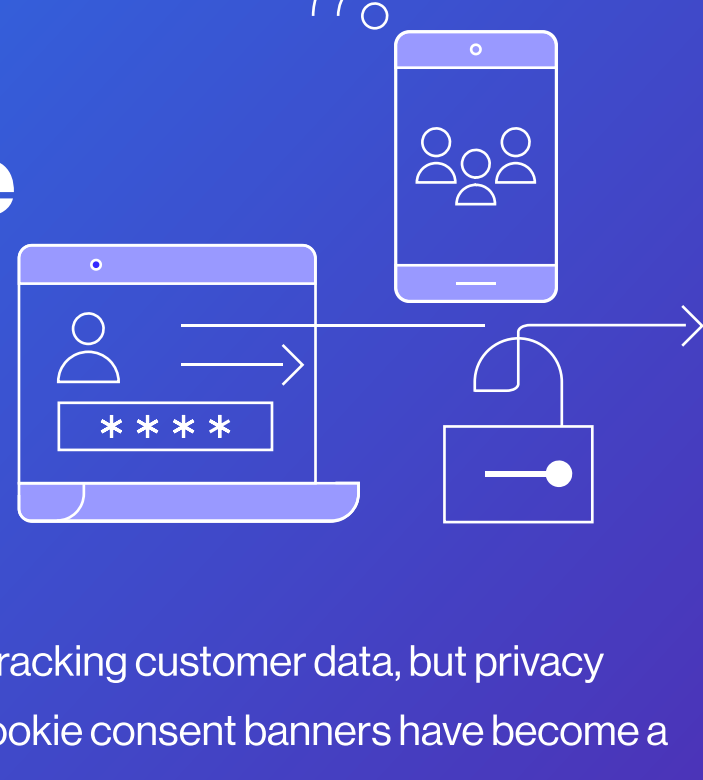


# Balancing customer trust and customer experience through online tracking and consent



Organizations have built their websites around personalization by tracking customer data, but privacy laws require them to alert customers before they begin tracking. Cookie consent banners have become a common way to meet these mandates.

These cookie consent banners inform or request that users consent to collection of their data as soon as they land on a web page. Technical leaders worry that the banners come at the heavy cost of seamless digital experiences.

**Pulse surveyed 100 technical leaders to understand how cookie consent banners are affecting business objectives (if at all) and how leaders are tackling this problem. At a high level, the research shows that while consent banners diminish the customer's digital experience, they are also an opportunity to deepen their company's customer connection and build brand loyalty.**

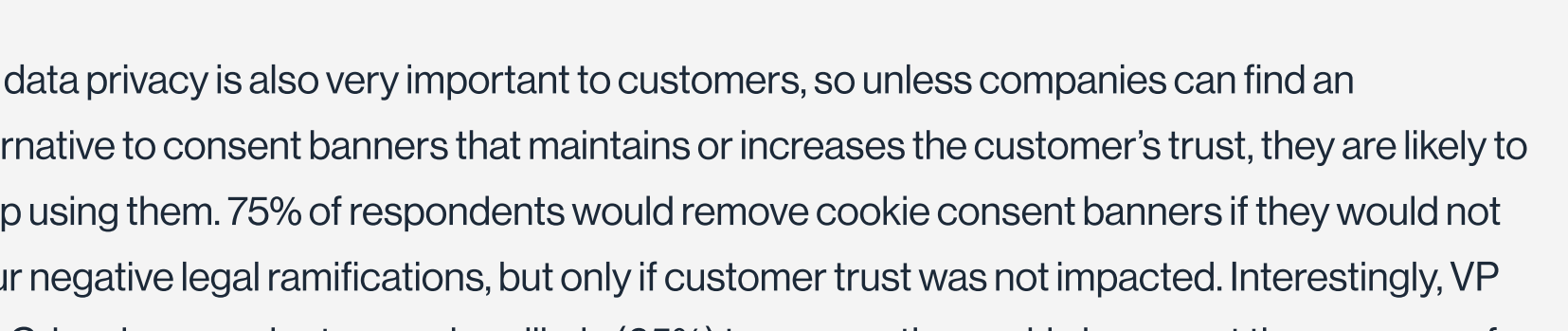
Data collected from May 27 - June 8, 2021

