



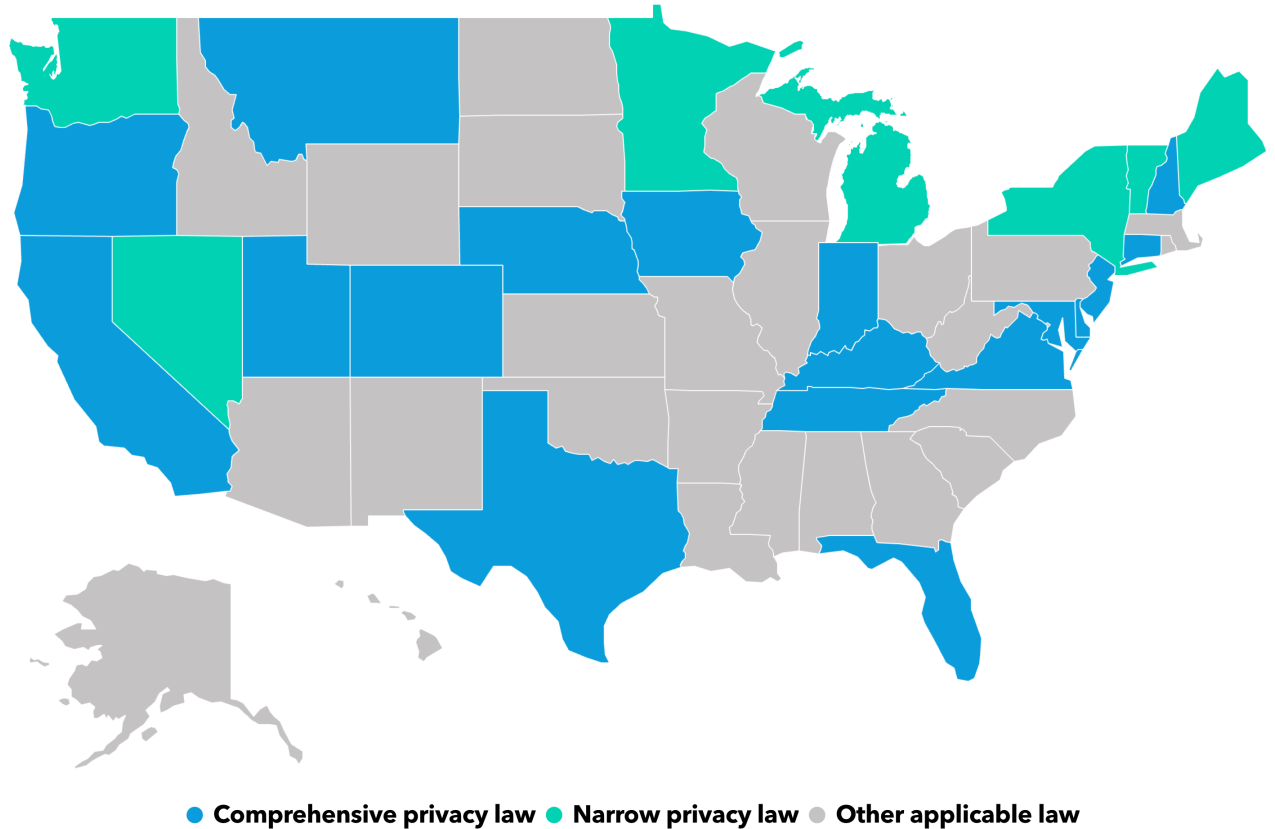
Personalization in an Opt-In Environment



Privacy Laws Are Moving Towards **Opt-In** Business Models.

Currently, there are
20 states –

[California](#), [Virginia](#),
Maryland, Connecticut,
Colorado, Utah, Iowa,
Indiana, Tennessee, Oregon,
Kentucky, Nebraska,
Montana, Minnesota, Texas,
Delaware, Florida, Rhode
Island, New Jersey, and
New Hampshire – that have
comprehensive data
privacy laws in place.



Challenges Facing Marketers Today.

Data Quality and Accuracy:

Relying on third-party data for decision-making can lead to inaccuracies, while first and zero-party data can become outdated, hindering campaign performance, limiting the ability to personalize messages and wasting marketing dollars.

Opt-in Model and Privacy laws:

Countries worldwide are implementing more stringent privacy laws, which often require explicit consent from consumers before collecting and processing their data.



