CONNECTIONS:

INTELLIGENT ❯ EVOLVING ❯ REAL

CONNECTIONS:
INTELLIGENT > EVOLVING > REAL

Retail Media Networks: Today & Tomorrow

EILEEN GRANATA
VP Client Management
Retail

STEVE SCHMITH
Senior Director – Industry Strategy
Automotive

April 2023

Retail media ad networks continue to scale, creating new pathways to engagement and revenue.

Traditional

amazon

ebay

shopify

Etsy

Today

Walmart

KOHL'S

LOWE'S

target

Tomorrow

SAMSUNG

volta

gm

Spring FEST

Shop All Deals

- Patio Furniture
- Grills & Accessories
- Lawn & Ga[rden]
- Outdoor Power Equipment
- Tools & Accessories
- Lighting & Ce[iling]

[Buy] 1, Get 1 **50% Off**

[Ma]il-In or Online Rebate*

[on] Cans and 5-Gallon Pails

[H]ome® by Sherwin-Williams Paint,
[STAINM]ASTER™ Paint and Cabot® Exterior Stains

[End]s 4/12/23.

[Shop] Now

Analysts Forecast Massive Growth in RMNs As Well As Disruptive Expansion in In-Vehicle Commerce

$52B

Estimated RMN spend in 2023.
(Statista)

$100B

Estimated RMN spend by 2026.
(McKinsey)

$835B

Estimated global digital ad spend by 2026.
(eMarketer)

$86B

Estimated global in-vehicle payments volume by 2025.
(JP Morgan)

Key take aways

- Retail media networks are not going away.

- Start with your own first-party data.

- Ensure compliance with privacy regulations while enhancing the shopper experience.

- Explore all options for growing revenue that support your organizations' overall mission and deliver ROI.

Data Clean Rooms

Freddy Guard and Bhavna Godhania

Tuesday, April 18th 2023

What we're seeing/Market Direction

TIGHTENING PRIVACY REGULATIONS AROUND THE WORLD

Strict privacy guidelines in the European Union (GDPR), China (PIPL), Brazil (LGPD), California (CCPA) and many others are tightening regulations globally.

### INCREASED FOCUS ON PRIVACY AND TRANSPARENCY

Marketers want to deliver the personalized experiences that customers demand while not sacrificing **complete data privacy and transparency** of how data is used.
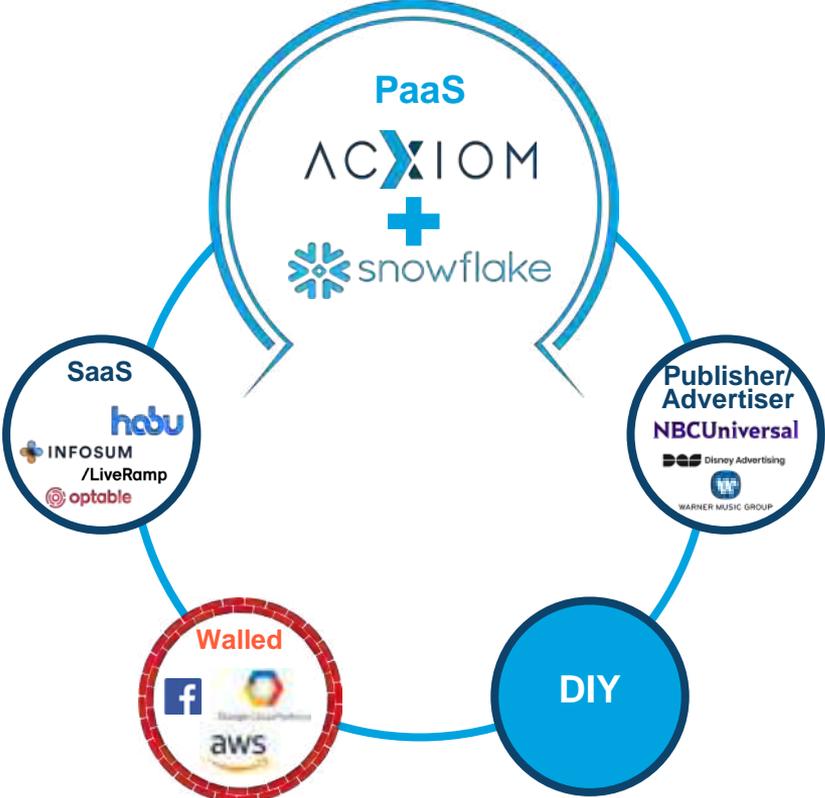
DEPRECATION OF 3rd-PARTY COOKIES AND IDENTIFIERS

