

An abstract graphic of a network or data flow, consisting of numerous small blue and red dots connected by thin lines, forming a wavy, horizontal shape that spans the width of the slide.

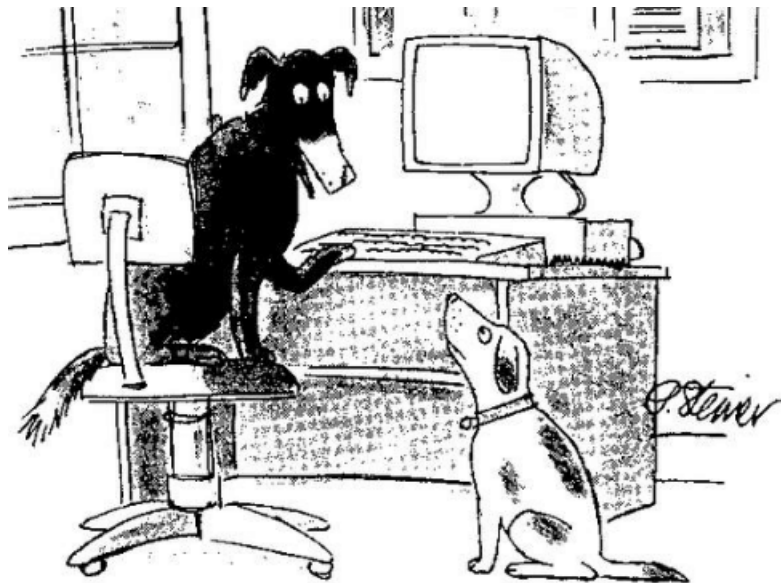
## 2021 Horizons: Going Behind the Data

Harmonizing Customer Engagement and the Importance of a Digital Identity Strategy

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By Sara Pastor, Managing Director ADARA

# The Digital Identity Dilemma & Customer Centricity Challenge



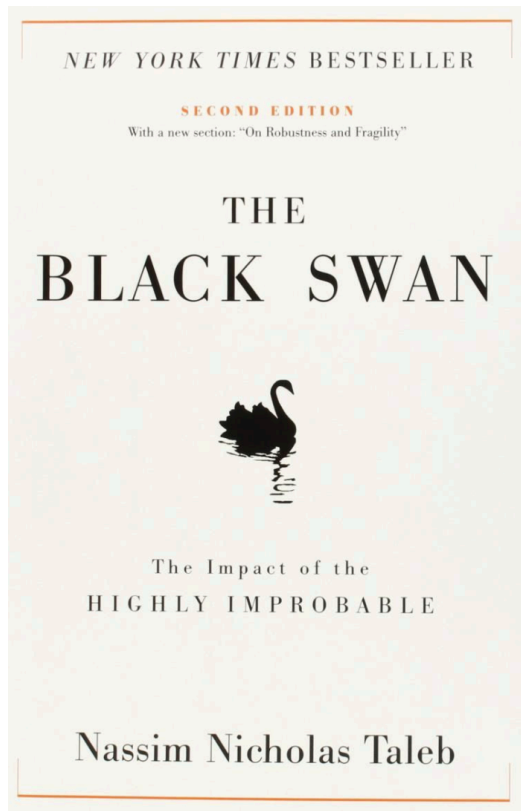
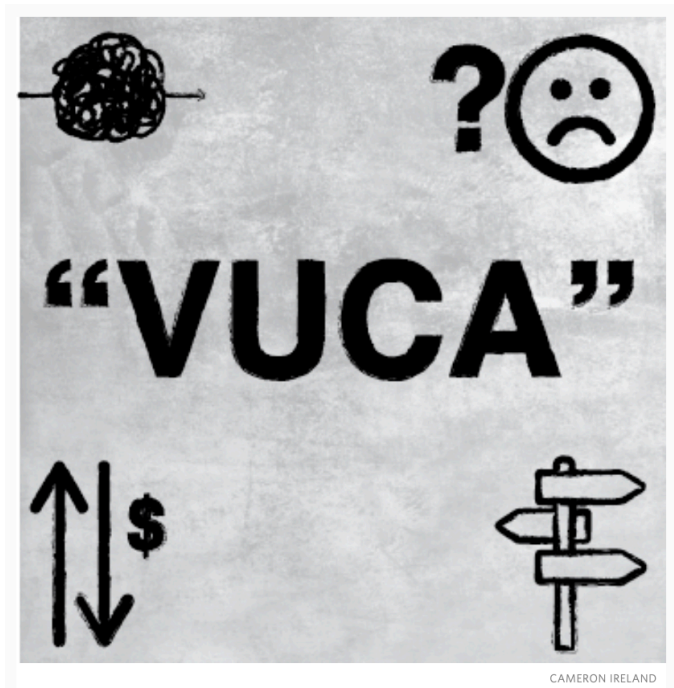
*"On the Internet, nobody knows you're a dog."*



