

ABRIDGED VERSION

DATA PRIVACY

AND THE

GDPR

(GENERAL DATA PROTECTION REGULATION)

 DEMAND METRIC

IN PARTNERSHIP WITH

 DEMANDBASE



Benchmark Study Report

August 2018

Introduction

For many organizations, the effective use of personal data has become a source of competitive advantage.

Recently, however, the court of public opinion and new legislation has forced countless organizations to review their approach to data usage and privacy.

Demand Metric and Demandbase partnered on research to better understand marketing's approach to data privacy, how the use of customer and prospect data will evolve, what challenges exist, and areas of investment.

The research effort also pursued an answer to the key question: are companies that report revenue-growth approaching data privacy differently than those that are revenue-stagnant?

This abridged version of the full-length benchmark report provides a topline summary of the study results.



Click here to join Demandbase and Demand Metric for a discussion of the study results on August 22, 2018 at 12 pm ET / 9 am PT. The full-length version of the report will also be made available at this time.



Are you aware of the General Data Protection Regulation (GDPR)?

FIGURE 1

GENERAL DATA PROTECTION REGULATION AWARENESS

78% of study participants are aware of the General Data Protection Regulation.



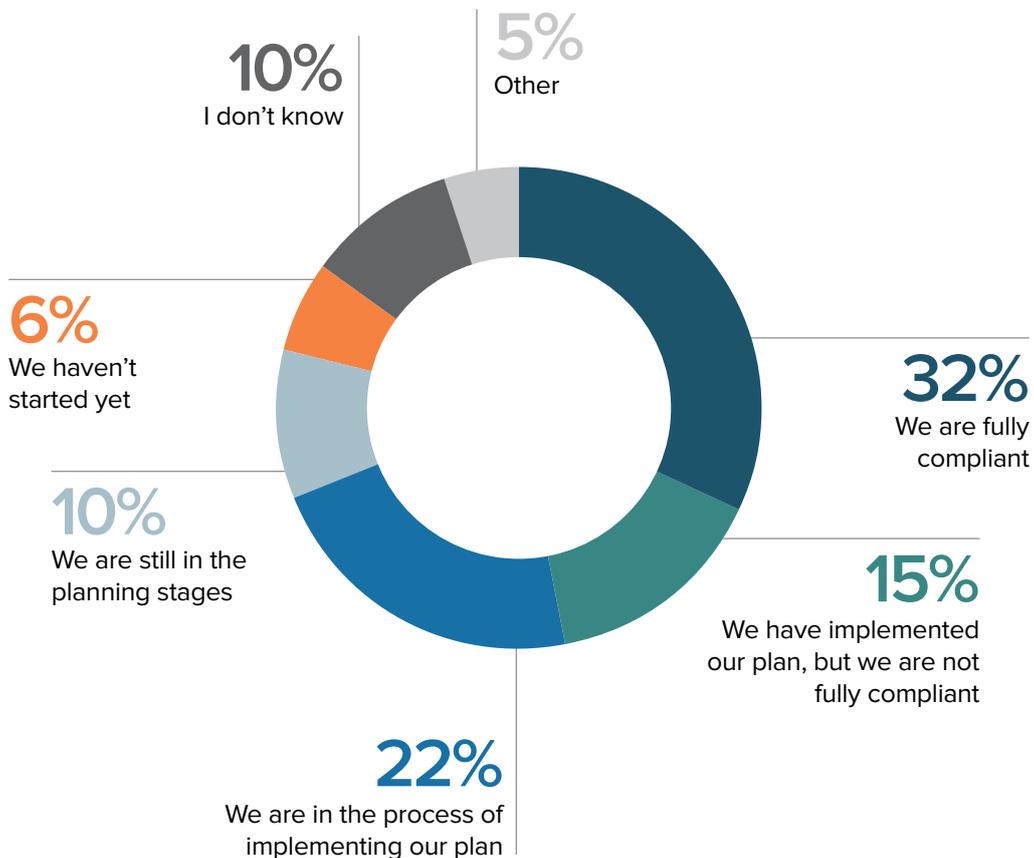


To the best of your knowledge, which statement most accurately describes your organization's current level of GDPR compliance?

FIGURE 2

GDPR COMPLIANCE

Only 32% of study participants are fully GDPR compliant.