Consumer Awareness:

Consumers are increasingly aware of their data rights and are more likely to opt-out. Additionally, concerns about data breaches and misuse have made consumers more cautious about providing their data.

Changing User Choice and Signal Loss:

Without transparency or control, consumers may opt out, leading to signal loss and impeding a marketer's ability to deliver personalized marketing or experiences.



The Most Effective Way to Paint a Complete Picture of Your Customer is to Ask Them!

One Creation enables brands to **collect, digitize, and refresh** consumer preference data through our embeddable **Digital Preference Wallet**. Personalize customer preference collection with improved clarity, compliance, and control, boosting sales and engagement while reducing overall marketing costs.

Personalization Through Trust and Control.

Highly engaging

- Create relevant experiences and recommendations that boost engagement by more than 20%

Contextual personalization

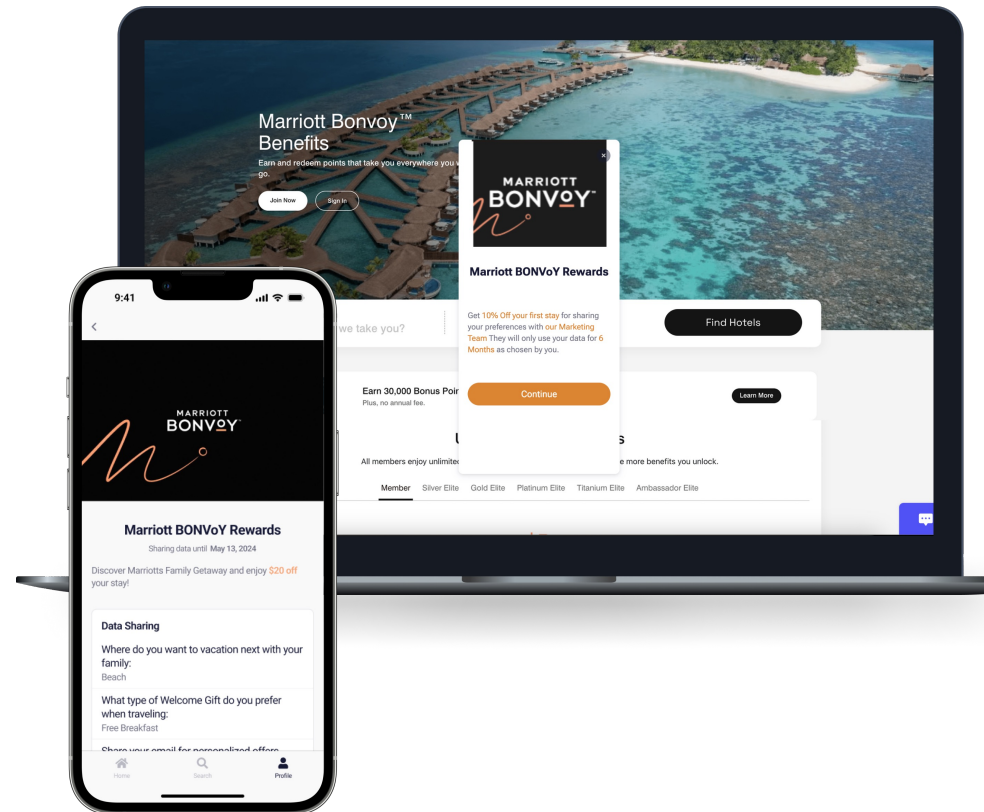
- Embed within any stage of your marketing lifecycle to collect customer preference data, creating a **personalized** and **transparent** experience that's engaging and fosters trust. Utilizing audience segmentation helps you/to focus on customer-first marketing strategies.

Immediate ROI

- Immediately start creating micro-interactions that **collect**, **confirm** and **enforce** customer preferences that can be used in real time personalization campaigns across web, app, email and POS. Driving Sales and Loyalty while lowering Marketing Costs.