# Privacy Laws & Deprecation of 3rd party cookies

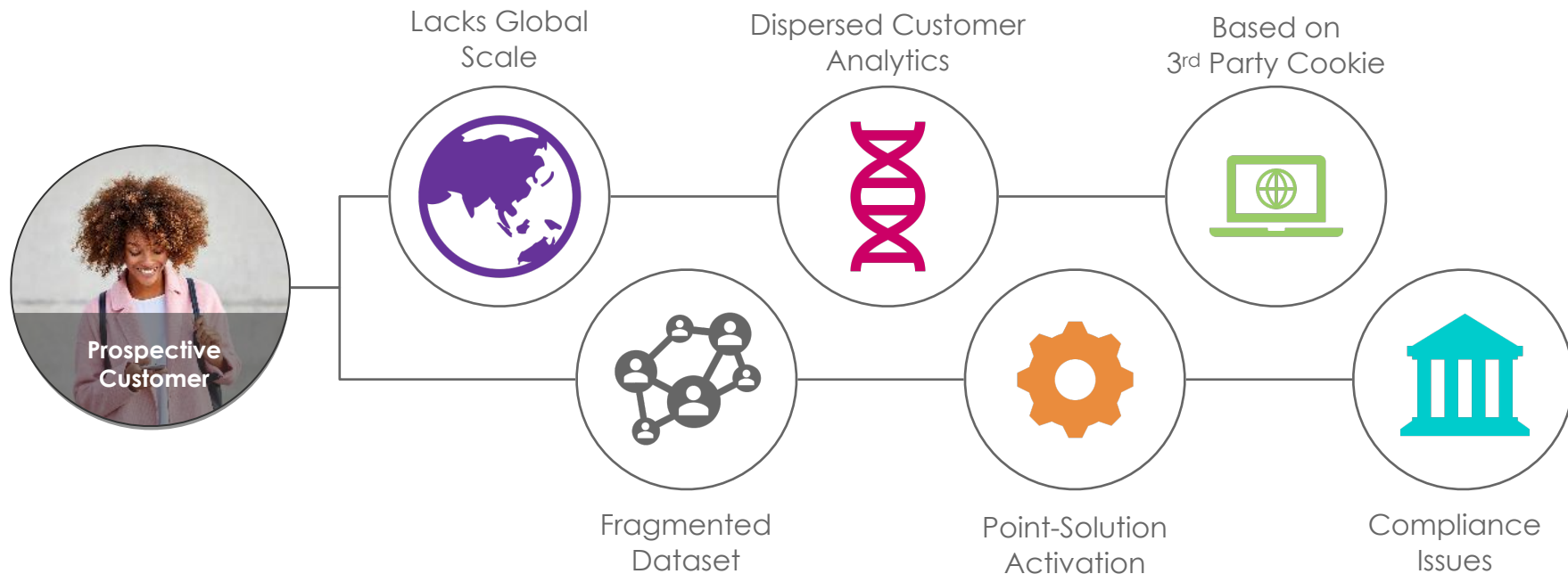


## VUCA Environment – Covid19

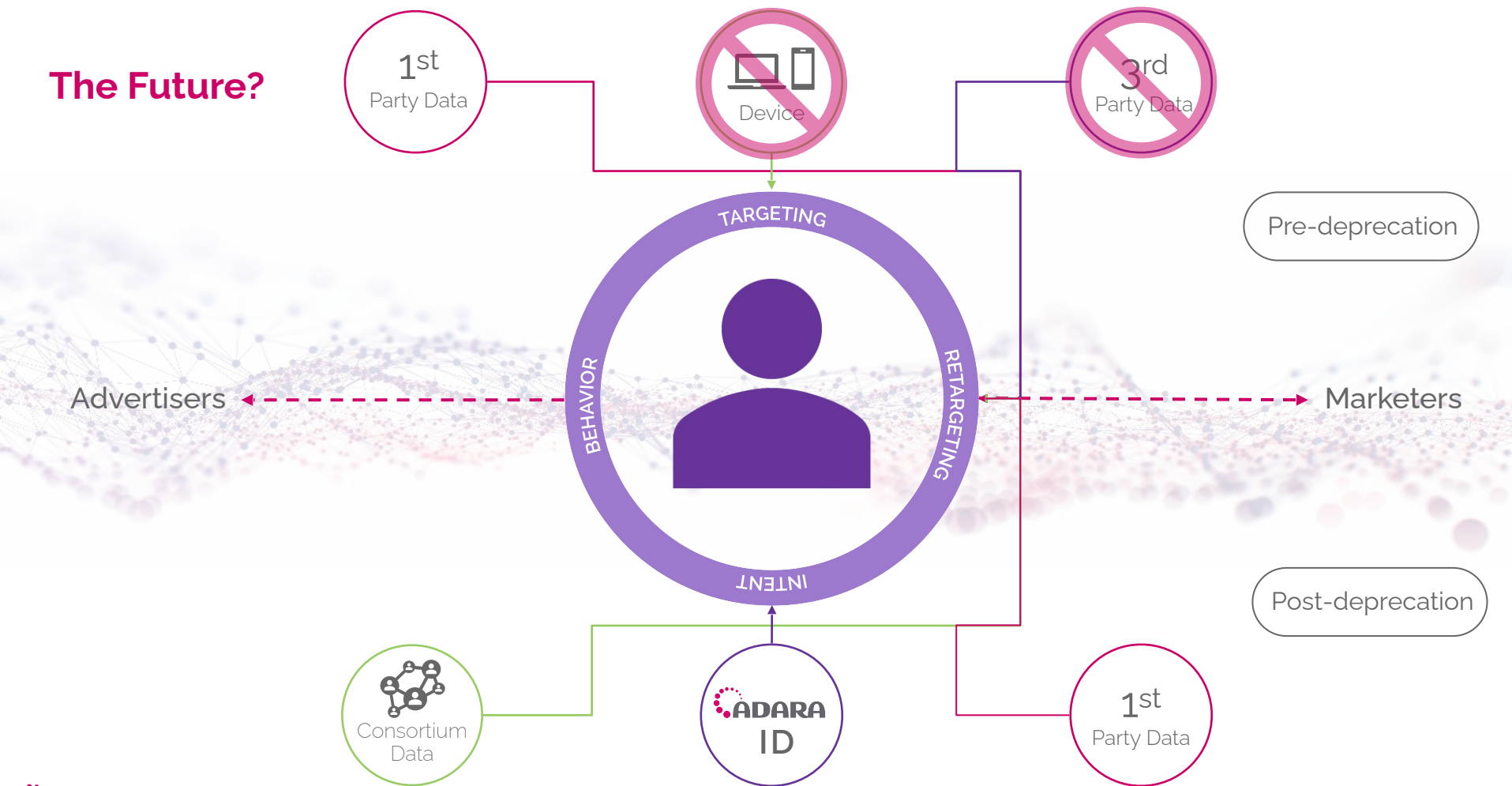