With the elimination of cookies and device IDs, **advertisers will need to rely on their own first party data** to resolve the identity challenge and deliver personalized advertising.
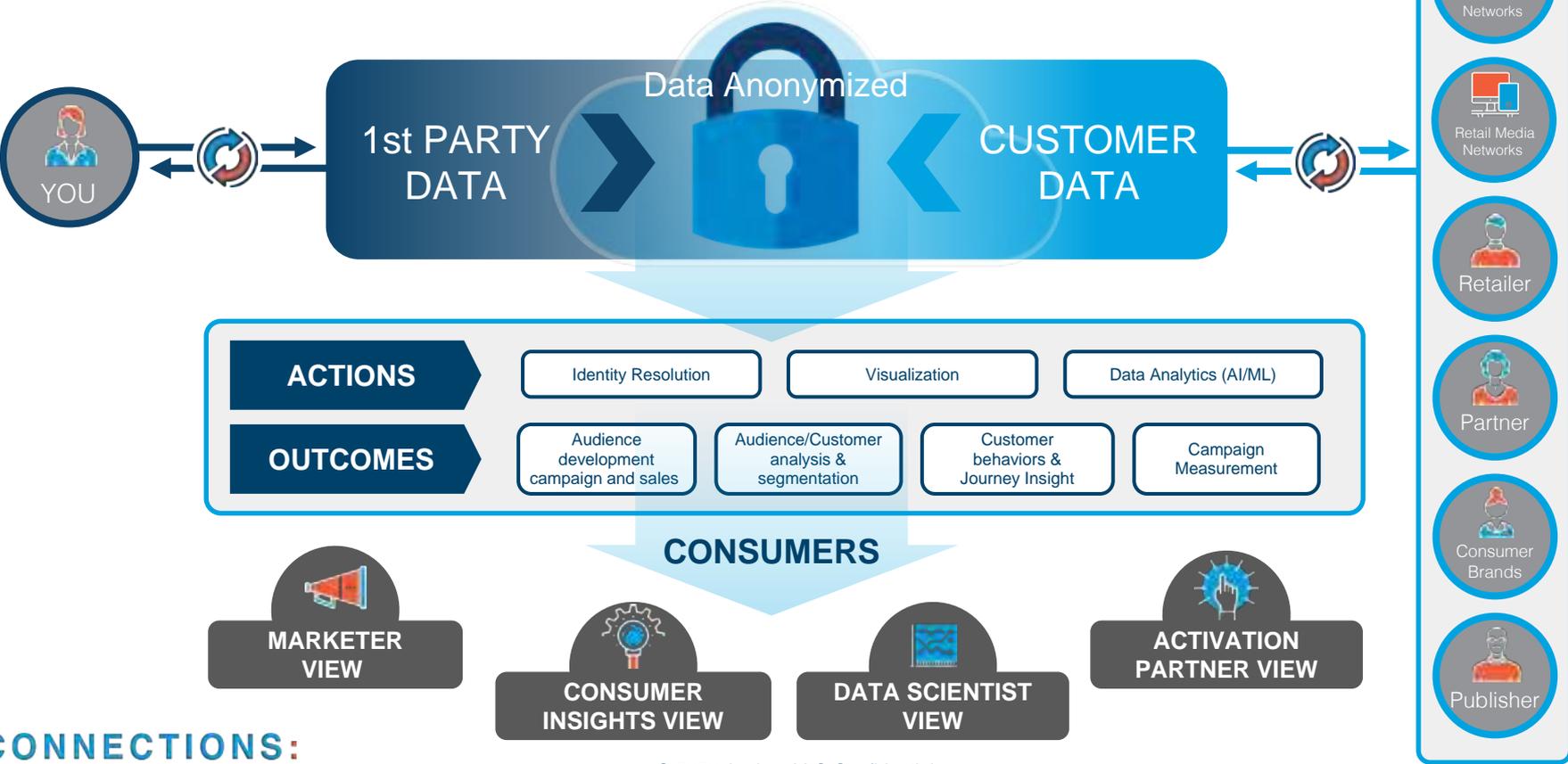
DCR Landscape (how the market is evolving)
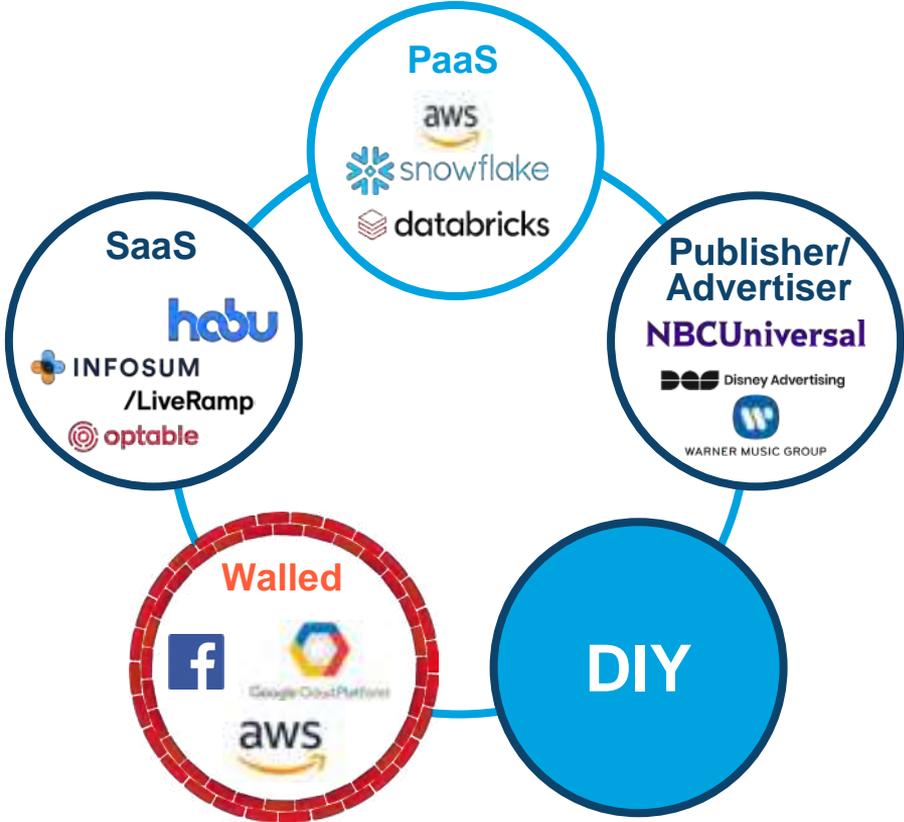
DCR Landscape (how the market is evolving)

