

Why Compliance is a Huge Opportunity for Marketers



In the past few years, we've seen a seismic shift in how consumers feel about their personal information. They've seen their information exploited for financial and political gain. Tech companies increasingly innovate new ways to gather information. And with the lack of oversight, devise ingenious if perhaps diabolical methods to track, collect, and leverage as much information as is possible. All to monetize or manipulate consumers to achieve their objectives.

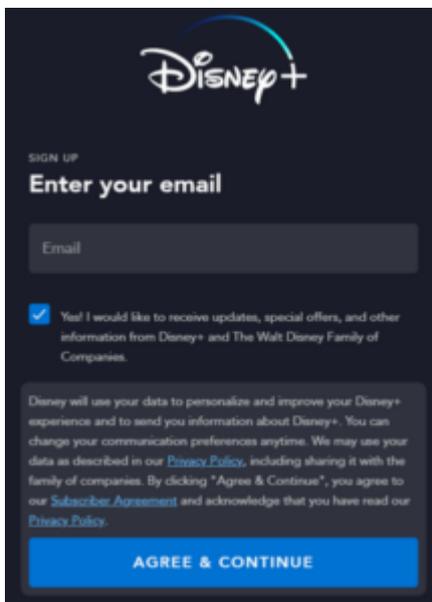
And then, in 2018, GDPR became law in Europe. And now the CCPA in 2020.

Regulators have the power to impose financial penalties on companies that fail to meet new privacy compliance regulations. But more importantly, due to media coverage about privacy and data breaches, consumers are much savvier. They know they hold the upper hand and can end their relationship with companies by never offering consent, or uttering [one word: unsubscribe](#). If customers now have control,

how do you adapt your approach and seize the opportunity?

Building Trust Through Compliance

Most marketing organizations today invest substantially to improve the customer experience, increase personalization, and execute cross-channel orchestration. Each requires data to work correctly. In the face of new compliance regulations, the common perception is that less information gathering might occur. But for customers who DO give you information, it will be more precise, especially if you choose the correct time and place to request consent and data.



The image shows a dark-themed sign-up form for Disney+. At the top is the Disney+ logo. Below it, the text "SIGN UP" is followed by "Enter your email". There is a text input field labeled "Email". Below the input field is a checked checkbox with the text "Yes! I would like to receive updates, special offers, and other information from Disney+ and The Walt Disney Family of Companies." Below this is a paragraph of text: "Disney will use your data to personalize and improve your Disney+ experience and to send you information about Disney+. You can change your communication preferences anytime. We may use your data as described in our [Privacy Policy](#), including sharing it with the family of companies. By clicking "Agree & Continue", you agree to our [Subscriber Agreement](#) and acknowledge that you have read our [Privacy Policy](#)". At the bottom is a blue button labeled "AGREE & CONTINUE".

The best email campaigns are about timing, delivering the right message at the right time. It's the same for compliance. The best time is when the customer is engaging with your brand.

One good example is [Disney+](#) and its new subscription streaming service. If you sign up for a free trial, they collect just enough information to get your trial subscription started, ask for permission to contact you about other marketing activities and disclose the purpose of data collection. There are also prominent links to their privacy policy and subscriber agreement.

Even if the user does not OPT-IN, they may do so in the future. And nothing is preventing Disney from including the same offer again in the future. Because they are leading with privacy compliance in mind, the customer is more likely to trust them and, as a result, provide more data and potentially OPT-IN more often if they have a genuine interest in their products or services.

Building a Foundation for Trust

It does not require a significant investment to improve the customer experience by asking for permission at the appropriate time. But you need a flexible framework that ensures you collect the correct information based on location, prompts for the right information and records how they gave consent. And don't forget that each jurisdiction may have dramatically different rules and processes; your privacy compliance framework must be sufficiently flexible to accommodate those details. With a bit more up-front planning, you can lower the total cost of ownership (TCO). This planning will help prepare for future changes as well.

Of course, you could make some ad hoc changes to your existing systems, patch them up, and push them out there. And this may be your current, budget-friendly plan. The problem with this approach is that it's a time bomb. At the very least, the cost of ownership of your marketing automation solutions will grow and grow as each new slice of legislation requires more and more detailed changes. But in the worst-case scenario, and more importantly, you could lose a massive opportunity to create deeper trust with your customers.

