

# WHICH MARKETING TRIBE DO YOU BELONG TO?



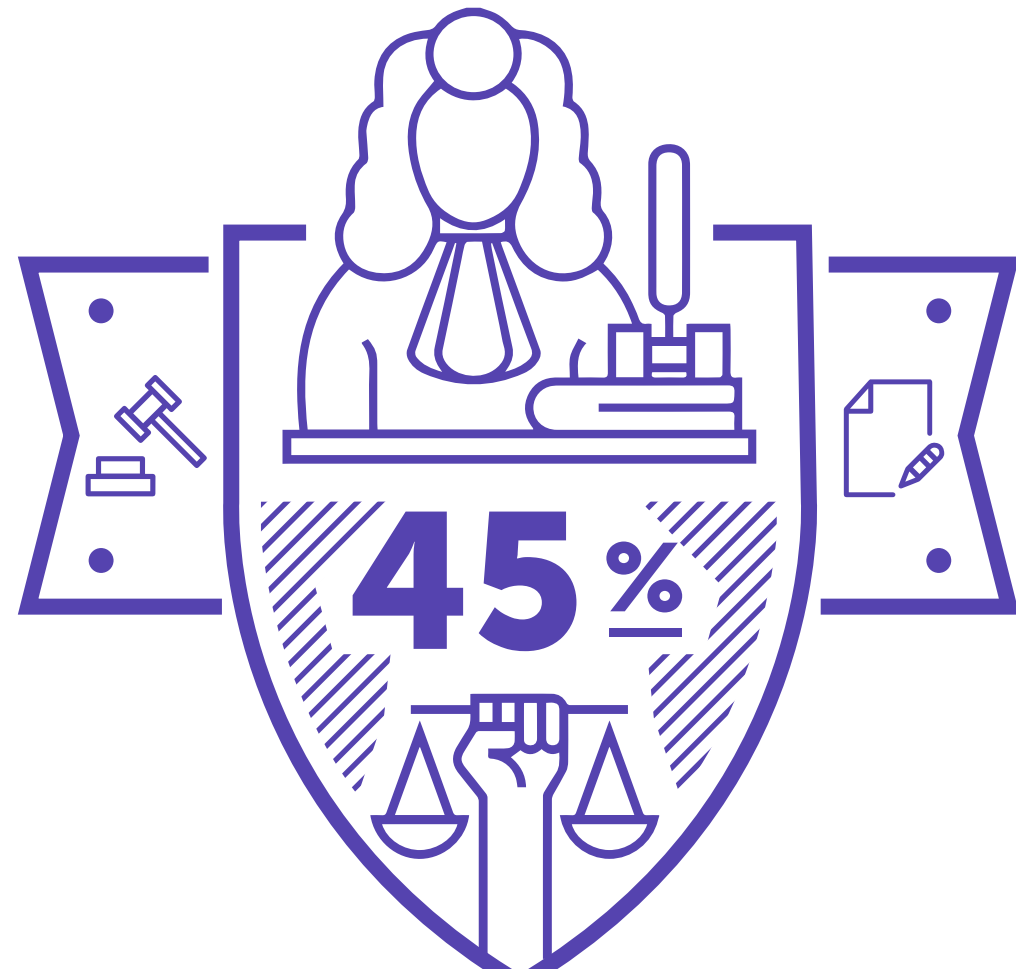
In the process of becoming compliant with various consumer protection regulations, marketing has experienced a cultural split.

Some have found themselves with a legal-first – rather than marketing-first – mindset, creating two distinct tribes. As marketing undergoes a great era of change, which side will win?

## THE TWO TRIBES

### MARKETING-FIRST

55% of businesses are using GDPR compliance as an opportunity to better engage with customers and prospects

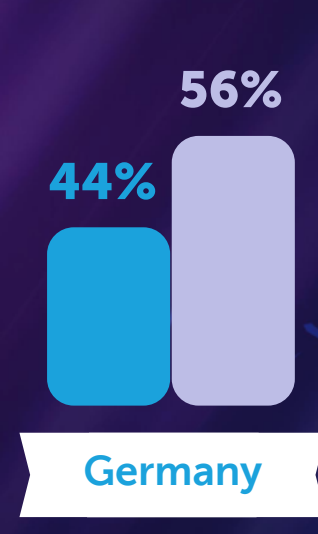
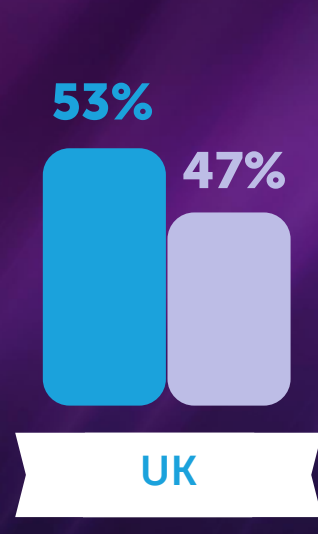
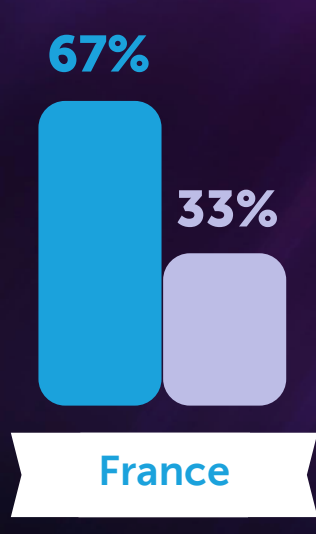


