



Organizing Data To Understand & Improve CCPA Consent

Introduction

While many brands want to show customers that they take data privacy seriously, collecting, organizing, and using data as outlined in the CCPA has turned out to be tougher than expected.

One company, let's call them CCPA Help Inc., faced three challenges about the best way to approach the new law. Learn how they used Consent Manager to solve each one. CCPA Help Inc. is an e-commerce retailer and has a 50,000+ monthly site visitors from California.

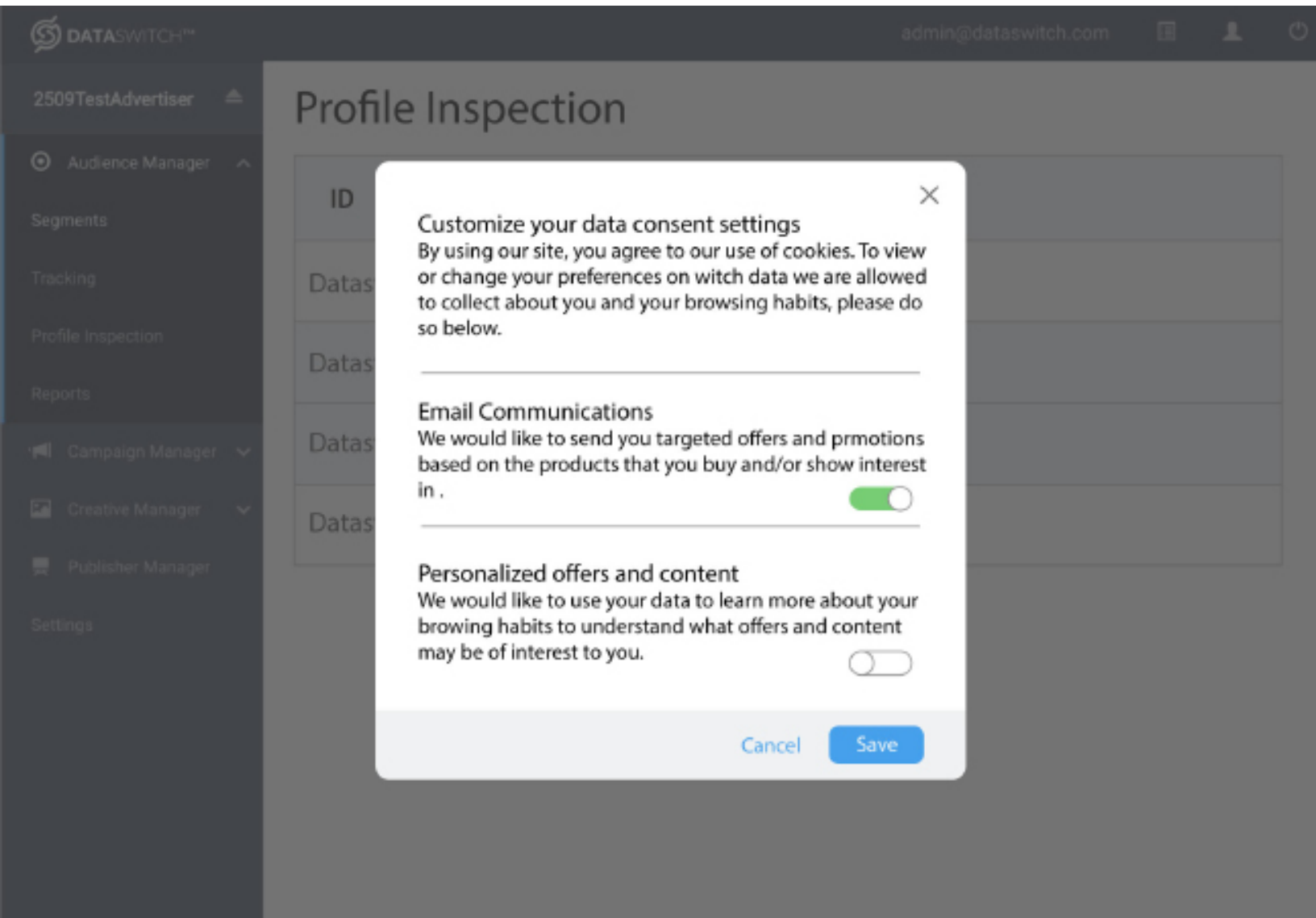
OBSTACLE #1 Keeping Customers From Opting-Out