The Modern Data Cleanroom

© 2023 Acxiom LLC Confidential

Your Data Clean Room

	UI LAYER /CONTROL CENTER			
Dashboard View	Services	Marketing		Community · Analytics · Apps

OPPORTUNITY EVALUATION	Look-a-like Model	Partner Overlap Report	Partner Audiences	Analytics	Campaign	MULTI-PARTY MARKETING USE CASES
	Partner Gap Report	Co-Marketing Capabilities	Publisher/ Advertiser	Partner Hub	Loyalty	

SPEED & PERFORMANCE, CAPACITY APPLICATION LAYER — PROVEN DATA & IDENTITY EXPERTISE — CAPACITY — SPEED & PERFORMANCE

PRIVACY BY DESIGN

Consumer Brands CORE PLATFORM POWERED BY ACXIOM	Partner Matching	Hygiene and Data	Real-ID	AI/ML Models	Platform Connectors
	Match Multiplier	Workflow Orchestration	Services Advanced Analytic		Referential Linking
	Automated – DCR configuration	Standard Query Templates	Snowflake BI/Analytic Marketplace		Risk & Audit Trail
					Rights Management

PRIVACY BY DESIGN

Snowflakes Data warehouse, Data lake, applications and insights

❄ snowflake — INTELLIGENT INFRASTRUCTURE | ELASTIC PERFORMANCE ENGINE | OPTIMIZED STORAGE

CONNECTIONS: INTELLIGENT ❯ EVOLVING ❯ REAL

National Grocery Chain
Reimagining The Data Science Experience

snowflake

Collaborating on data science at scale in a secure environment

- 50% of U.S. Households
- 2 billion transactions
- UPC-level granularity
- Omni-Channel Data
- All Monday Ready

Leading travel brand

Client Example

- A fortune-500 hospitality client were investing heavily into Snowflake and Salesforce's infrastructure to power their marketing tech stack and improve efficiencies.