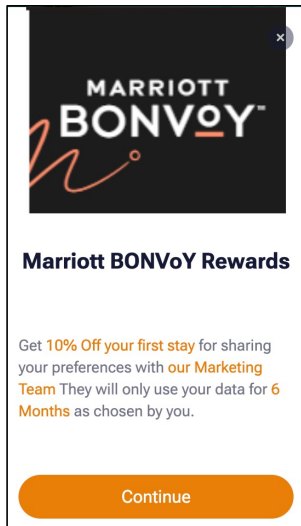
Built with trust in mind

- By using Timed Consent, your customers know the data they are sharing will expire, building trust and creating a transparent relationship

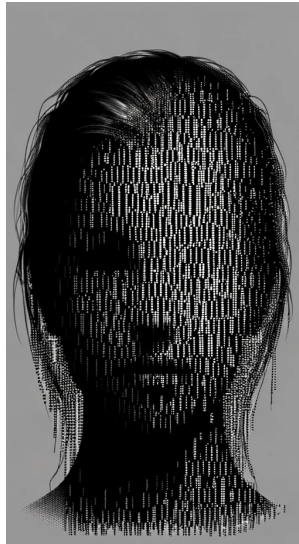


Convert Unknown to Known and Drive Personalization.

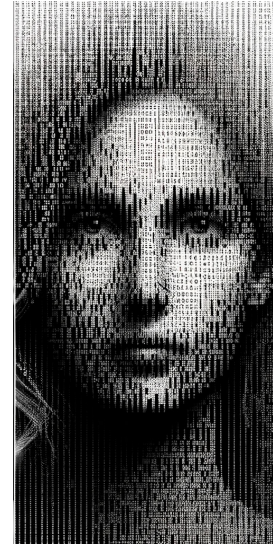
One Creation
Customizable
Experience



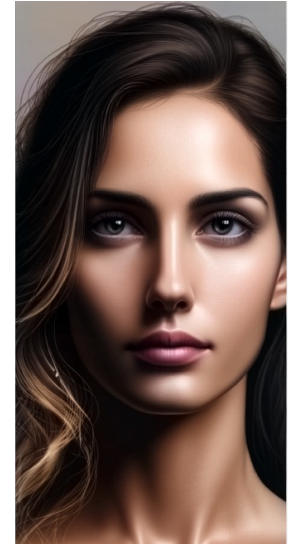
Identify new
customers



Identify existing
customers who
are not logged in



Create a Complete
view of your
customer



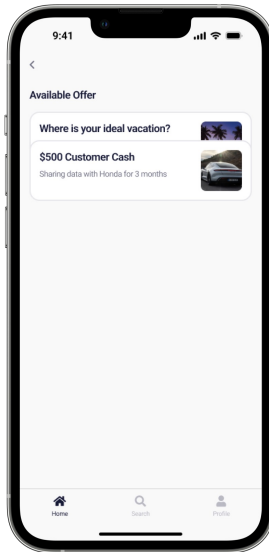
UNKNOWN

KNOWN

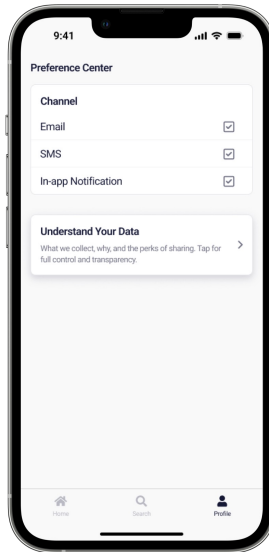
Curate and Enforce Customer Preference Data.



