How blockchain can turn privacy concerns and GDPR into a massive opportunity

YouGov® Direct

direct.yougov.com

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Introducing YouGov plc

YouGov is a global marketing data and analytics company

- Public company since 2005

- HQ London, biggest market US, also in EU, MENA, Asia-Pac

- Global panel of over 5m active survey-takers...

- ...generating syndicated data products and custom data services

- Profits growing over 30% annually

Introducing YouGov Direct

Our blockchain innovation - YouGov Direct - aims to...

- **Strengthen privacy** and citizen control of their data

- **Expand applications** of our data to ad targeting

- **Add validation** at granular level

- **Increase efficiency** of our operations

Problems Internet Users Face

The problem for users:

- Unfair forfeit of privacy

- Lack of user control over the way their data is used

- No incentive to share data

- Low incentive to engage with ads

What do people want?

- More online security

- Control over what and how personal information is shared

- Improved online experience

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Challenges Advertisers Face

The issues:

- Advertisers not sure if ads are watched by humans or bots

- More Internet users employing ad blockers because ads are poorly targeted

- Ad revenue declining for agencies who lose the trust of clients

- Producers of the content audiences love are not compensated enough

- New GDPR rules will require transparency with citizen data

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EU General Data Protection Regulation

Ideas behind GDPR:

- EU is creating protections for citizen online privacy

  - Regulations come into force May 2018

  - Businesses must ask user permission prior to using user data

  - Stringency on passing of data from one party to another

  - Creates transparency between consumer and advertiser

  - Advertisers face large fines if they don't comply

Our two blockchain products (in development)

Two products to increase user control and commercial efficiency:

- **YouGov Direct**
  - YouGov Direct members choose which personal data they are willing to share with advertisers
  - Rewards for members every time their data is used
  - Advertisers gain access to permissioned, known/verified audience

- **YouGov/Publisher-Cooperative**
  - Publisher-delivered targeted advertising on publisher sites using YouGov GDPR-compliant data

Integration of Blockchain

Reason for using blockchain

- Gathering permission shouldn't just be check-box

- Turns permissions into transactions in an auditable work-stream

- Develops partnerships between advertisers and audience

- Record of transactions can be referenced by businesses to verify they are meeting GDPR requirements

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Our Solutions for Members
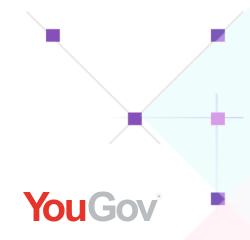
Value/efficiency created for members:

- Better experience of ads (more relevant because of the quality of data being used for targeting)

- Empowerment / protection of privacy (members determine how their data is used)

- Rewards for members for every permissioned use of their data

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Our solution for Advertisers and Publishers

Value/efficiency created for advertisers and publishers:

- Fair sharing of advertiser spend

- Better results for advertisers

- Audited delivery that meets GDPR requirements

- Returns control to publishers over their own site

- Better on-site experience for users

More on our Publisher Cooperative (1)

- YouGov (and Publisher) obtain necessary permission from members (and own site visitors) for GDPR compliance

- YouGov provides software to publisher (no skills required by publisher) that combines data gathered by publisher with known attributes provided by YouGov to better understand publisher's visitors and improve visitor experience and ad targeting

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More on our Publisher Cooperative (2)

- Members who have received enhanced targeted ads can be post-tested by YouGov to audit ad reach and ad effectiveness

- Publisher can refer new members to YouGov Direct and receive royalty based on revenue YouGov generates from referred members going forward

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How does YouGov Direct work?

(Please note: while targeting of ads is the main theme of this presentation, the YouGov Direct process of permissioned use of data within safe direct contact is intended for use in all forms of client-panelist interaction within or through YouGov, whether for conducting surveys, other research or engagement tasks, or delivering ads)

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Members manage their data for sharing (through surveys and dashboard editing)

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2) DASHBOARD FOR CLIENTS

Clients define required target groups from aggregated characteristics on offer

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Client activates campaign by sending message/task to the selected members

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Member decides whether to accept message/task. If yes, transaction is **completed, logged, verified, paid**

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YouGov Direct means...

- data never passes from member to third party

- every use of member data is individually and actively permissioned

- third party can never track a member through this process

- clients can contact members without YouGov interaction

- YouGov sets the rules, certifies data, validates members & clients

- Every interaction is a simple, fast, contracted, accounted transaction

- It's a secure trusted place for members and clients to communicate and trade data

YouGov Direct can be used for...

- Conducting self-service research with granular respondent definitions

- Testing concepts, ads, offers

- Delivering targeted advertising

- Any other communication or interaction allowed by YouGov & Member

Learn more and contact us on

direct.yougov.com

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