# Not all Digital Engagement Solutions Are Equal...

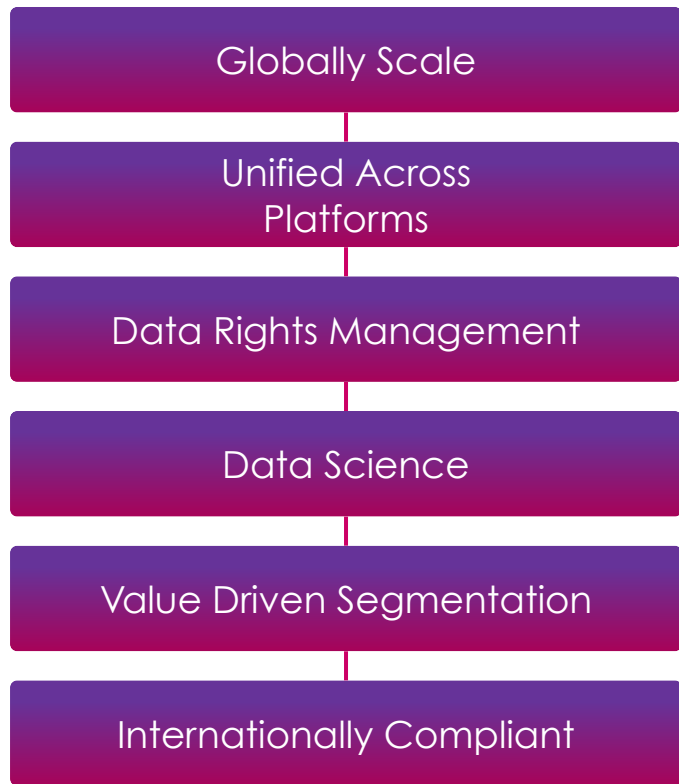
...solutions require harmonization and context.



