SCUBΛ

Trust: The New Currency for Business

Scuba's privacy-driven customer intelligence platform streamlines compliance & governance at ingest including comprehensive audit logging & analysis enabling 100% data control.

Trust is becoming the new brand currency driving customer trust and loyalty in a cookieless world. Privacy needs to be embedded in digital business starting at data ingestion through all customer touch points in a transparent manner—while delivering dynamic customer experiences. The bar has been set by consumers and brands need to evaluate their approach or risk business loss.

Living in a Privacy-First Digital Economy

The demise of third-party cookies has left many organizations with zero visibility into their target audiences. In addition to finding alternative solutions to their visibility organizations are leveraging first-party data which has its own set of challenges. With consumers and regulators increasing focus on privacy and how personal data is being managed, brands are discovering the traditional software stack and methodologies are becoming obsolete. Accessing, sharing, and analyzing first-party data is easier said than done—brands must adhere to and work in tandem with privacy laws that protect that very data.

Privacy Business Impact

A lack of trust can cost global brands up to **$2.5 trillion a year**, and studies show that up to **95 percent of consumers** will only purchase products or services from brands if their data is properly protected.

This lethal trio of customer trust, data privacy, and the death of cookies has made it harder for brands to understand their users, provide hyper-personalized experiences, optimize cross-media measurement, and drive ROI—all in a compliant way. Attaining, tracking, and activating first-party data is harder in the privacy-driven digital economy.

In the last decade, there's been a massive push to eliminate cookies from web browsers and customers have more agency than ever in controlling their data. Nearly **40 percent** of US web traffic already comes from users who disable or block cookies.

Brands Are Struggling For Visibility

More than **75 percent** of countries have implemented some sort of data privacy protection. The challenge for brands that operate globally is to adhere to the multitude of varying regulations and data sovereignty laws when it comes to customer data—especially when dealing with international customer data.

It also requires global brands to find privacy-supported solutions, given that international data transfers are responsible for a massive percentage of profits between countries. Between the EU and US alone, data transfers are worth over **$7 trillion**.

Achieving privacy-centric analytics and digital transformation is no easy task. With challenges like ever-changing privacy laws and shifts in customer preferences, brands often struggle to stay on par with these changes. Even more so, adapting to these shifts while still relying on customer data analytics can feel like an ominous task. And that means acknowledging current challenges:

🕐 **Lack of Transparency:**

Customer trust is driving the new currency for brand success. Brands may not provide enough transparency into how customer data is being collected, stored, and used. This lack of transparency can erode customer trust and lead to privacy concerns, or even fines.

🕐 **Limited Visibility:**

A holistic, real-time view of data usage within a brand is a must, and allows the organization to keep a pulse on any privacy threats or risks. Most tools and applications in the market do not provide a complete view of data usage across an organization in a privacy-first manner. This limited visibility can make it difficult to identify potential privacy risks and address them proactively.

🕐 **Security Vulnerabilities:**

Brands may be vulnerable to data breaches due to various reasons, such as insufficient security measures, weak access controls, or outdated software. That risk is increased if they're using third-party tools or sharing customer data, like a CDP, for example. A breach can result in sensitive data being exposed, leading to financial losses, reputational damage, and legal liability.

🕐 Compliance Challenges:

Brands must comply with various data privacy regulations that span across countries and regions. However, compliance can be challenging due to the complexity of these regulations and the difficulties in implementing and enforcing them. Brands don't always have the ability to automate compliance upon data ingest, which results in tedious and error-prone manual data cleaning and management.

🕐 Incomplete, Inaccurate & Siloed Data:

Without first-party data, companies are unable to capture cross-media data to provide a complete 360 view of a customer. As third-party cookies continue to become obsolete, brands struggle to build that complete customer view. Incomplete and siloed data can result in inaccuracies, leading to incorrect insights and personalization, which can be harmful to privacy and brand trust.

Companies Need a Privacy-by-Design Solution to Activate First-Party Data

Digitally transformed brands need to analyze live customer and product interactions as they unfold to predict business outcomes with privacy-driven intelligence.

Scuba Analytics makes this a reality. With privacy-by-design architecture, Scuba provides brands with 100% data control over their first-party data and significantly reduces the manual steps to analyze and protect data. Scuba's single system ingests, analyzes, and delivers actionable intelligence that operates within a brand's environment. This means all first-party data from mobile, web browsers, OTT, and across other silos can be unified into a single, secure, and scalable platform.

Other solutions treat data as a one-size-fits-all approach. These solutions often require different tiers of data ingest, collection, and analysis that provide only static visualizations—which increases the complexity of attaining the status of a privacy-centric brand.

With Scuba, enterprises can step into the new privacy-centric landscape —and reach their full potential.

Build Privacy & Customer Trust Using Scuba Analytics

Now more than ever, privacy and customer trust are invaluable—and brands must adhere to this seismic shift.

Scuba Analytics can help you get there. Scuba's powerful privacy-by-design customer intelligence solution supercharges CDP data, privacy, governance, and customer intelligence. With its granular data management approach, powerful visualization tools, and built-in compliance features, Scuba gives brands what they need to succeed in a privacy-driven DX 2.0 economy: enhanced visibility, efficient data management, and automated compliance monitoring.

With Scuba, businesses can safeguard customer data, mitigate the risks of data breaches, and comply with privacy regulations—ultimately enhancing trust and loyalty with customers.

Scuba Analytics offers several features that can help businesses improve data privacy & trust:

- **Privacy-Driven Analytics:** Scuba's engine captures fast data and provides intelligence in near real-time to analyze customer behaviors and interactions while protecting privacy. Scuba enables federated queries so global brands can analyze digital customer data without exposing personal data.

- **Compliance Upon Ingest:** Compliance is implemented upon ingest and throughout the entire data lifecycle—making global compliance a reality. Scuba's privacy-by-design architecture enables 100% data control and sovereignty by operating within the customer's cloud, which helps streamline global compliance and international data transfer requirements.

- **Full Audit Tracking:** Global customer data stays protected by international regulations with the power to detect privacy risks and abnormal behaviors. With Scuba, brands have full audit trail capabilities with live compliance dashboards, that can be used internally or prepared as reports for auditors.

- **Unified, Complete, and Accurate Data:** Scuba provides a real-time 360° view of data, unifies siloed data, and enables brands to quickly analyze vast amounts of data from various sources. This capability gives brands a comprehensive and accurate view of first-party customer data, providing hyper-personalization in a privacy-centric environment.

Scuba Powers Brand & Customer Trust

A revolutionary way in how brands collect, unify, and activate user data across the globe—delivering 100% compliance, privacy & trust like never before.

In a privacy-driven digital economy, the bar has been set by consumers. The best way for brands to meet that bar is by embedding privacy into their digital business from the start, through all customer touchpoints. If brands don't have trust to back up their customer intelligence, they won't survive in a privacy-driven digital economy.

The future of digital transformation is already taking place, and privacy and customer trust are at their core. It's time for brands to evaluate their approach and adapt to the new reality, or risk losing profits and customer loyalty. By prioritizing privacy and utilizing first-party data, brands can build customer trust, deliver dynamic customer experiences, and ultimately drive business decisions.

Scuba brings brands into the future—and enables brands to safeguard customer data, mitigate the risks of data breaches, and comply with privacy regulations—ultimately enhancing trust and loyalty with customers.

If trust is the new currency, Scuba is your key to unlocking that potential.