

# Why privacy is 2024's biggest opportunity



# ■ A special moment during a wave of change

First came GDPR. Then intelligent tracking prevention (ITP). Next, was CCPA and other regulations – followed closely by the SKAN and iOS Apple updates.

Fast forward to 2024, and the Digital Markets Act (DMA) has come into full force – at a time when third-party cookies are finally being deprecated in Chrome.

For the better part of a decade, privacy regulations and technology updates have constantly alternated. And marketers have been expected to keep up with the whirlwind of acronyms whilst having to adapt to digital transformation, COVID, and now AI. This was always going to be a tall order.

Yet, despite all of this, most brands have now been able to work with agencies, vendors, and in-house teams to get the basics for compliance in place, in time for the latest wave of changes induced by the DMA.

**But so has everyone else.**



# ■ At Jellyfish, we help brands win

We identify key opportunities that can give a competitive advantage in winning and retaining customers. Privacy is this year's big opportunity. Not just a tick in a box, or something to be passively ready for.

There are many, many different solutions that advertisers can use to make the most of this new world we are in, and improve their marketing performance.

And the gains are not trivial. We often see improvements of over 20% in contribution margin. Some solutions yield the best results, but only a few brands may be able to use them due to technical constraints. And several solutions are dependent on the implementation of others, or have synergy effects that would benefit you in greater measure than the sum of the individual components.

To help marketers understand what's relevant to them, the incremental business impact that is within reach, and how to get there, Jellyfish have developed the **Privacy Opportunity Score™**.

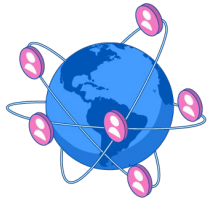


# ■ The Privacy Opportunity Score™

In the platform world, many traditional marketing tasks have been automated.

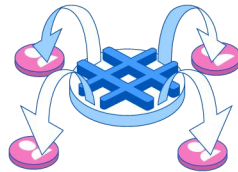
But marketers still have a lot of levers at their disposal, which have become more important than ever, since they can make the difference between what everyone else is doing – and what they are doing with their campaigns.

When we consider the opportunities that privacy-related solutions can bring to brands, there are five dimensions – or levers – that are particularly relevant when working with AdTech, MarTech, Cloud, and Analytics platforms:



## Data Collection

Essential for ensuring high-quality signals throughout the funnel



## Targeting

How audiences are reached through different channels



## Bidding

How much will be paid and what outcomes are expected?



## Personalization

Serving assets that achieve the desired level of engagement



## Measurement

Analyzing data and making informed decisions

# Every brand is different...

...and so are their objectives – whether they revolve around ecommerce or generating leads.

But the five levers that brands can act on are the same nonetheless. And the platforms are similar too. What changes is the range of solutions at their disposal.

Through the **Privacy Opportunity Score™**, we help brands understand how they are faring in each of the five dimensions, what the potential solutions are, and – most importantly – the impact they may have on their marketing activities.



*"Marketers are now expected to have an understanding of both technology and legal considerations. The Privacy Opportunity Score is the first step in aligning teams on how to prepare for the future."*