Privacy Compliance Solutions for Oracle Eloqua

For Oracle Marketing Cloud (Eloqua) professionals, there's a

simple answer. 4Thought Marketing offers [4Comply and Eloqua Cloud Apps](#) that takes the hard work out of building this capability from scratch. Our compliance apps cover the full Privacy Compliance lifecycle from data upload, form compliance (for landing pages), customer Rights Management (including the right to access, update and porting data, as well as the right to be forgotten), and compliance reporting. The whole process is made more manageable through our set-up wizard. So, in the future, you can accommodate critical changes to legislation through simple administration and not expensive coding. Additionally, our [Privacy Compliance experts](#) are on hand to ensure a smooth transition and answer your marketer's questions.

To find out more about how you can turn data privacy compliance into enduring customer trust and loyalty, download our free eBook, "[Achieving Trust Through Compliance. A Marketer's Guide to Customer Data Privacy.](#)"

Marketing's New "P" Privacy

As marketing professionals, we've all grown up with the four or five P's of marketing – product, price, placement, promotion, and people. But now there's a new P of marketing in town, and it's perhaps the most important one of all; Privacy.

Eloqua Common Mistakes Series: Missing or Incomplete Compliance Monitoring



Missing or Incomplete Compliance Monitoring

GDPR has been in effect for almost a year. And now in 2020, the California Consumer Privacy Act (CCPA) is law. Also, increasingly customers are [demanding more control over their customer experience](#). As a result, marketing automation programs and processes that ignore these either compliance or customer requirements will suffer.

If you have a significant presence in Europe, you will want to develop a proactive monitoring process. For instance, you will need to monitor data deletion requests when an EU resident asks to be deleted from your company's records. Further, you also need to be able to explain how your Eloqua marketing automation processes individual data.

Relying on so-called black box processes where you cannot explain the results can potentially impact your company financially. Don't get caught like those mentioned by Neil Hodge at Compliance Week in his article, "[What can we learn from the biggest GDPR fines so far.](#)".

On the other hand, if you have minimal exposure to GDPR, you may choose to take a more gradual approach. Start with educating yourself further on GDPR compliance for marketers. For an introduction, download our white paper: [8 GDPR Mistakes that Eloqua Marketers Make.](#)

If you want to learn more about the impact of the California Consumer Privacy Act and other US legislation, we suggest watching our webinar "[Eloqua Compliance in 2020: California, Nevada, New York and beyond.](#)"

Marketing automation systems and tools are powerful technologies that can help drive desired outcomes. However, don't get distracted by shiny new tools or grow hesitant from past mistakes. Start with good segmentation and segmentation strategy. Then take time to examine your data and avoid personalization mistakes. Be certain to understand and leverage your inbound marketing strategy. And finally, don't forget or have an incomplete compliance monitoring solution.

Privacy Compliance Consulting for Oracle Eloqua



Privacy and Compliance Consulting Services

Consumer privacy and compliance regulations are here to stay. We all fondly remember the mad dash to deploy a solution for the General Data Protection Regulation (GDPR). And as 2020 approaches, the California Consumer Privacy Act (CCPA) is the next exercise we get to manage. But wait, there's more. Soon, most countries will enforce their compliance regulations making it even more important to have a solid foundation in place that can scale with your needs. Companies need to stay informed and start planning to add or update their privacy compliance solutions everywhere they do business.

Implementing a privacy compliance solution is more than just installing software and setting a few parameters. To build your privacy compliance solution correctly, it will involve coordination and cooperation across multiple teams, some of which may not work with each other regularly. The team will likely include representatives from Legal, Security,

Marketing, and Public Relations. And each will have its perspective on privacy and compliance, and the requirements for achieving compliance.

Unfortunately, compliance is not a single, global standard. Most regulations offer flexibility in many areas, and businesses can choose if they will strictly adhere to all rules, or if they will relax where permitted. In most cases, your existing company policies and culture will guide your choices. An effective compliance solution will require everyone on the team to be actively involved in decision-making.

Balancing Privacy Compliance without Sacrificing Customer Experience

For many, compliance can feel like another government overstep, an unnecessary burden that introduces new obstacles and increases costs with little benefit. On the other hand, consumers are fed up with the amount of data collected about them, bought and sold without their input or permission, and used to target and influence their opinions and behavior.

However, according to Forrester, we're now [living in the age of the customer](#). Only companies that cede control to their customers and adapt to this new reality will grow, while those who do not will suffer. Companies are moving to empower their customers, allowing them to [manage their preferences](#), and to specify how frequently and only through their preferred communication channels.

Savvy companies understand that when you embrace customers and give them control, only then can you accurately you can target

and engage these motivated customers.

[Learn More](#)