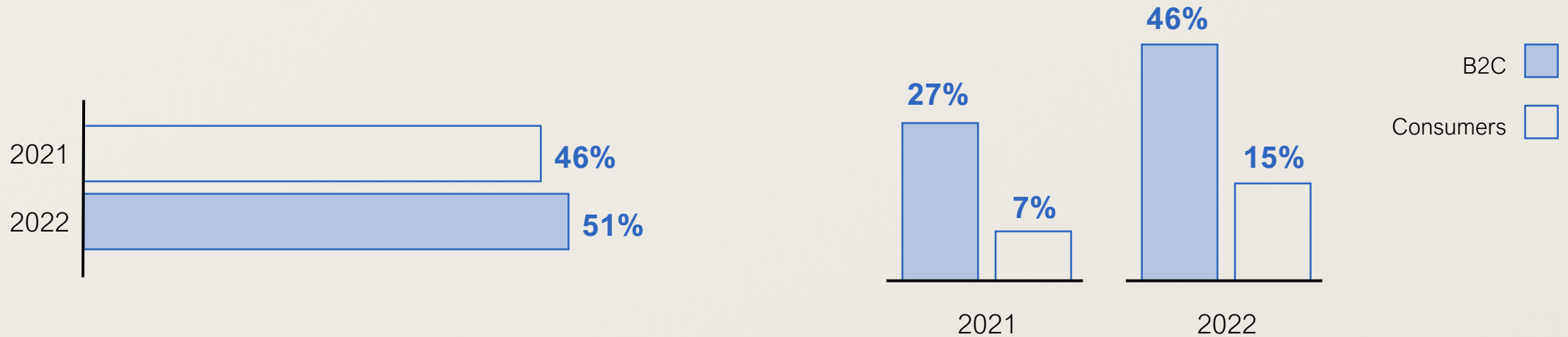
The end of easy customer data creates a strong incentive to build valuable experiences for your customers.

If customers are going to validate themselves to you, you must find ways to build on that trust.



# First-party data incentivizes first-party experiences; can we make it worth it?

One key solution continues to be personalization—but, after years, it is still difficult to execute.



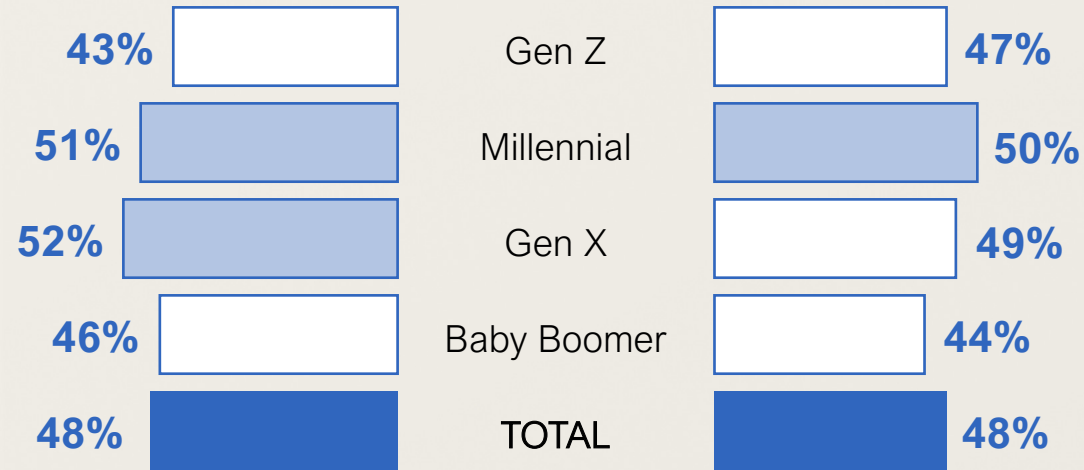
Consumer frustration with inconsistent digital experiences is growing. **51%** of consumers report being frustrated with their interactions over the past year, rising from 46% the year before.

**46%** of brands believed that they were doing an excellent job of providing personalization, but just 15% of consumers agreed.

Source: Twilio







Communicating using consumers' **preferred channels** is extremely/very important

Communicating using the **right frequency** of communications is ranked extremely/very important

Customers value when you know which communication channel to use; should this be reactive?

Source: Twilio





# Inbound Marketing needs an evolution.

**A new focus on 1<sup>st</sup> party experiences should have played right into B2B marketers' hands.**

- The rise of opt-in policies and move from Apple to obscure open rates means B2B firms need to think hard about their next steps.
- Inspiration can be found in how other information-intensive companies have thought about growth:
  - Semafor, a media startup, has made in-person events a key part of its revenue stream.
  - NYT has looked to newspaper past, reviving the entertainment bundle.

**EVENTS**

## **Semafor Will Generate 30% of Its First-Year Revenue From Events**

## ***New York Times Co. to Buy The Athletic for \$550 Million in Cash***

The deal could help the media company reach its goal of 10 million subscriptions ahead of schedule.





Chris Bakke

@ChrisJBakke · Follow



The Forbes 30 Under 30 have collectively raised \$5.3B in funding.

