Smarter Consent Management, Strategy and Governance with IQ (and EventStream)

$999

Background

When most leaders think of privacy legislation, they envision laws like GDPR (in the European Union), CASL (in Canada) and now CCPA for California consumers. At a basic level these laws require companies to gain consent from customers to transmit, store and utilize consumer data for revenue generation purposes. Many also require organizations to be able to purge data from customers on their request. Failure to comply could lead to substantial financial penalties.

So, with numerous data sources containing customer information both on premise and in the cloud, how do you set your company up for success while reducing your liability? The answer is developing a data layer framework powered by Tealium that tracks consent, preferences and opt-in status. As an added bonus, this data strategy also pays dividends from a customer experience perspective, which can be activated across marketing channels using the Customer Data Hub. Let Zirous share our expertise on how to garner consent up front, inventory customer data sources, aggregate customer information and discover the untapped potential within your customer base.

Tealium Product

Tealium IQ and EventStream

What's Included

A 1.5- to 3-hour in-person or virtual workshop with key stakeholders that details data governance best practices and how to use data frameworks to compile customer data in a way that unlocks the potential of your revenue generation teams. Following the session our experts will analyze your current practices, uncover gaps and recommend solutions using Tealium and data management best practices (2-3 business days of complimentary consulting).

Deliverable

The Zirous team will conduct a 30- to 60-minute session detailing the findings from our analysis, present solutions, discuss implementation considerations and propose a detailed scope of projects to gain additional value from your data.

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