- The client's ideal cleanroom solution required support in the following areas:

  - DATA COLLABORATION AND SHARING Required a secure neutral destination for 100+ partners. Datashare all inbound (data) and outbound (overlap) data with partners and to distribute offers to their customers.
  - DATA SUPPRESSION Client needed data suppression capabilities in order to send specialized offers to prospects working with a collaborating partner.
  - DATA ATTRIBUTION & MATCH BACKS Client wanted to match their own first party data against magazine publisher subscriptions to understand attribution from campaigns
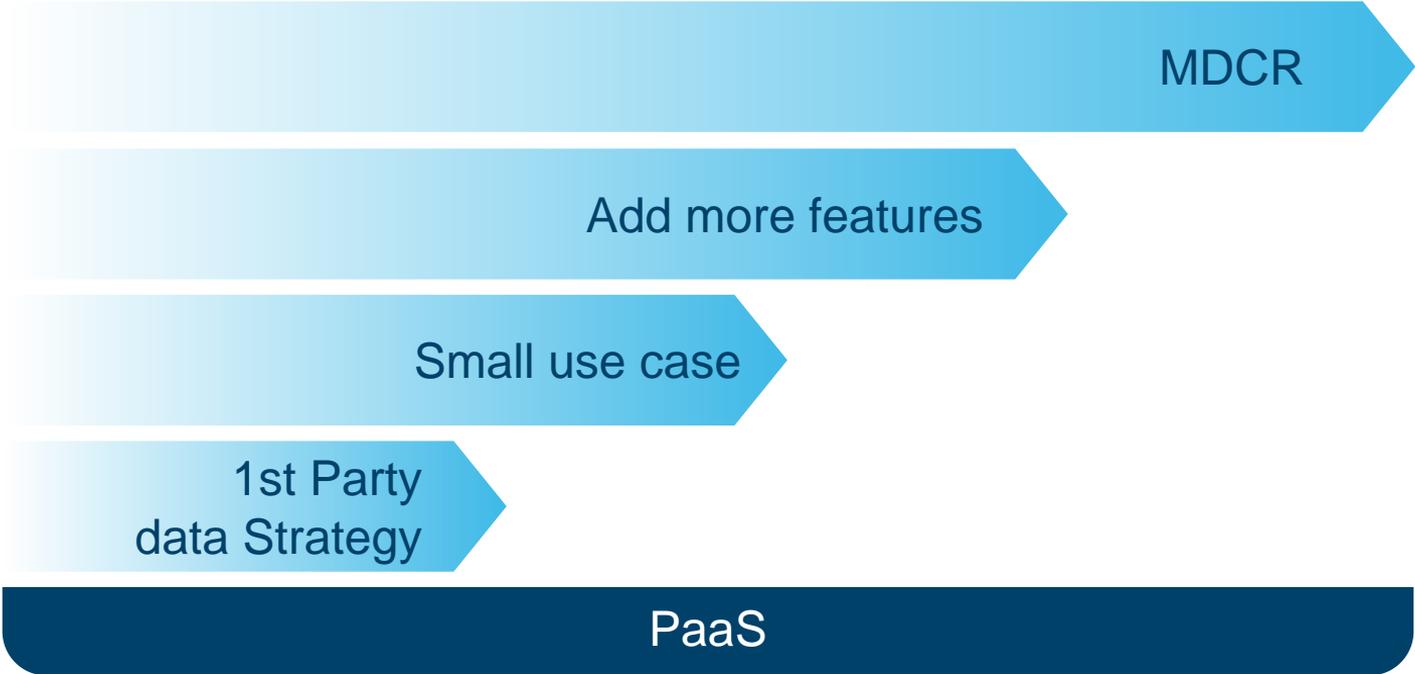
Data Clean Room Must-Haves

- PRIVACY No partner can engage with any PII from partners OR magazine subscription bases. All data handling had to be provided by a third-party.
- EXPERTISE Acxiom's integration on Snowflake's data cloud and seamless connectivity into Salesforce's infrastructure coupled with Acxiom's XXXXXXX (need something here)
- IDENTITY To market efficiently *and* effectively, brands need a full-service identity solution. Acxiom positioned the importance of implementing a full known and pseudonymous identity graph
- USABILITY FIRST Simple, intuitive design that has a marketer ready interface – dashboard view
- PARTNERSHIPS Road-map of future services to scale on PaaS model

Real Results

- PLACEHOLDER stat about results

CONNECTIONS:
INTELLIGENT ❭ EVOLVING ❭ REAL

Grow into MDCR

MDCR

Add more features

Small use case

1st Party
data Strategy

PaaS

CONNECTIONS:
INTELLIGENT › EVOLVING › REAL

Use Case: Hurricane Harry

- Campaign/Sweepstake

- 1st party data is shared with national grocery outlet into a MDCR.