The Forbes 30 Under 30 have also been arrested for frauds and scams worth over \$18.5B.

Incredible track record.

**BY THE NUMBERS**

BIG MONEY

**\$5.3B+**

Total funding raised by Under 30s

VIEW BIG MONEY LIST >

**FINANCE - JPMORGAN CHASE**

Charlie Javice, the founder accused of fraud by JPMorgan, is arrested as DOJ files criminal charges

BY LUISA BELTRAN

April 4, 2023 at 9:05 AM PDT

2:10 PM · Apr 4, 2023



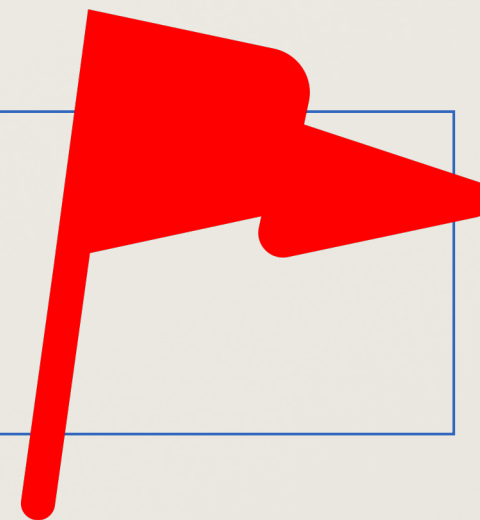
[Read the full conversation on Twitter](#)

21.2K Reply Share

03.

# Finding Metrics to Trust

Sometimes new is a red flag.



# Harvard Business Review

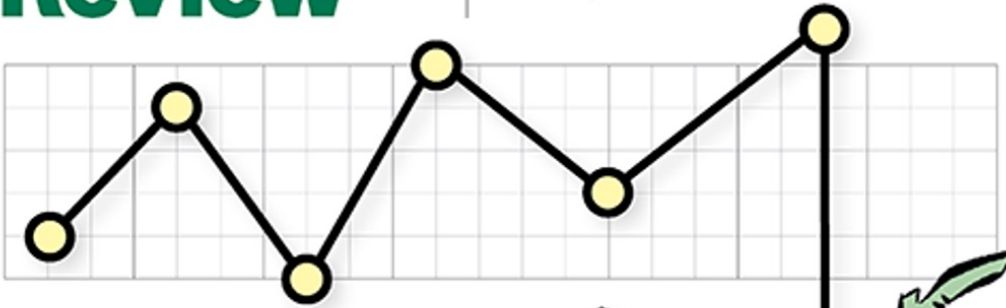
44 How Dual-Career Couples Make It Work

70 Put Purpose at the Core of Your Strategy

140 Learning to Work with Intelligent Machines



HBR.ORG  
September-  
October  
2019



## Are METRICS Undermining Your Business?

Too many leaders confuse numbers with strategy.

62



## Beware of Surrogation

Harvard Business Review warned in 2019 of the dangers of Surrogation:

“Every day, across almost every organization, strategy is being hijacked by numbers, just as it was at Wells Fargo. It turns out that the tendency to mentally replace strategy with metrics—called **surrogation**—is quite pervasive. And it can destroy company value.”



## Measurement Messiness Complicates TV's Annual Sales Season

Despite progress in new kinds of audience metrics, Nielsen's old-school viewer panel will remain the mode of choice for this year's TV upfront buying season

Upfronts highlighted the competing area right now:

- Despite other new metrics that measure more precisely, Nielsen viewer panels won out for linear TV.
- Disney made a deal to provide more measurement on viewers next moves: downloading an app or website.





# Monitor efforts with higher-level metrics like MER

- Marketing Efficiency Ratio can help avoid getting sucked into campaign framing, and view when additional spend stops being beneficial.
- Flawed metrics like Nielsen or even Cost-per-Thousand Impressions/Views (CPM) can benefit from knowing limits, but offer a clear measurement without overconfidence.
- It is **great** to experiment on individual campaigns, but be cautious when it becomes a consistent KPI.





# Final Takeaways

## Maybe AI just solves all of this, but...

Changes in privacy will continue to tighten:

- Where it increases the cost and lowers effectiveness of a tactic:
  - Consider reappropriating more budget to longer-term brand building activities which have a higher growth potential.
- Where it incentivizes attracting customers to owned experiences:
  - Invest in personalization strategies that improve customer experience first (you can use the data for conversion optimization and lift later).
- Where it reduces the clarity and effectiveness of metrics:
  - Re-prioritize high-level metrics such as MER, which can avoid noisy changes in attribution.



# Thank you.

One North is a full-service digital agency helping businesses solve complex problems in creative ways. We're makers, technologists and relationship builders guiding you toward what's next.

Unlike traditional agencies, we stitch together a deep level of expertise across disciplines so that we can do the work of multiple teams. With capabilities in brand and communications, digital experience, technology and infrastructure, and optimization and insights, we can take on any challenge.

One North is a TEKsystems company. For more information visit [onenorth.com](https://onenorth.com).



## the assembly

A ONE NORTH EVENT  
JUNE 14-16, 2023 | SUNDANCE, UT