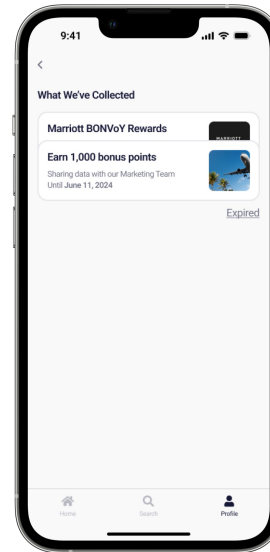
Embed into
native
application



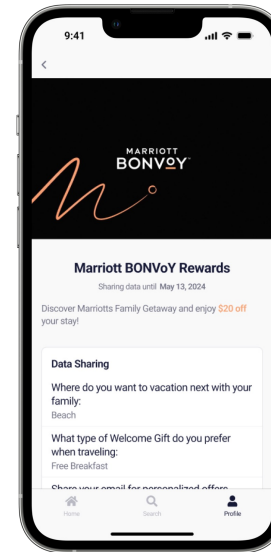
Show all
offers
guests can
opt-in to



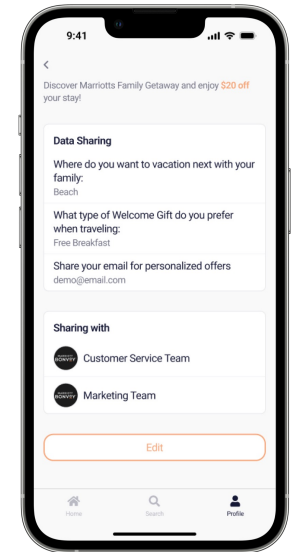
Integrate
next to CMP



Confirm
existing
preference
data



Edit/Extend
existing
preference
data



User
Controls the
sharing of
data

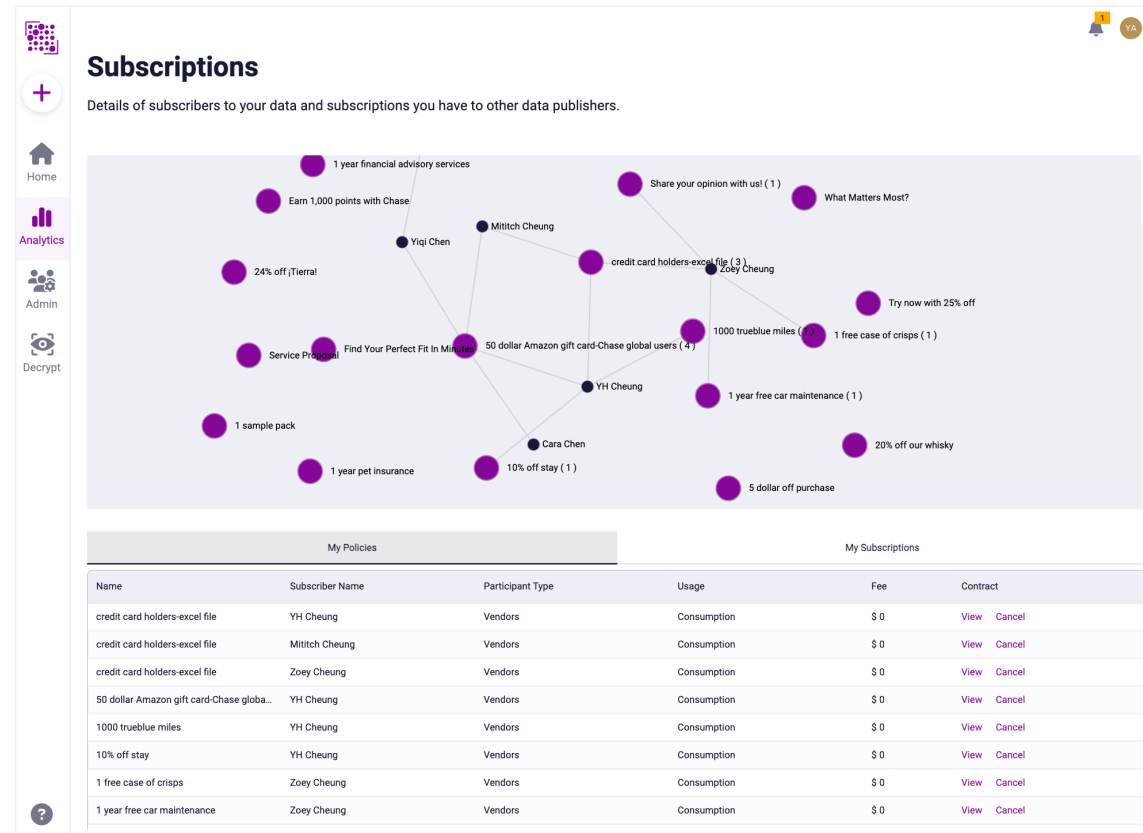
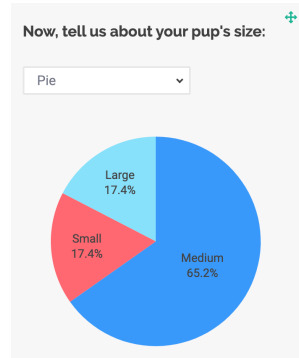
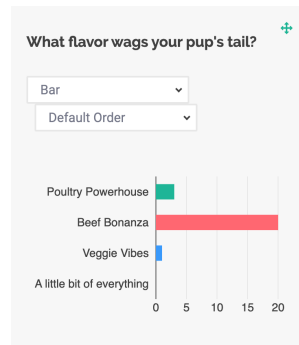
Digital Preference Platform Overview.

