

Addressing Silos in the Age of Privacy



*Questions For
Brands to Ask of
Their Agencies
and Ecosystems*



Agencies

- How do we deliver personalised experiences and retain privacy?
- How do we create better content that's more relevant and increases the likelihood of profitability/conversion?
- How do we re-measure our ad spend and marketing performance?
- How can we maximise incrementality and effectiveness across paid/owned/earned channels?
- How should we be redefining our KPIs and measures of success to drive every channel towards the same business outcomes?
- What do we test now to ensure we have the right levels of spend for the future?
- How do we re-evaluate spend (and channels in which it's spent) to remove duplication?



Ecosystems

- Is there a coherent plan in place in regard to the organisation and use of first-party data?
- Am I clear on my data maturity scale and roadmap? Are my agencies?
- Does my ecosystem deliver against this plan across people, partners, processes and platforms? If not, how do I plug those gaps?
- Where are the silos in my marketing ecosystem? How can I bring data expertise upstream?
- How can I get the best out of my in-house teams and external agencies?
- What steps do my teams need to take to deliver true incrementality?