Respondents: 100 technical leaders

## Executives want to eliminate cookie consent banners but not at the cost of customer trust

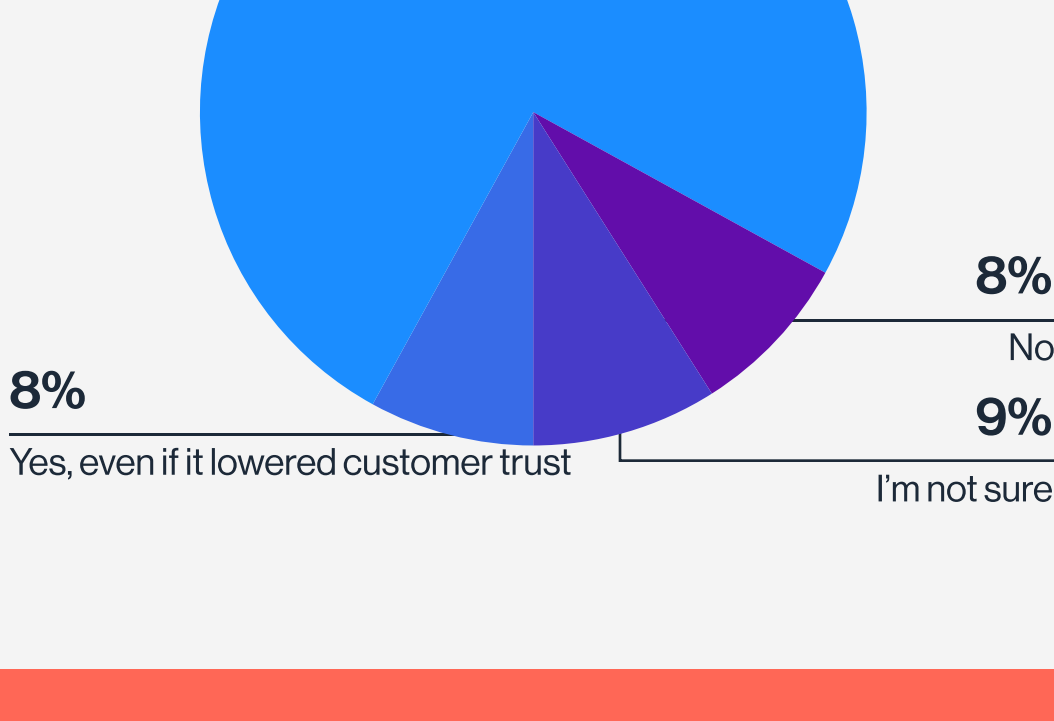
65% of tech leaders are in agreement that the regulatory cookie consent popups diminish website user experience. Among leaders in consumer-driven industries such as retail, a higher percentage (81%) agree that cookie consent banners have an adverse impact on user experience.

To what extent do you agree with the following statement: "Cookie consent banners negatively impact my customer's experience."



But data privacy is also very important to customers, so unless companies can find an alternative to consent banners that maintains or increases the customer's trust, they are likely to keep using them. 75% of respondents would remove cookie consent banners if they would not incur negative legal ramifications, but only if customer trust was not impacted. Interestingly, VP and C-level respondents were less likely (65%) to remove the cookie banner at the expense of customer trust, suggesting that regulatory compliance is more critical than customer trust for higher level leaders.

If you could remove the cookie consent banner without incurring any negative legal ramifications, would you?



Many organizations and technical leaders find value in proactively asking for consent and being open about data practices which help build trust.

