How Can A Global Consumer Data Ecosystem Benefit Everyone?
Three things to be convinced about

1. Consumers will always want to buy better products and services

2. Brands will always want to discover how they can create better products and services.

3. Everyone in this room can be part of a connected data ecosystem that achieves this
A problem worth solving

“...our vision is to build our brands through lifelong, one-to-one relationships in real time with every person in the world.”

- Marc Pritchard, Chief Marketing Officer of P&G

The world’s largest marketing budget, November 2018
Achieving this would required an accurate personal ‘datagraph’ of individuals generated in real-time from various verified data sources.

Big Data was supposed to be the answer, but regulations around data ownership and usage have changed.

So how?
Our Mission

At Veriglif, our mission is to connect the world’s consumer data ecosystems in real-time.

We are building the digital connective tissue that will finally see it happen for the benefit of all industry stakeholders.
The key ingredients for success!!!

- A “network of networks”
- Privacy Compliance
- Permission based
- Trusted & Verified
- Beneficial for all
A network of networks cannot:

- Cannot become a Panel
- Cannot have any direct connection to consumers
- Cannot include an Incentive System
- Cannot merge panels into one super panel
- Cannot allow everyone to see everything
- Cannot be exclusive
What is private blockchain

- Controlled Transparency: Share only what you want with who you choose
- Controlled Transactions: Only buy and sell to only those you specify
- All participants identified: No anonymous users
Why we are working with IBM

- Experts in private enterprise blockchain
- Media ocean partnership to power ad decisions with verified 1\textsuperscript{st} party data
It’s a process

1. Consultative process starts mid 2018
2. 1st workshop with IBM and industry – Oct 2018
3. Pre-pilot - tested validating data without either party seeing the raw data – Dec 2019
4. 2nd workshop/scoping with IBM and industry – Jan-Feb 2019
2nd IBM Workshop Stats

36 People Attended
6 Countries
> 31k Miles travelled
> 700 years Combined experience in MR & IT
### Veriglif Blockchain Explorer

#### People

<table>
<thead>
<tr>
<th>ID #</th>
<th>Given Name</th>
<th>Family Name</th>
<th>Email</th>
<th>Address</th>
<th>Source(s)</th>
<th>Validity</th>
<th>Last Updated</th>
<th>Actions</th>
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</thead>
<tbody>
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<td>2f ... 4f0</td>
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<td>✔</td>
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<td>✔</td>
<td>3</td>
<td>✔</td>
<td>6 days ago</td>
<td></td>
</tr>
</tbody>
</table>
Benefits - Respondents

- Greater monetization of their data (re-sold multiple times)
- Greater transparency of data usage (stored on blockchain and cannot be erased)
- Less demographic questions = shorter surveys (use verified sample)
- Higher response rates
Benefits — *Panels (Suppliers)*

- Greater monetization of their data assets
- Prove validity and permission of their respondents
- One integration for every other data supplier
Benefits – *Brands (Buyers)*

- Faster access to more verified data
- "know" they are able to use the data
- Longitudinal research – able to purchase data on existing customers
- CRM enhancement – able to know more about a new customer
- CRM maintenance – know when a client's details change
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Questions?

or email me @ james.wilson@veriglif.com