

CUSTOMER DATA SURVEY

Publicis Sapient conducted research among more than 6,700 consumers globally to understand their opinions on customer data and why, how and when they are willing to share it with organizations.

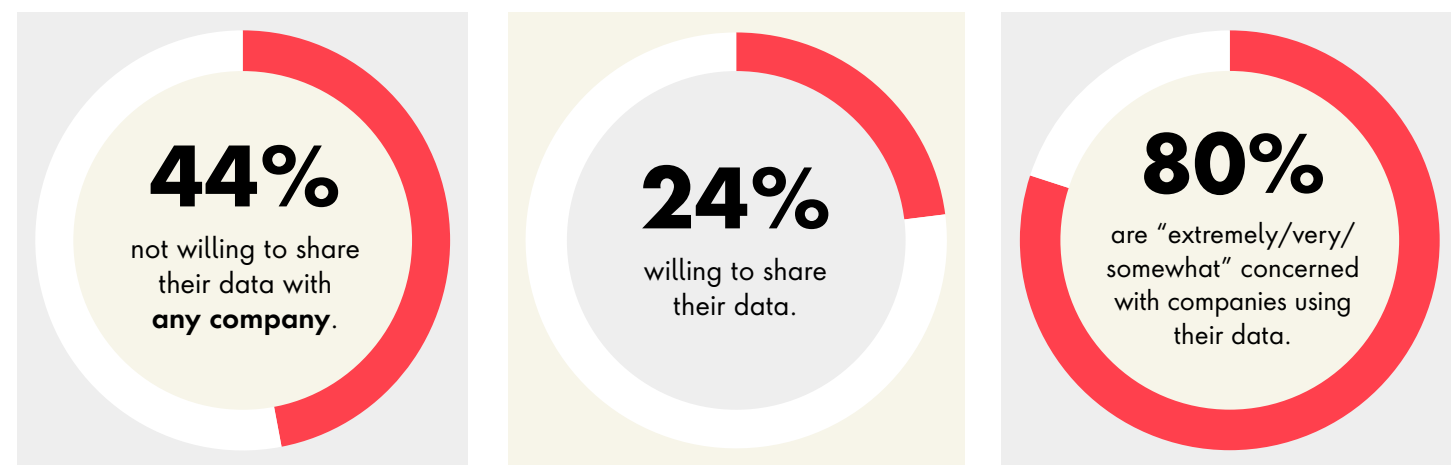
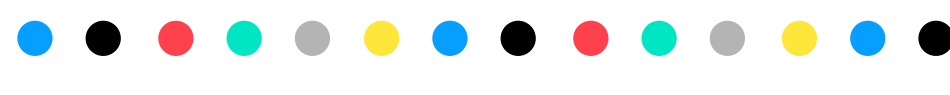
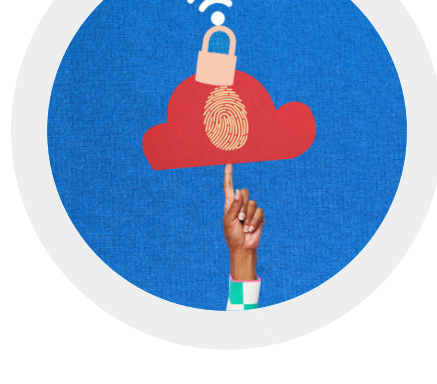


Section 01

Are customers willing to share their data?