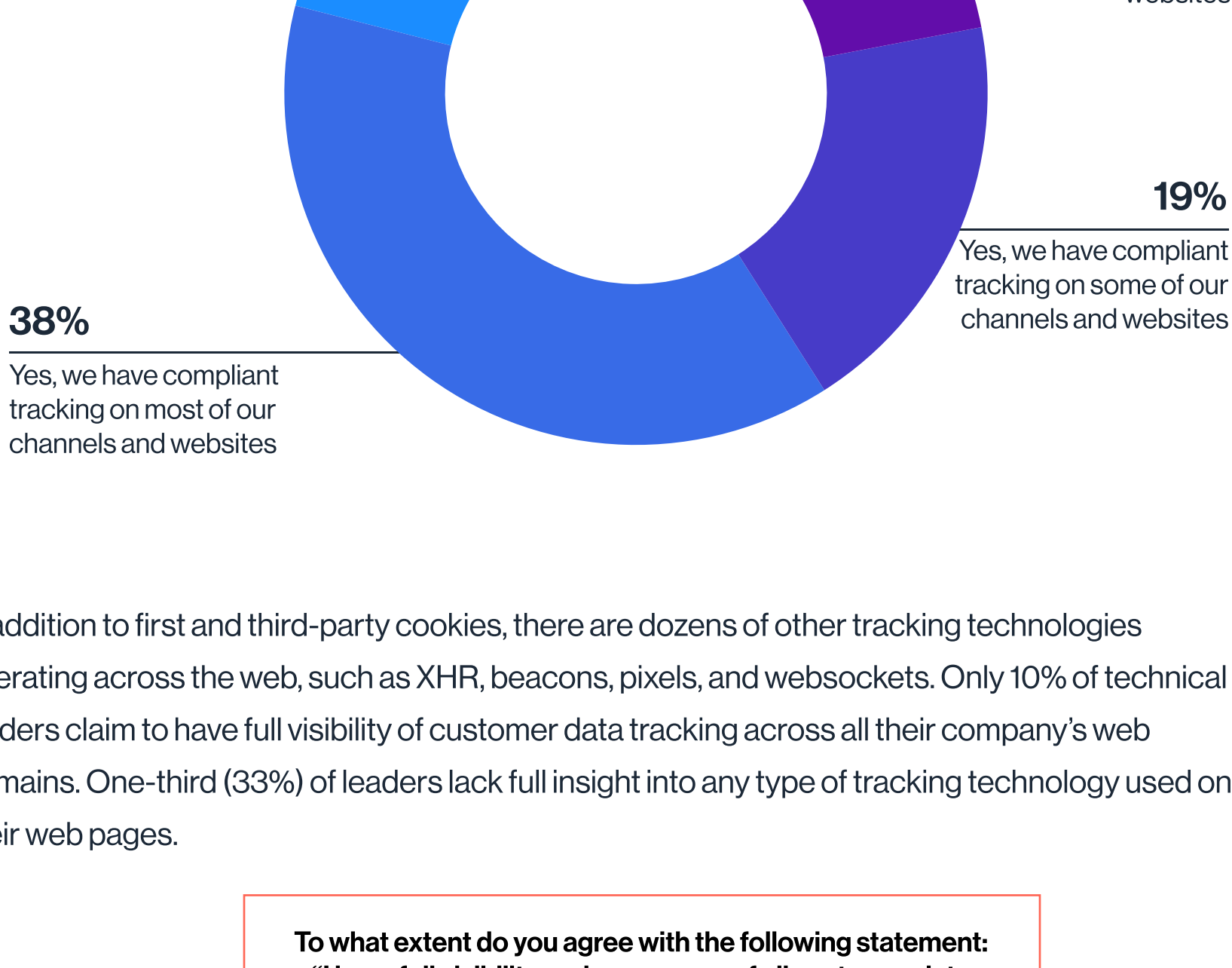
**"Feedback has shown [the consent banner] increases trust and improves brand name perception..."**

- C-suite in Consumer Goods

## Businesses are not fully compliant with tracking consent, and many are not even aware of all the tracking technologies operating across their channels

A meager 21% of technical leaders claim they have compliant tracking tools rolled out across all their channels and websites. In contrast, 79% of leaders believe their organizations have work to do in order to become fully GDPR-compliant across every digital touchpoint.

Does your business have compliant tracking for your users across your channels and website domains?



In addition to first and third-party cookies, there are dozens of other tracking technologies operating across the web, such as XHR, beacons, pixels, and websockets. Only 10% of technical leaders claim to have full visibility of customer data tracking across all their company's web domains. One-third (33%) of leaders lack full insight into any type of tracking technology used on their web pages.