- Offline data is data shared (loyalty card/phone #)

WINNING
Attribution insights to measure & optimize
Analytics – lookalike modelling!!

CONNECTIONS:
INTELLIGENT ❯ EVOLVING ❯ REAL

CONNECTIONS:
INTELLIGENT > EVOLVING > REAL

Privacy: Good Enough Is No Longer Good Enough

Brennan Walter, Senior Privacy Counsel

April 2023

Agenda

U.S. Privacy Landscape

- Federal
- State

Key Client Impacts

- Sensitive Data
- Deletion Requests
- Service Provider / Contractor Obligations
  - Consumer Requests

Q&A

U.S. Federal Legislative Update

Prospects for a National Privacy Law Are Uncertain

- United on TikTok
- United on desire to rein in Big Tech
- But divided Congress with different priorities
  - American Data Privacy and Protection Act (ADPPA)
  - McHenry GLB Modernization bill
  - GLB Safeguards Rule Amendment

Federal Trade Commission Is Considering Stepping into the Vacuum

- Advance Notice of Proposed Rulemaking (ANPRM)
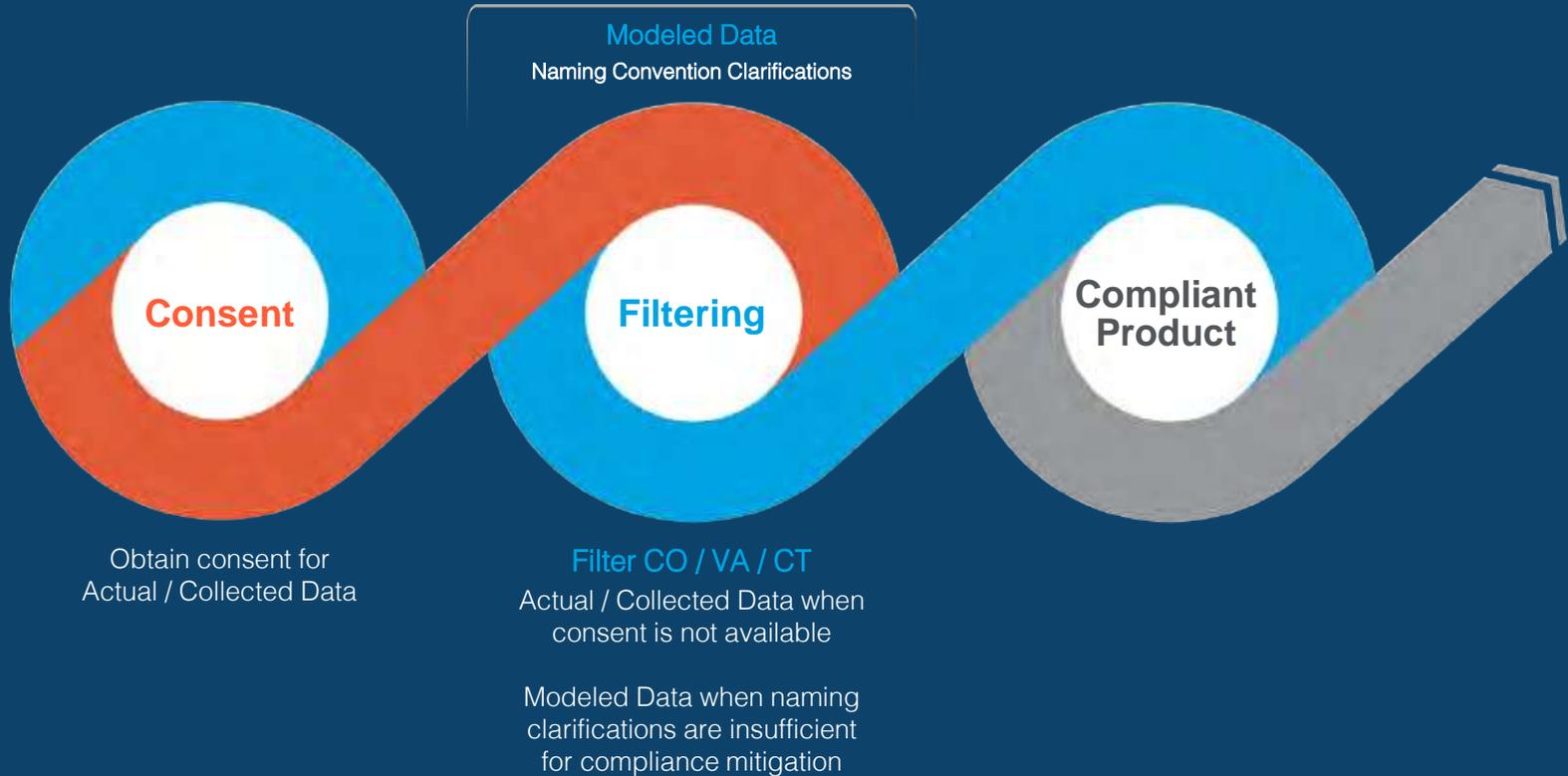- Commissioner and staff resignations