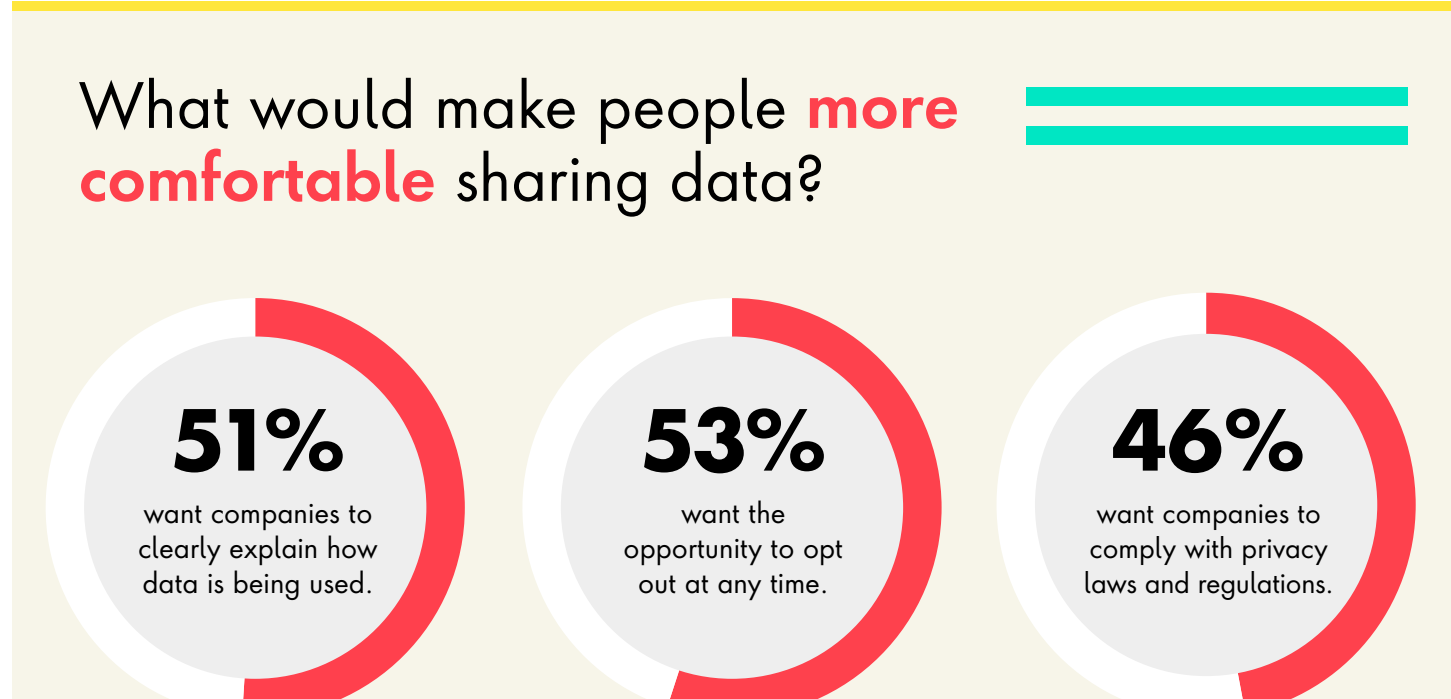


Our research shows that many consumers globally are **not willing** to share their data with *any* company.



WHY? People have concerns about how data is used.