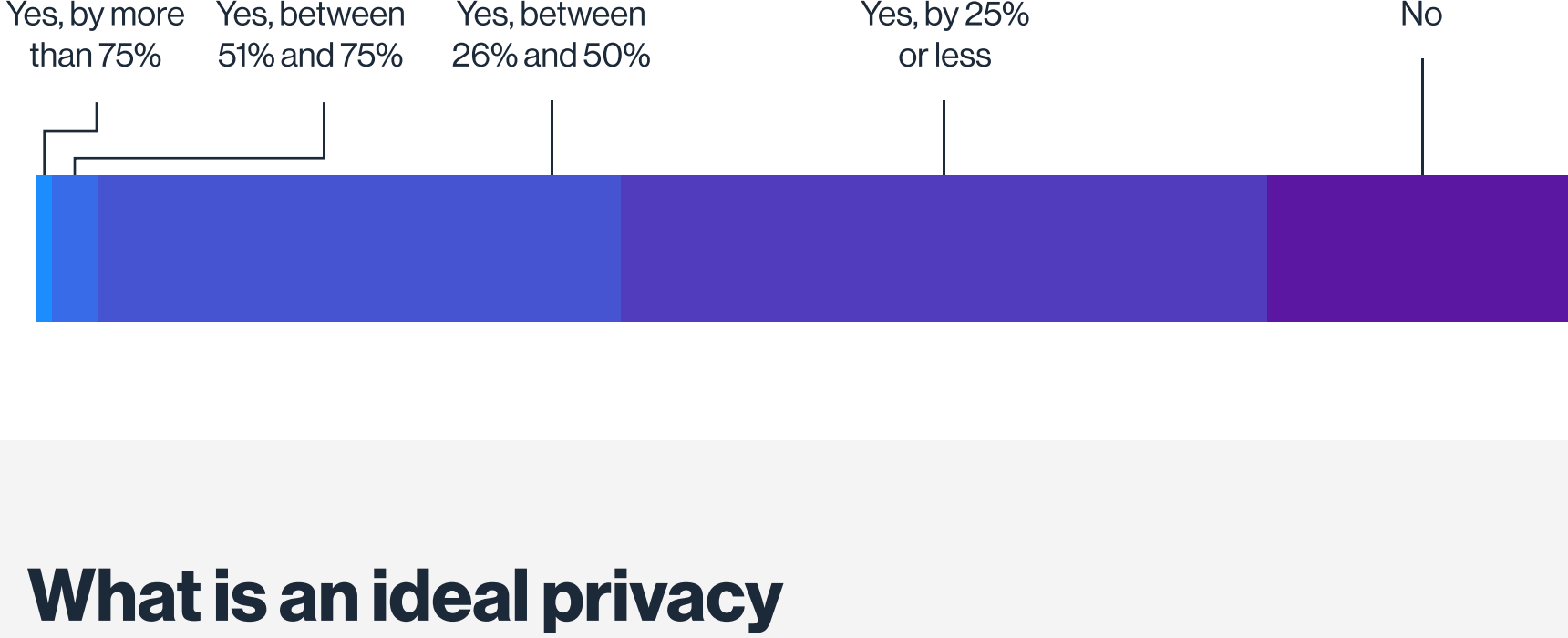
To what extent do you agree with the following statement: "I have full visibility and awareness of all customer data tracking across all my company's web domains."



Respondents in industries more entrenched in the latest tech, such as software, have a slightly higher understanding of their cookie data than the overall average, with 77% agreeing or strongly agreeing. Conversely, technical leaders in the finance, education, and health care industries claim to have the poorest understanding of web tracking information.

80% of leaders are ready to invest time in securely gathering customer data, showing an awareness that there is more to be done in order to manage customer data.

