Datawallet = “Take Control of Your Data”

1. Introduction
2. What Problem are we Solving?
3. The Datawallet Solution
4. Better Data Powers Everything Better
5. Next Steps – Q&A
Datawallet = “Take Control of Your Data”

Introduction: I’m Greg Ellis - Chief Strategy Officer of Datawallet

Thank You: To the 1,436 people that voted for us in only 4 days, securing a first place finish!
Datawallet = “Take Control of Your Data”

Introduction: I’m Greg Ellis - Chief Strategy Officer of Datawallet
Datawallet = “Take Control of Your Data”

What Problem are we Solving?
Datawallet = “Take Control of Your Data”

What Problem are we Solving?

Trust was torn apart…
Datawallet = “Take Control of Your Data”

What Problem are we Solving?

Trust was torn apart…

Loyalty fell by the wayside
Datawallet = “Take Control of Your Data”

The Datawallet Solution - a Personal DMP

Data privacy management tools and a range of rewards encourage users to link, validate and permission their own 360 data.

Datawallet: Personal Data Management Platform
Datawallet = “Take Control of Your Data”

Enterprise Solution: A true 360 View
Datawallet = “Take Control of Your Data”

The Datawallet Solution

Rebuilds TRUST…
Datawallet = “Take Control of Your Data”

The Datawallet Solution

Rebuilds TRUST…

Brings back LOYALTY
Datawallet = “Take Control of Your Data”

The Datawallet Solution

Checks ALL the boxes…
Datawallet = “Take Control of Your Data”

Better Data Powers Everything Better

We build Ethically Sourced, user permissioned, comprehensive & accurate data sets
Datawallet = “Take Control of Your Data”

Better Data Powers Everything Better

We build user permissioned, comprehensive & accurate data sets

We span ‘Walled Gardens’ to power better media targeting
Datawallet = “Take Control of Your Data”

Our audience ‘seeds’ power large scale audience look-alike modeling.
Datawallet = “Take Control of Your Data”

Better Data Powers Everything Better

Our ‘seeds’ power audience look-alike modeling.

We power more effective solutions because:
Datawallet = “Take Control of Your Data”

Next Steps
Q&A

True Insight
Use Datawallet’s Insights Platform to boost your top and bottom line. The right way.

Understand Customers
Gain understanding of target customers like never before using the only source of deterministic, matched, cross-platform social and e-commerce data. All in one place.
Identify unique and valuable insights through powerful analytics and visualizations.

Optimize Ad Spend
Reduce wasted ad spend by optimizing programmatic advertising. Target custom audiences you define with relevant messaging.
Drive revenue through more effective enterprise ad and promotion spending allocation.

Lead with Trust
In an era of public data breaches, establish your brand’s reputation as a champion of customer data rights.
Partner with your customers and empower them. Datawallet users have total control over their data, and permission its use.

Reduce Risk
Before becoming a Datawallet partner, we will prove the benefits to you first. We guarantee your satisfaction.

Increase Loyalty
Invite your customers to create their own Datawallet, where data is sourced directly from individuals on an opt-in basis, and they directly benefit from its use.
Using consensual data from your customers drives loyalty and results in the highest quality data for decision-making.

Comply With The Future
Turn compliance into an easy to execute competitive advantage.
Datawallet is the only platform of its kind that is GDPR compliant now, and will remain compliant with all future privacy and data protection legislation.

Contact business@datawallet.com

www.datawallet.com
IIEX COMPETITION JUDGES

Rolle Swinton (GfK)
Kristal Courter (Lowe's)
Kristin Luck (Luck Collective)
Corey Luskin (England & Company)
Jeff Krentz (Kantar)
Jamin Brazil (Mne Ventures)