**Peter Doe**  
Senior Director, AdTech Solutions

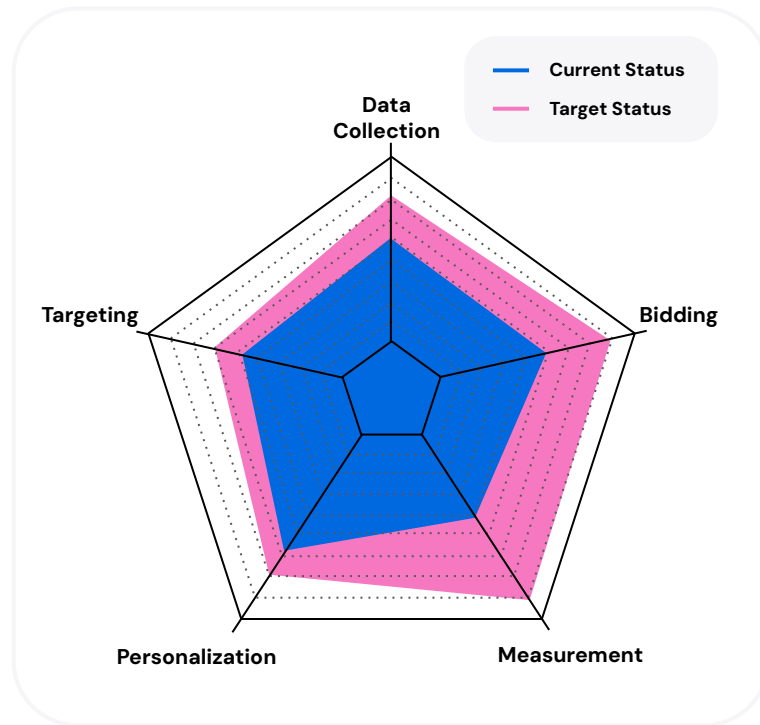
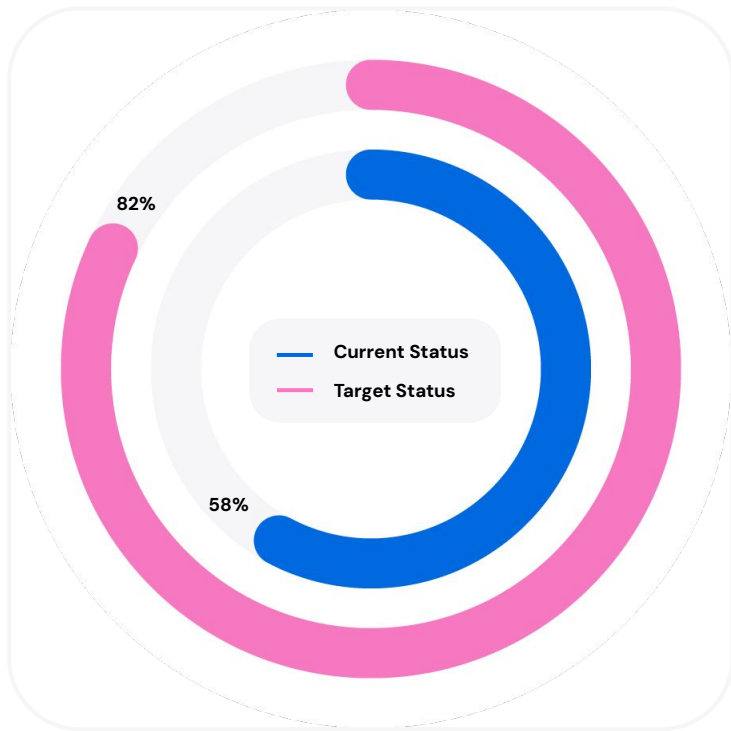


*"Our industry has always been great at embracing change. But, with change, distractions can come too. We are here to lead brands on how to turn an industry challenge into an opportunity for better performance."*

**Daniel Smulevich**  
EVP, Data & Analytics

# Your Privacy Opportunity Score™

Advancements in data collection and measurement are well within reach, and will bring synergies that will have a great positive impact on your bidding capabilities.



# Your Top 5 Opportunities



Solution	Why	Data Collection	Targeting	Bidding	Personalization	Measurement
<b>Consent Rate Optimization</b>	Conversion modeling recovers 65% of otherwise missed conversions due to cookie acceptance. However, the consent rate is 30 points below average, resulting in a higher percentage of missed conversions.	✓				✓
<b>Consent Mode: Advanced</b>	More accurate signals lead to more qualified and cost-efficient traffic, potentially resulting in performance improvements of over 10%.	✓		✓		✓
<b>TikTok Events: API</b>	Implementing this measurement approach can result in a reduction of more than 20% in CPA from TikTok.			✓		✓
<b>Returns prediction model</b>	Your return rate is close to industry average. Incorporating this signal into your bid can equate to > 5 points of gross margin		✓	✓	✓	
<b>Now Next Soon (MMM)</b>	MTA does not provide sufficient visibility into the impact of 60% of your current media spend on your business					✓

# Would you like to know where you stand?

Speak with your Jellyfish contact to schedule your own Privacy Opportunity Score™, or get in touch at [jellyfish.com/contact](https://jellyfish.com/contact)