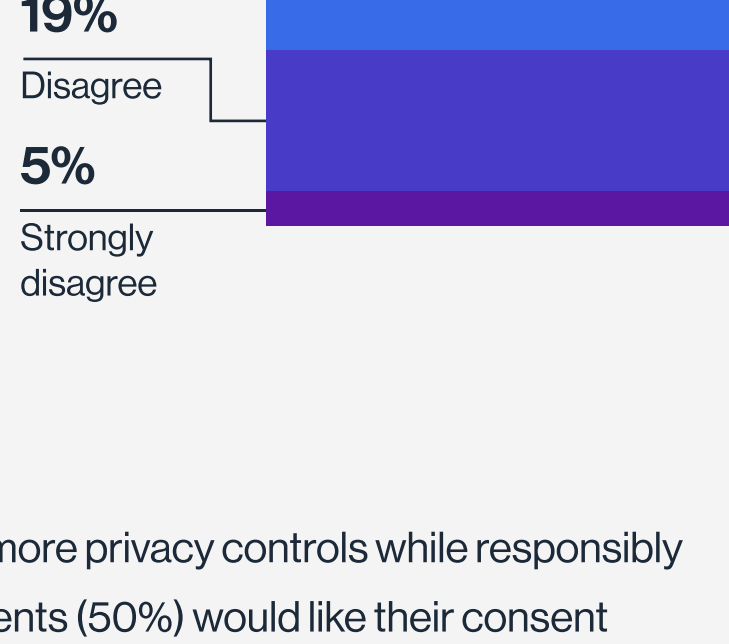
Do you plan to increase your time spent on securing customer data to ensure you have the proper advertising and analytics data?



## What is an ideal privacy consent manager solution?

76% of technical leaders would like to offer their users better privacy choices but feel conflicted in needing tracking data to optimize their digital advertising goals.

To what extent do you agree with the following statement: "I know individual data privacy is only going to increase in importance, but I can't afford to run my website without proper advertising and analytics data."