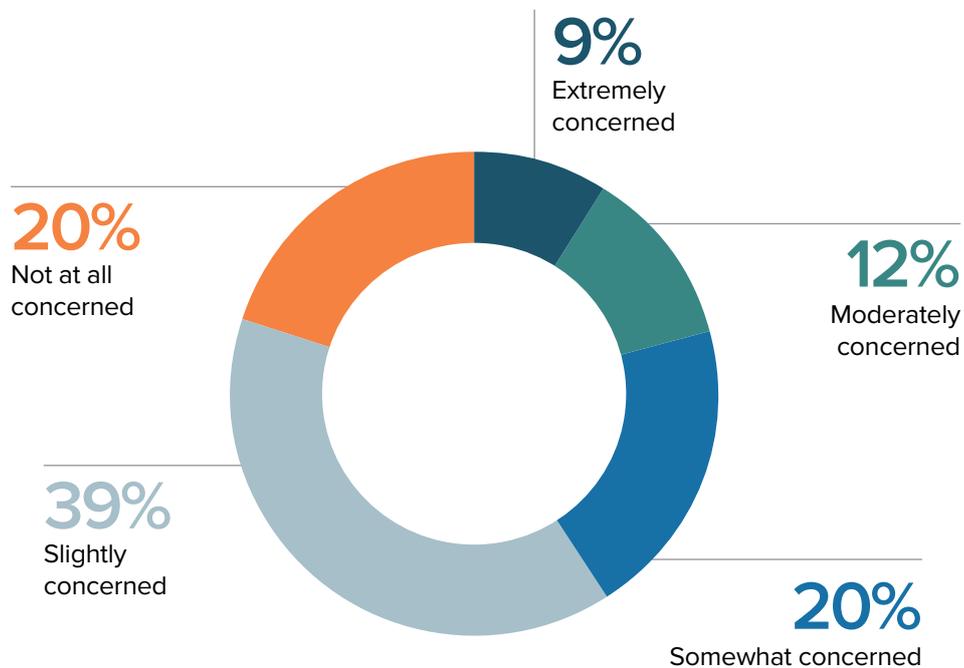


Are you concerned that your marketing technology vendors might expose your company to legal risks because they are not GDPR compliant?

FIGURE 3

GDPR AND EXPOSURE TO LEGAL RISKS

Only 20% of study participants are not concerned that their marketing technology vendors might expose them to legal risks if they are not GDPR compliant.



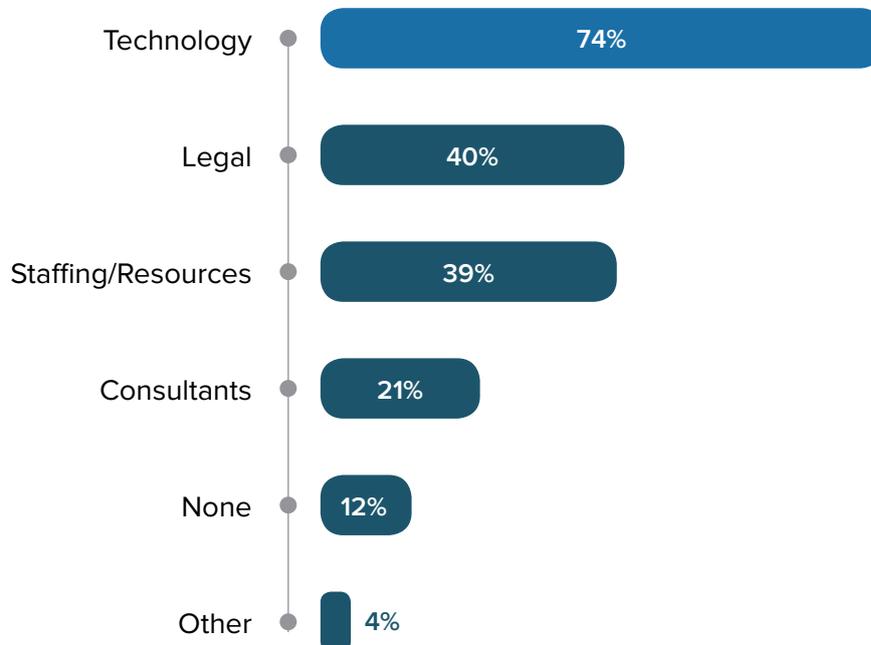


What areas will you be investing in to improve your approach to data privacy?

FIGURE 4

TOP DATA PRIVACY INVESTMENTS

Nearly three-quarters of study participants will invest in technology to improve their approach to data privacy.