Customer
preference data
lineage

Immutable
customer
preferences

Real time insights
per campaign

Data expiration
notification –
internal and for
customer



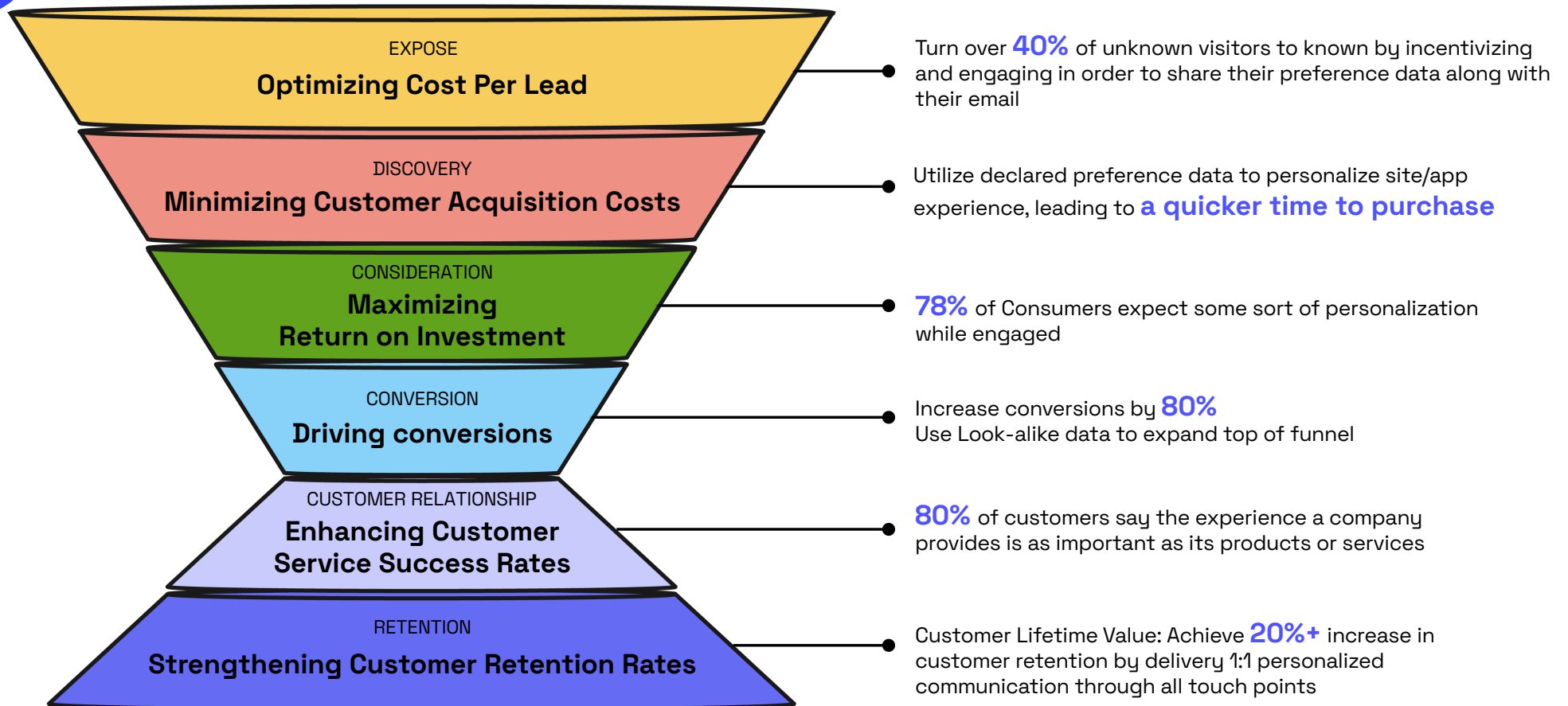


Benefits.

By partnering with One Creation:

- Organizations collect **40% more** accurate, up-to-date, and relevant consumer data.
- Consumers gain transparency and control over how their data is used while brands benefit with:
 - **80% lift** in conversions
 - **5% to 15% increase** in revenue
 - **20% increase** in customer retention rates
 - **50% reduction** in acquisition costs
- **20-30%** reduction in third party data costs while increasing efficiency in media spend
- Reduce the barriers to customer engagement in a privacy compliant business model
- Increase ESG score by providing an impactful solution for your customers

Maximizing Marketing Funnel Efficiency with One Creation.



It's 5-7x more expensive to acquire new customers than retain existing ones

Easily Fits into your MarTech Stack.