Under CCPA, CA consumers have a right to know what personal information (such as names, real and online addresses, social security numbers, geolocation, biometrics, purchasing histories, etc, and any profiles created with this data) a company is collecting about them AND for what purpose. Furthermore, individuals can opt-out of all or part of a company’s data collection, and can choose what gets shared with third-parties.

For-profit companies like CCPA Help Inc. must clearly place an opt-out notice in the footer of their websites, and the brand did not want to lose valuable data from opt-outs.

While the law does give CA customers the right to receive equal service and price whether or not they opt out of data collection, a company CAN provide incentive to consumers if they agree to share their information. Finding a strategy to test the effectiveness of these incentives is critical.

CCPA Help Inc. used Consent Manager to segment California customers based on their cross-channel activity: what kind of creative did they like? What kind of offers resonated most often? Then, using the platform’s CCPA pop up feature, the brand integrated opt-out messaging based on that activity to test which offers were most likely to convince customers to share their data.



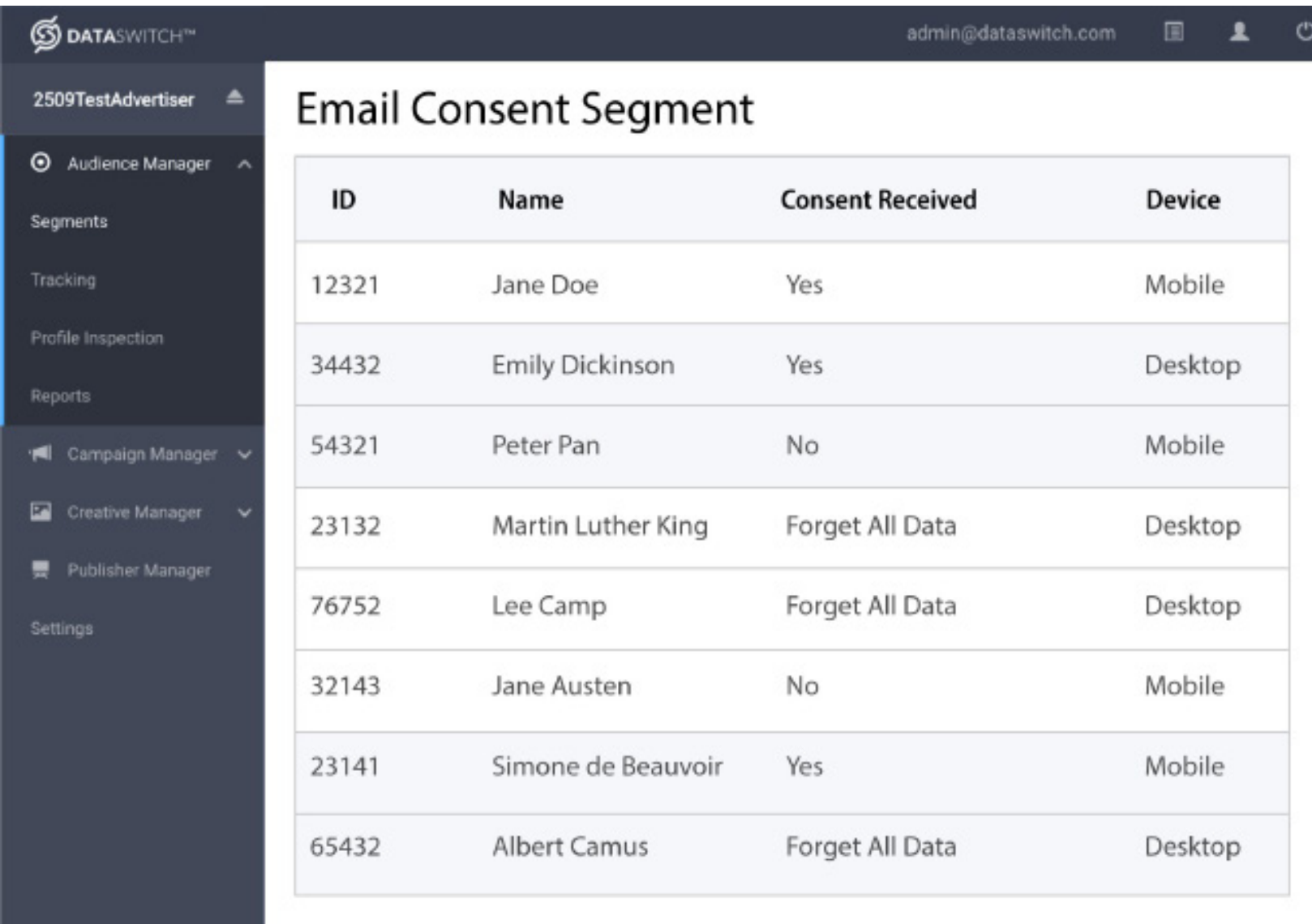
OBSTACLE #2 Organizing Customer Data Safely

