

DATA EXCHANGE

Consumers know the value of their digital information and want to get value back in exchange for brands tracking and using their data.

2016 AN ERA OF OPENNESS

Consumer open to data collection according to global report from Almia

80%

willing to share personal information such as their names, email addresses and nationalities with brands.

VS

70%

share their dates of birth, hobbies and occupations.



Cash is King

64% of US internet users will share personal information with brands, in exchange for cash rewards.

Businesses Failing to Personalize Communications

67%

consumers say communications are not relevant.

Almia's report shows businesses are not using customer data to personalize and tailor customer experiences.