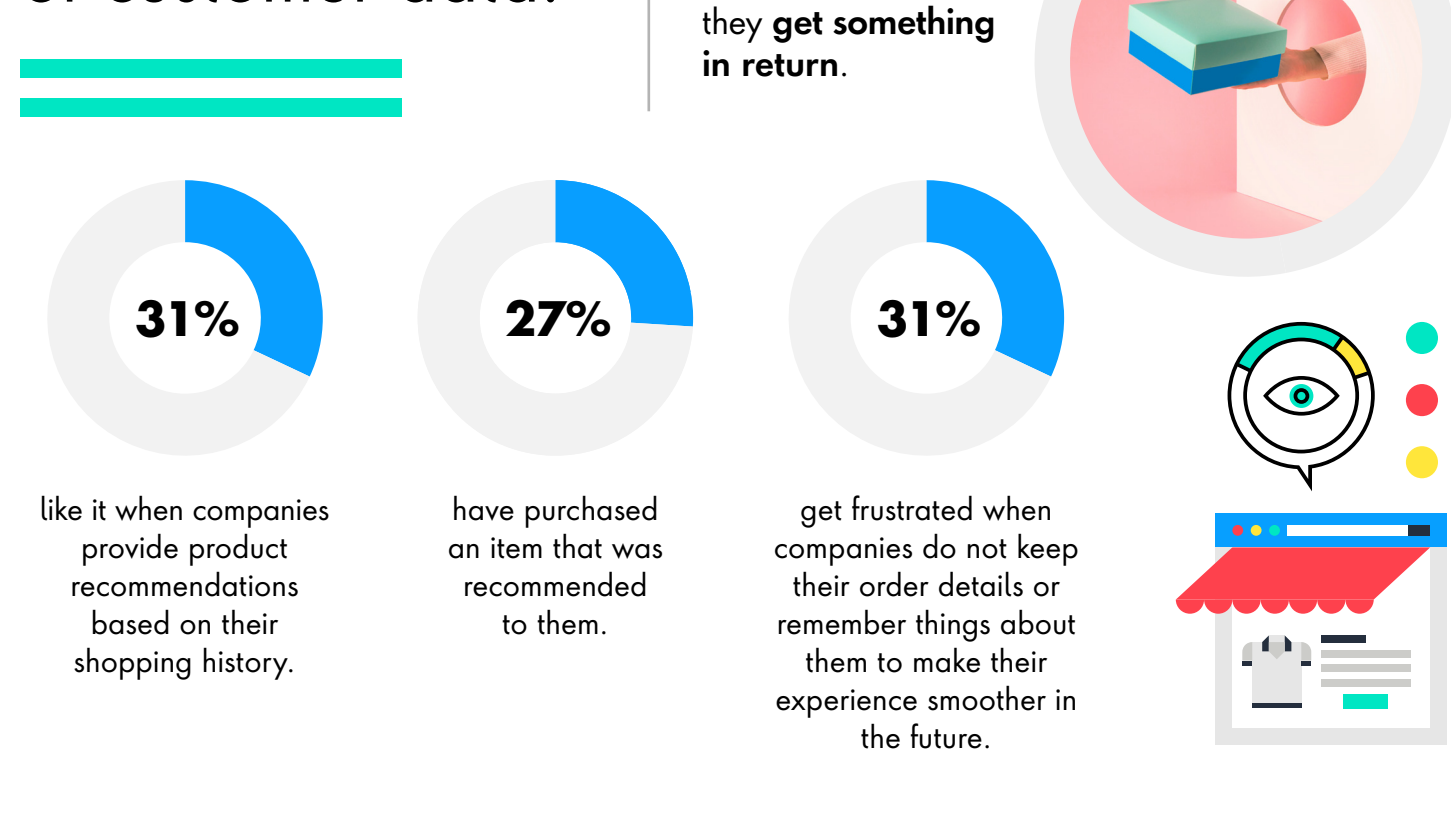
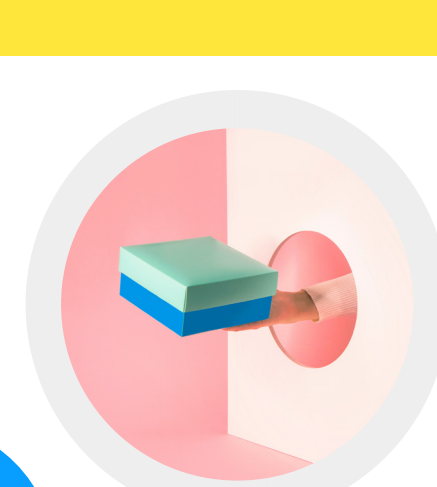
What would make people more comfortable sharing data?



Section 02

The give and take of customer data.