Once CCPA Help Inc. implemented a system to capture customer information more granularly, they had more data than they knew what to do with. Some customers chose to opt-out of certain things but not others, several agreed to everything, and a few asked for their data to be erased altogether.

CCPA Help Inc. wasn't sure how to reliably organize all of the information, so they used

Consent Manager to automate the process of segmenting the responses.

Now they could rest easy knowing that, for example, customers who consented to email and SMS alerts would only be in email and SMS segments. Plus, with Consent Manager's campaign capabilities, CCPA Help Inc. could leverage their user segments in-platform and send cross-channel campaigns all from one place—reducing the risk of data slipping through the cracks.



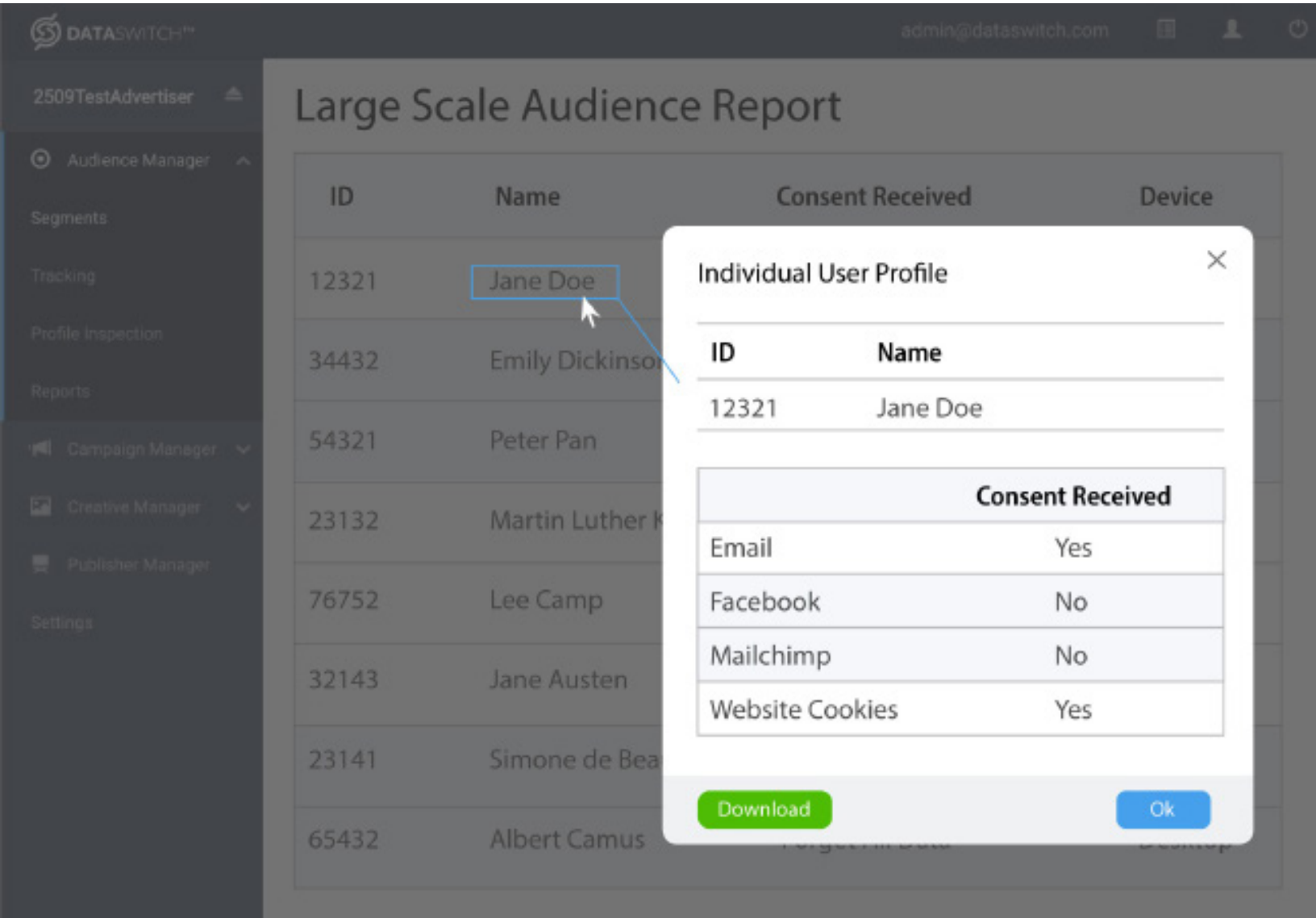
The screenshot displays the DataSwitch user interface. The top navigation bar includes the DataSwitch logo, the user email 'admin@dataswitch.com', and icons for a home page, user profile, and power. A dark sidebar on the left contains a menu with items: '2509TestAdvertiser', 'Audience Manager' (expanded), 'Segments', 'Tracking', 'Profile Inspection', 'Reports', 'Campaign Manager', 'Creative Manager', 'Publisher Manager', and 'Settings'. The main content area is titled 'Email Consent Segment' and features a table with the following data:

ID	Name	Consent Received	Device
12321	Jane Doe	Yes	Mobile
34432	Emily Dickinson	Yes	Desktop
54321	Peter Pan	No	Mobile