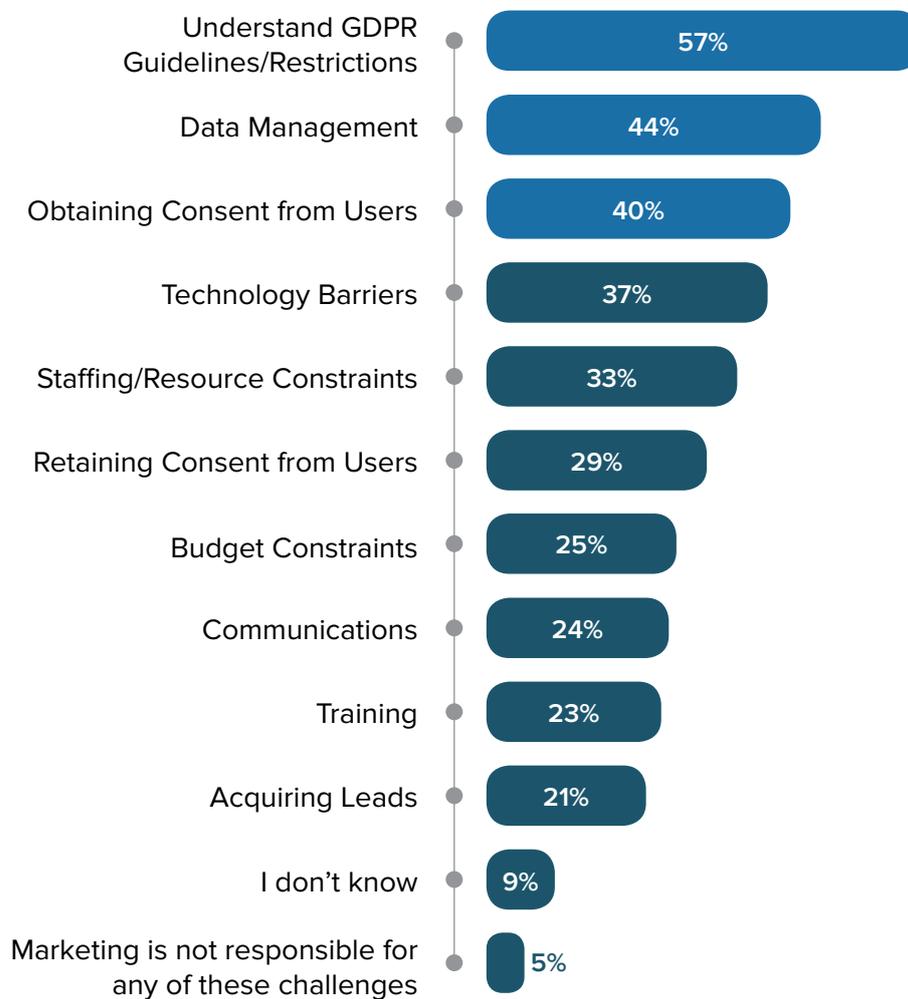


As your marketing team works towards GDPR compliance, which of the following challenges have emerged?

FIGURE 5

GDPR CHALLENGES

The top 3 challenges that marketing teams report are **understanding of the GDPR guidelines/restrictions, data management, and obtaining consent from users.**