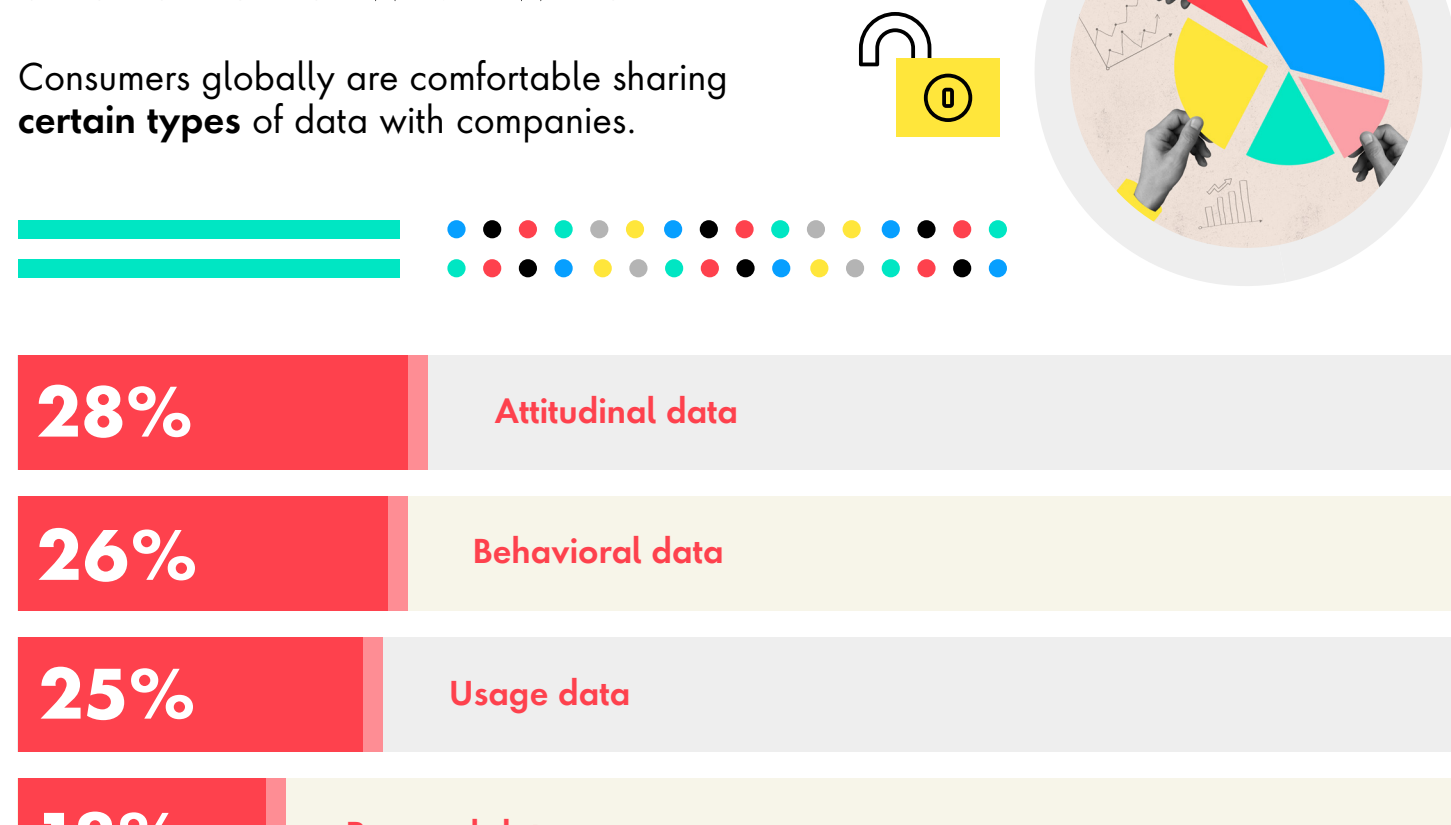
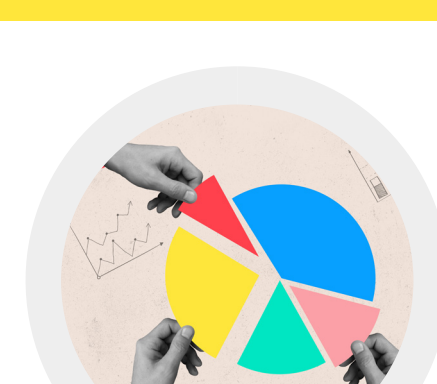
Consumers world-wide are willing to share their data if they **get something in return**.