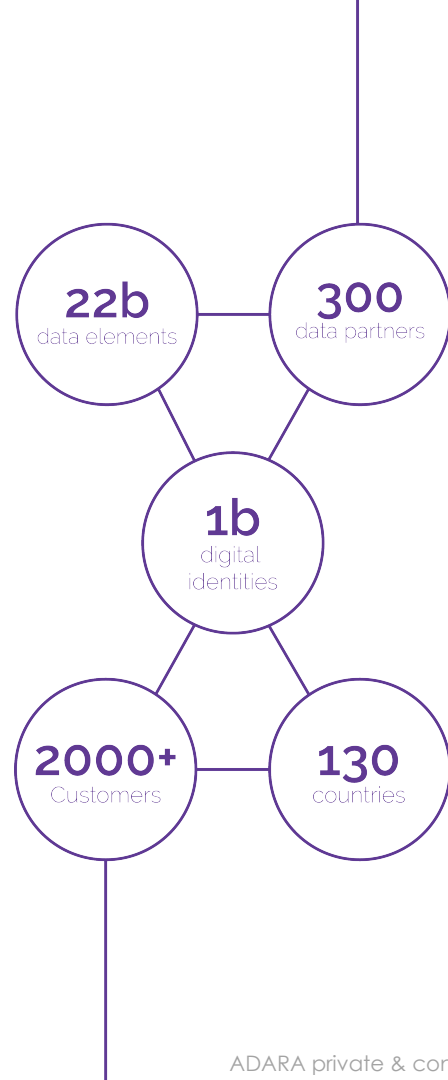
# The Future?



# Harmonized Digital Engagement



1. Intent & conversion data
2. Real time
3. Verified & Unified Identities
4. Deterministic Data
5. Permissioned Data (Actionable)

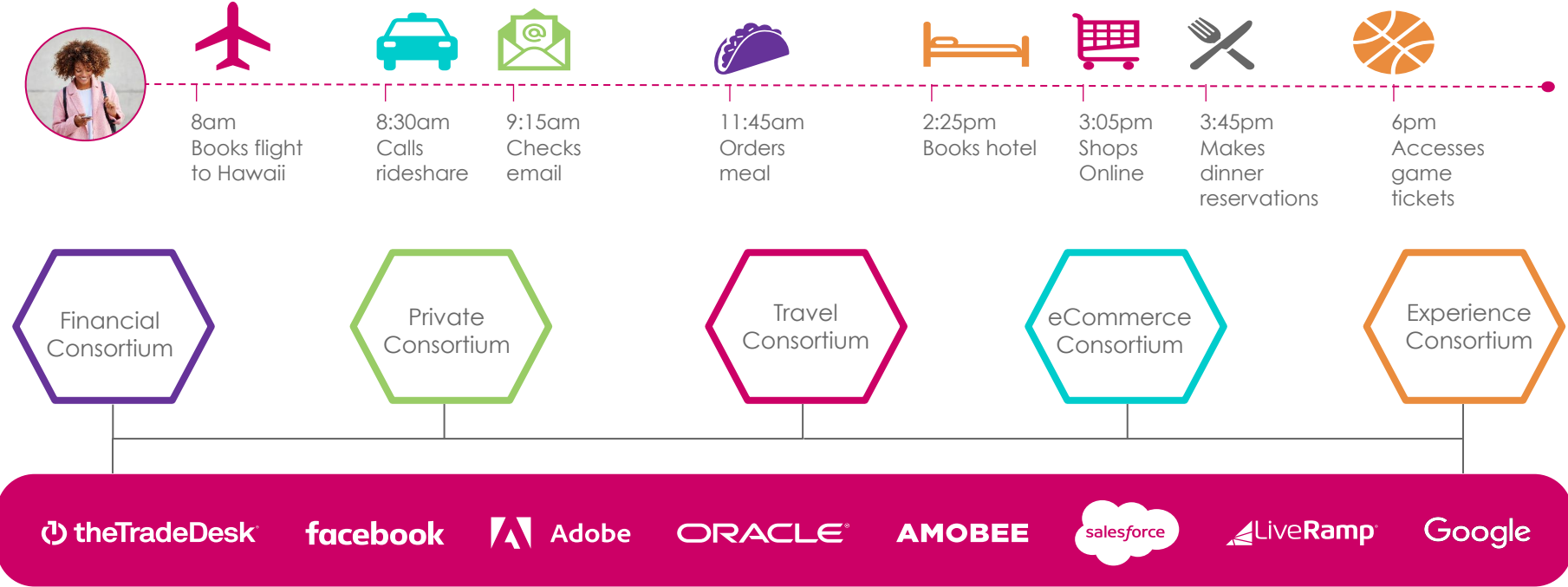




# A Day in the Life of a Traveler - Relevancy

Diversified Data Sources

Platform Agnostic





# Benefits of Permissioned Data & Verified Identities

## HARMONIZED CUSTOMER ENGAGEMENT

- Having a 360° view of your clients, and deeper understanding of prospects in a compliant way
- Creating a customer centric and frictionless engagement with clients and prospects through all the customer journey (Personalisation both Online & Offline)
- Accessing the data in real time, allowing you to respond quicker, handle uncertainty more effectively
- Developing forecasting capabilities, predictive analysis, verifying identities and proper transactions to avoid fraud



Many thanks!

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