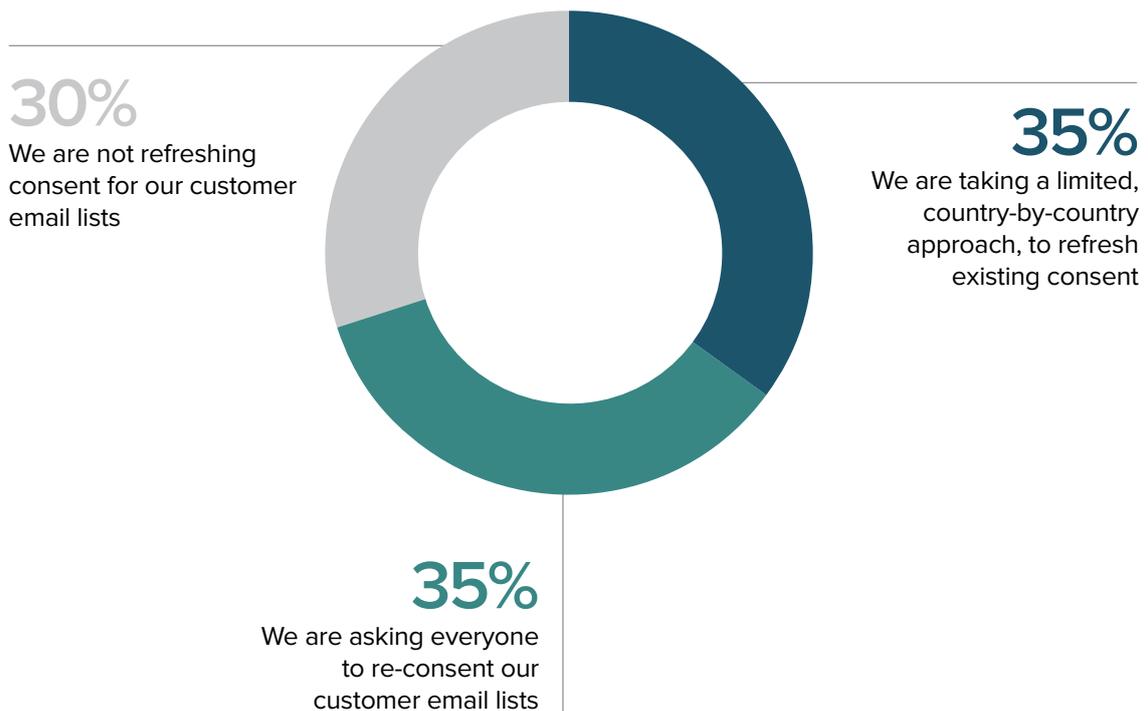


Which statement best describes your approach to refreshing consent for your customer email lists?

FIGURE 6

APPROACH TO REFRESHING CONSENT FOR CUSTOMER EMAIL LISTS

Only 30% of study participants are not refreshing consent for their customer email lists.



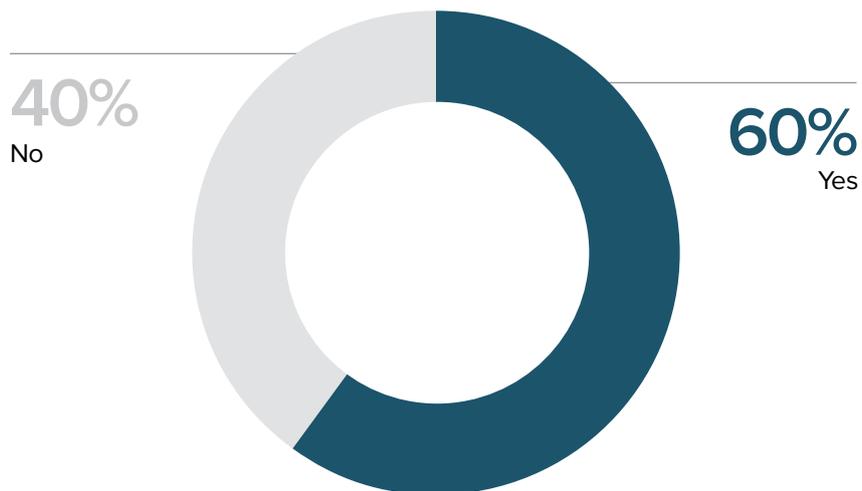


Are you changing your global approach to privacy in light of the GDPR?

FIGURE 7

IMPACT OF THE GDPR ON GLOBAL APPROACH TO PRIVACY

60% of study participants **are changing their global approach to privacy in light of the GDPR.**





Which of the following factors have caused your organization to value the protection of customer and prospect data?

FIGURE 8

WHY COMPANIES PROTECT CUSTOMER AND PROSPECT DATA

The top three factors that have caused companies to value the protection of customer and prospect data are customer expectations, legal responsibilities, and government legislation.



The GDPR for B2B Marketers



Recently, **Demandbase** and **Demand Metric** launched a study to see how B2B marketers are approaching GDPR compliance at their organizations.



Surprisingly, the study found that only **32% of marketers report that their companies are fully GDPR compliant and 20% of marketers surveyed were not aware of the GDPR.**

Join leaders from Demandbase's privacy teams to learn:

- The history and necessity for the GDPR
- Why the GDPR is a journey and not a destination
- How marketers are rating their progress toward reaching compliance with the GDPR

August 22, 2018
9 am PT / 12 pm ET

REGISTER NOW

About



Demand Metric provides Agile Marketing software powered by 1,000+ practical tools and resources to help our members complete their work faster and with more confidence. Our community of 130,000+ global members is composed of CEOs and business owners, marketing consultants and agencies, marketing executives and managers, and professionals who specialize in: product management, marketing operations, sales enablement, customer engagement, and other disciplines. To learn more about Demand Metric, sign up for a free membership at: www.demandmetric.com



Demandbase is the leader in Account-Based Marketing (ABM). The company offers the only Artificial Intelligence-enabled, comprehensive ABM platform that spans Advertising, Marketing, Sales and Analytics. Enterprise leaders and high-growth companies such as Accenture, Adobe, DocuSign, GE, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance. The company was named a Gartner Cool Vendor for Tech Go-To Market in 2016. For more information, please visit www.demandbase.com or follow the company on Twitter @Demandbase.