Consumer Financial Protection Bureau Is Expanding Its Scope

- Request for comments regarding data brokers

U.S. State Privacy Landscape

CONNECTIONS:
INTELLIGENT › EVOLVING › REAL

Privacy Rights by State

State	Right of Access	Right of Correction	Right of Deletion	Targeted Advertising Opt-Out	Right of Portability	Opt-Out of Sale	Data Minimization	Sensitive Data Consent	Right to Appeal	Processor Agreement	Data Protection Assessment
CA	X	X	X	X	X	X	X				X
CO	X	X	X	X	X	X	X	X	X	X	X
CT	X	X	X	X	X	X	X	X	X	X	X
IA	X		X	X	X	X			X	X	
UT	X		X	X	X	X	X		X	X	
VA	X	X	X	X	X	X	X	X	X	X	X

CONNECTIONS:
INTELLIGENT ▶ EVOLVING ▶ REAL

Acxiom Sensitive Data Remediation Strategy

Modeled Data
Naming Convention Clarifications

Consent

Filtering

Compliant Product

Obtain consent for
Actual / Collected Data

Filter CO / VA / CT
Actual / Collected Data when
consent is not available

Modeled Data when naming
clarifications are insufficient
for compliance mitigation

CONNECTIONS:
INTELLIGENT ❯ EVOLVING ❯ REAL

Downstream Deletion Requests – Acxiom Approach

Verified deletion request received by Acxiom

↓

Deletes applied to product build

↓

Deletes applied to next client file update

↓

Deletes applied to all outbound product fulfillment

CPRA requires Acxiom to pass deletion requests to third parties who have licensed Acxiom data. CPRA has not issued final Regulations which address the requirements of this new obligation. Until Regulations are issued which clarify the requirements, Acxiom will take the approach utilizing existing workflows

CONNECTIONS:
INTELLIGENT ❭ EVOLVING ❭ REAL

Correction Requests – Acxiom Approach

- Pursuant to the CCPA, as amended by the CPRA, California consumers have a right to request correction or deletion of personal information about them that a business has collected or maintained

- CCPA Regulations permit businesses to treat any correction request as a request for deletion

- Acxiom has opted to treat all correction requests as a request to delete

- Deletion requests will be applied to Acxiom Data Products as part of the product build lifecycle

Consumer Requests – Service Provider Support

General Obligations

- Cooperation in applying client-received opt-out, deletion and correction requests
- Cooperation in extracting data managed by Acxiom on the client's behalf for incorporating into a client consumer access request report, subject to prerequisite requirements and exclusions

Prerequisite Requirements

- Determine business requirements, instructions and cost for Acxiom to implement processes which client will require Acxiom to perform for client data that Acxiom houses/maintains for the client

Exclusions

- Acxiom will not be responsible for directly responding to any consumer request regarding client's data or for client's customers (consumers will be redirected to clients)
- Acxiom will not be responsible for generating consumer access reports on behalf of clients
- Acxiom will not disclose any business as a current client of Acxiom

CONNECTIONS:
INTELLIGENT ❯ EVOLVING ❯ REAL

CONNECTIONS:
INTELLIGENT > EVOLVING > REAL