23132	Martin Luther King	Forget All Data	Desktop
76752	Lee Camp	Forget All Data	Desktop
32143	Jane Austen	No	Mobile
23141	Simone de Beauvoir	Yes	Mobile
65432	Albert Camus	Forget All Data	Desktop

The Individual Profile Factor

CCPA Help Inc. also wanted to see how high value customers were opting-in & out on an individual level. Using Consent Manager's

individual profile views, they were able to get granular about customer behavior to better understand consent patterns, conversion paths, and more.



The screenshot shows the DATASWITCH interface with a 'Large Scale Audience Report' table. A modal window titled 'Individual User Profile' is open, displaying details for a user with ID 12321 and Name Jane Doe. The modal includes a table of consent received for various services.

ID	Name
12321	Jane Doe

Consent Received	
Email	Yes
Facebook	No
Mailchimp	No
Website Cookies	Yes

OBSTACLE #3

Understanding What's Working & What's Not

Even after capturing consent and organizing it, the brand still had one big question: "how do we easily figure out what's working and what's not to decrease opt-out responses?"

By pulling high level reports of their CCPA initiatives from Consent Manager, the CCPA Help Inc. executive team was able to quickly understand the best way to optimize their messaging by device and channel.



Need to organize your customer data as outlined in CCPA? Get in touch for a free data assessment to see how Consent Manager can help you stay CCPA-safe.

[Lineate.com/contact-us](https://lineate.com/contact-us)