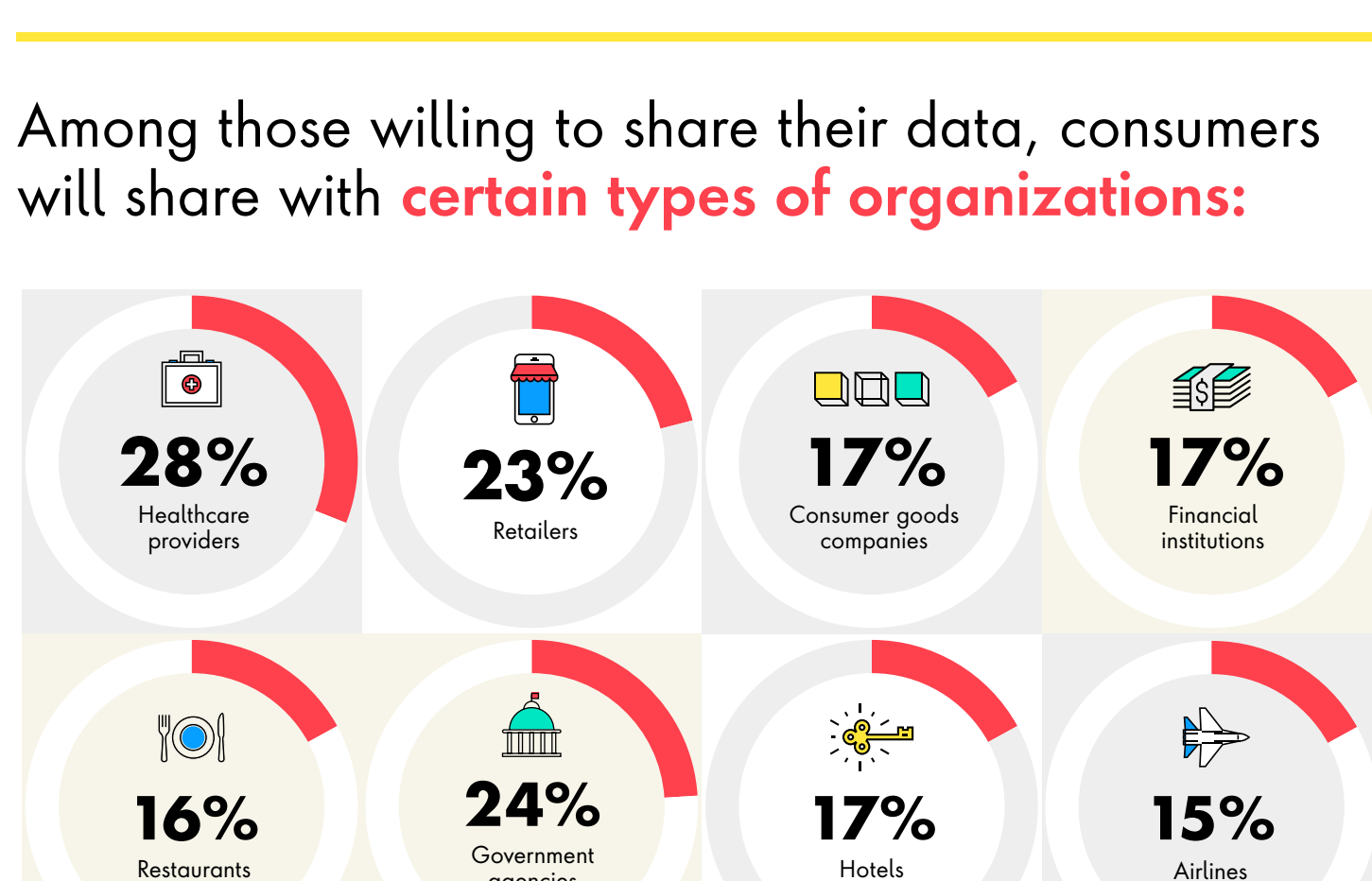
Section 03

What types of data will people share—and with whom?

Consumers globally are comfortable sharing **certain types** of data with companies.



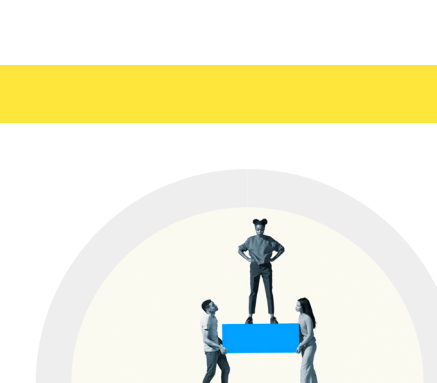
Among those willing to share their data, consumers will share with certain types of organizations:



Section 04

Build trust to gain access to customer data.

Consumers all over the world have concerns about what data they share and how and why it is used. These measures can help organizations **earn trust**:



<p>Be transparent about data use. Tell customers how you plan to use their data and explain the benefits they will receive for sharing their personal information.</p>	<p>Offer flexibility and freedom. Allow customers to opt out of data sharing at any time for any reason.</p>	<p>Follow the rules. Demonstrate to customers that your organization is compliant with the latest data privacy laws and regulations.</p>
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Section 05

GET IN TOUCH

Let's talk about how to apply these findings to your business.

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For more information, visit publicissapient.com/solutions.

ABOUT THE RESEARCH

YouGov administered a survey among 6,747 nationally representative consumers across France (1,010), Germany (2,250), the United Kingdom (2,260) and the United States (1,227). Conducted in November 2022, the purpose of the research was to better understand participation in loyalty programs and consumer sentiment around data monetization. This data is meant to help brands evolve their business operations and forge lasting customer relationships through personalized and engaging experiences.

TOGETHER WE TAKE DIGITAL EXPERIENCES INTO TOMORROW

Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally-enabled state, both in the way they work and the way they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession - combined with our culture of curiosity and relentlessness - enables us to accelerate our clients' businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe.

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