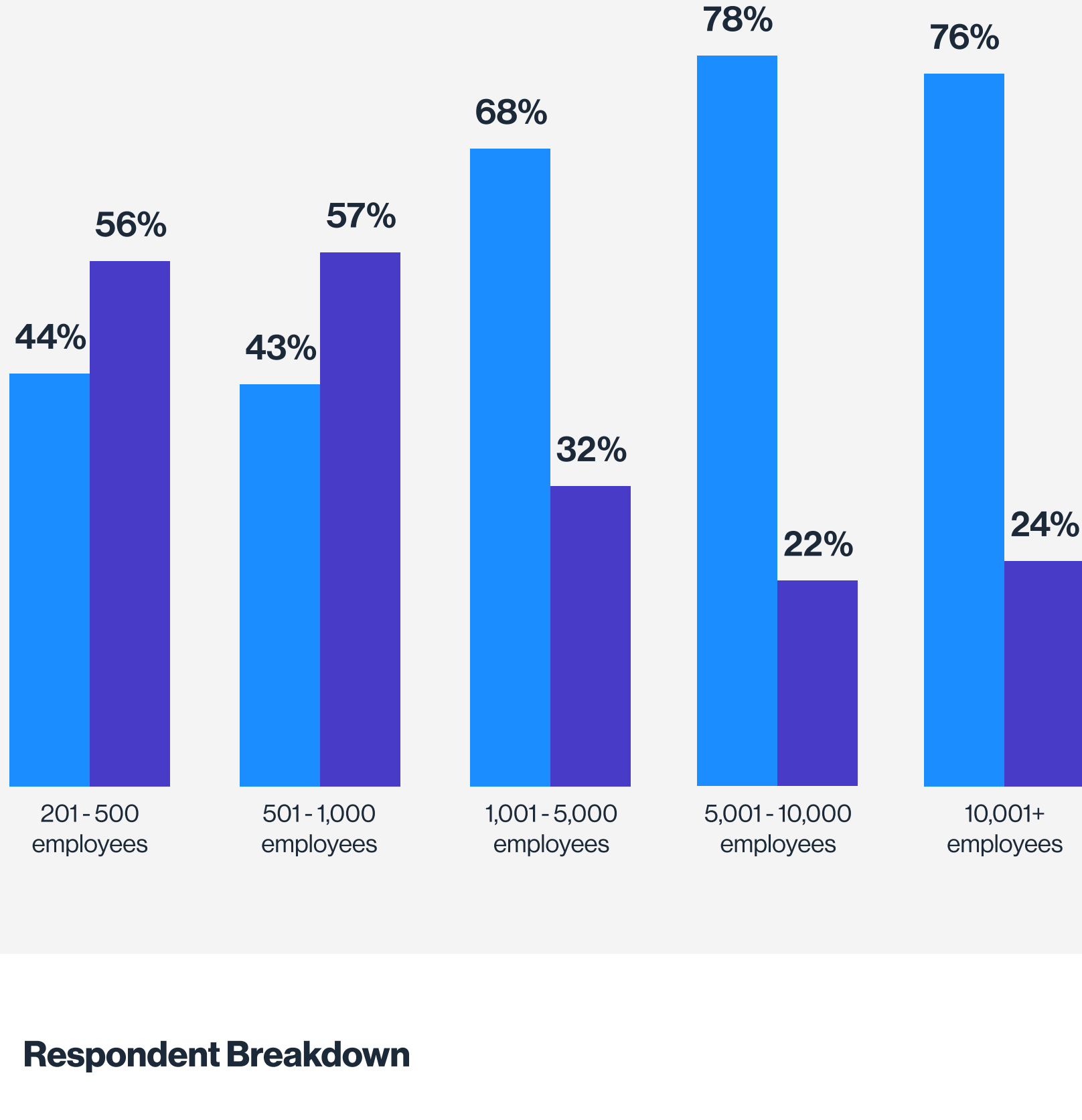


Leaders rely on consent manager solutions to offer users more privacy controls while responsibly collecting and understanding cookie data. Half of respondents (50%) would like their consent manager solutions to go beyond mere compliance to build brand while educating their users on their privacy options.

Although GDPR and newer, upcoming regulatory compliance is a shared concern, small and medium-sized businesses are lagging enterprises when it comes to adopting consent manager solutions.

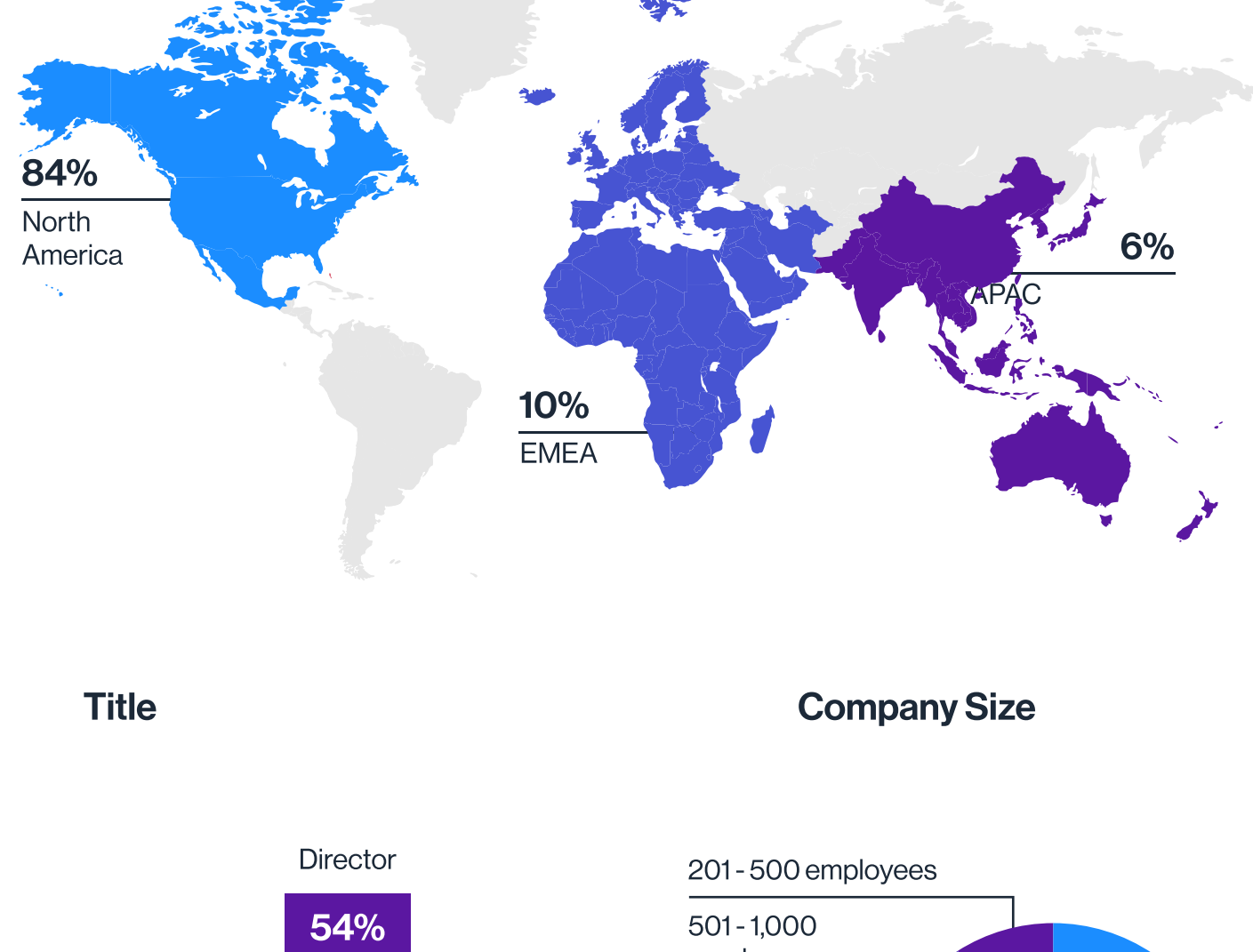
Does your organization use a consent manager solution with pop-ups or banners to remain compliant with data privacy regulations such as GDPR?