### LEGAL-FIRST

45% of businesses are doing what they need to do to become GDPR compliant, and changed their marketing to be in line with these requirements

## THIS SPLIT IN ATTITUDE VARIES BY COUNTRY

### MARKETING-FIRST | LEGAL-FIRST

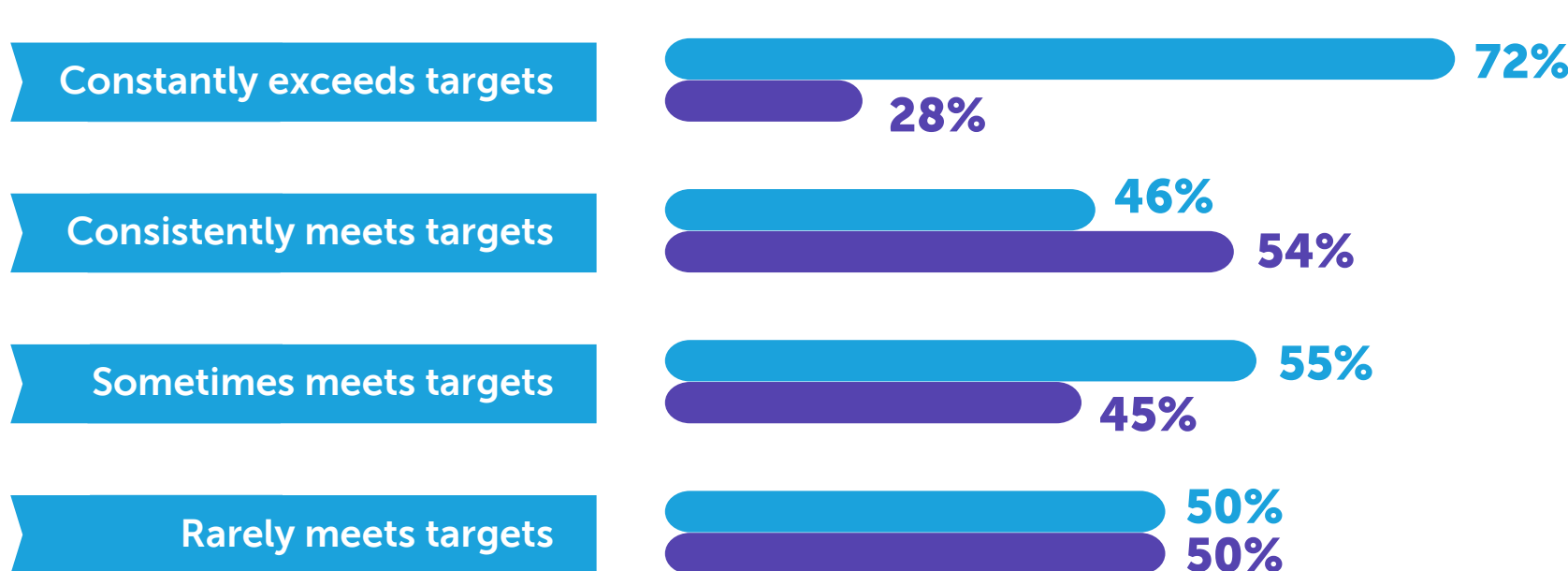


## THERE'S ONLY ONE WINNER

Customers want relevance. The best marketers are the ones who achieve this in a proactive, engaging and meaningful way. The figures back this up. Marketing-first businesses who are putting the customer front and centre are doing better than those who are merely aiming to be legally compliant.



### MARKETING-FIRST BUSINESSES ARE ALSO EXCEEDING TARGETS



IT ALSO WORKS WITH THE PEOPLE WHO REALLY MATTER...

## WHAT CUSTOMERS THINK

We've seen customers disconnect from businesses like never before.

75%

are worried about the amount of personal information companies might have access to

Only one in four actually trust companies with their personal information



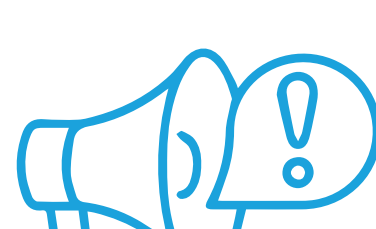
83%

of consumers think businesses will find a way to get around GDPR

## OVERCOMING THIS CYNICISM WON'T BE EASY



Half of all businesses believe reliance on customer consent will be their biggest challenge to achieving marketing objectives



However, there's good news for marketing-first businesses.

60%

of consumers are more likely to share information if they think it'll result in relevant, tailored communication

This sentiment is great news for marketing-first businesses who are using GDPR to put the customer at the heart of their engagement strategies.

GDPR has fundamentally changed how marketers use data, but not how marketers should work. It's given us a massive opportunity to refocus on the customer, taking a marketing-first approach that puts the people who really matter front and centre. To find out more about what you can learn from the best marketing-first businesses out there, and why consumers will always respond to relevant, targeted marketing, download our new report **The Two Tribes of Marketing** today.

