

DATA SHARING



How to get people to share their data with you (and feel good about it too)

DO provide transparent visibility into your plans to use the data (over half of people believe transparency is crucial)



DON'T make them feel out of control (73% of people said they want to appear to be in control at all times)



DO share what you are currently doing with their data (77% of people do not know how companies use their data online)



DON'T feel the need to preach (only 32% of consumers believe it's important for brands to convey the benefits of data sharing)



DO take extra precautions to protect that data (64% of consumers rank security as most important concern)



DON'T underestimate the value of time in their lives (nearly 40% of consumers would be persuaded to share if they thought it would save them time in the future)



DO make experiences all about them (personalization/targeted ads were ranked as the most influential factors for a meaningful and valuable experience)



DON'T give them any reason to doubt sharing their data with you ("nervous", "skeptical" and "worried" are in the top 4 emotions people feel when sharing data for a value exchange)



DO reinforce the tangible value exchange wherever appropriate (68% of people have never felt, or aren't aware, that a company has used their data to provide something meaningful)



DON'T rely on recommendations or WOM, this is a 1:1 relationship when their data is involved (marketers rank family/friends recommendations as more important than consumers do when it comes to sharing personal data)