Yes No

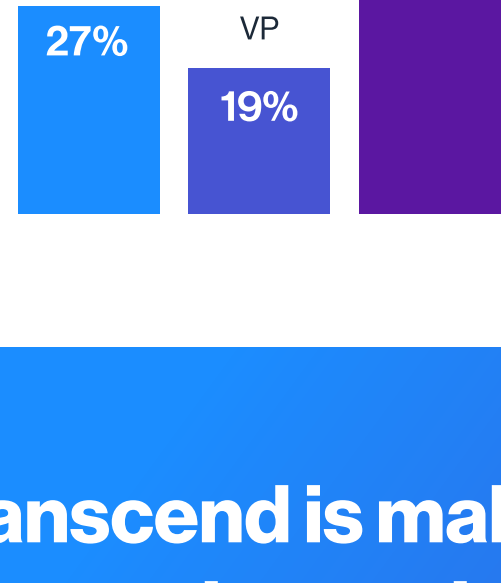


### Respondent Breakdown

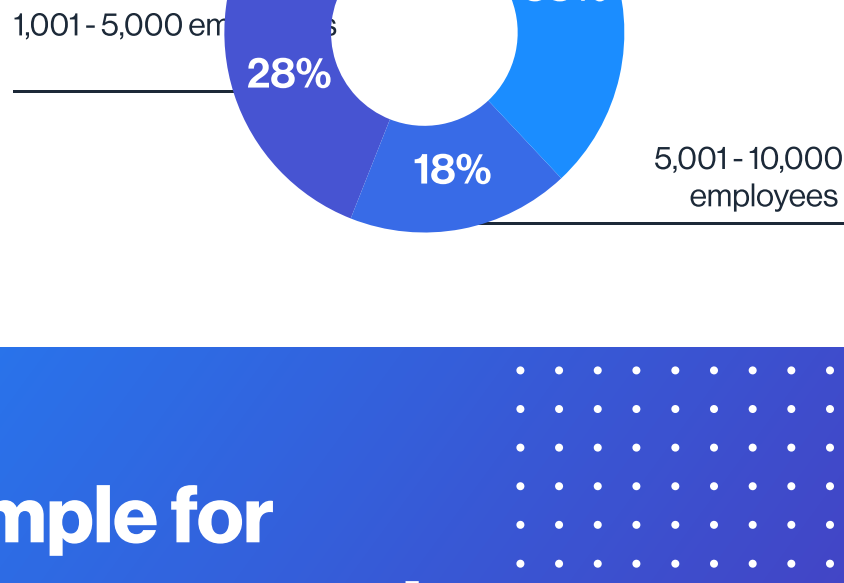
#### Location



#### Title



#### Company Size



## Transcend is making it simple for companies to give their users control over their personal data.

Personal data is disorganized, hard to spot, and stored across many systems. That makes offering data rights—like deleting your data—very hard for companies. Transcend automatically fulfills data subject requests inside companies, across all of their data systems and vendors, for companies like Robinhood, Patreon, Clubhouse, and more. Transcend is also re-engineering the Consent Management experience with a solution that provides complete consent compliance, reduces site breakage and offers more UX flexibility. Transcend is putting users everywhere in the driver's seat of their personal data.

Learn more at [transcend.io](https://transcend.io)