

February News | Impact of The Digital Markets Act (DMA) | GA4: The next generation of analytics – The Deezer case | Unlock the power of GMP with our certified experts

Companies that protect privacy and consent win big by earning user trust and loyalty.

A Google survey asked 11,000 consumers for their opinions about personal data collection. Here's what they think:

– 80% are concerned about the state of their online privacy today.

– 53% don't understand how to access the information collected about them.

– 59% say they want to be sure their personal information is safe.

Even in today's rapidly changing privacy landscape, businesses can build strong customer relationships that drive growth. **Ensuring data privacy**, allowing consumers to easily **opt in or opt out of data sharing**, and being **transparent about personal data use** and storage: these are the keys to winning the trust of today's privacy-conscious customers.

The impact of the Digital Markets Act (DMA) A more level playing field for tech players, more privacy for users.

When the DMA comes into effect **on March 6, 2024**, the digital marketing landscape will become more privacy-friendly, fairer and more contestable.

By requiring big tech's "gatekeepers" like Alphabet, Apple, Microsoft and others to comply with the DMA's **"do's and don'ts"**,

it will level the playing field among EU tech players and ensure that users' rights and consent are protected.

The DMA brings significant changes not only to tech platforms but to the businesses and consumers that operate on those platforms. To help organizations avoid marketing disruption and remain competitive, Artefact has created a **four-step action plan**:

Collect valid user consent that adheres to local regulations.

Implement updated Consent Mode that collects two new parameters required for personalized advertising and modeled conversions.

Upgrade from UA to GA4 to maintain measurement and campaign performance.

Update Google Ads, DV360 APIs and SDKs to continue uploading external data such as customer match lists, offline conversions, and in-store sales uploads.

GA4: The next generation of analytics to better understand the customer journey.

Google Analytics 4 (GA4) was built with **privacy** and **evolutivity** at its core. GA4 collects event-based website and app data to provide a more **accurate and holistic view of user behavior**. Its privacy tools, including cookieless measurement, consent mode, and behavioral and conversion modeling, enable **compliance with DMA** and other privacy regulations.

Designed with AI and ML technologies, GA4 can predict **future user behavior** and generate **predictive audiences** that can be used for retargeting and optimizing marketing budget spend.

Client Case

How DEEZER integrated lifetime value KPI into acquisition campaign management with GA4.

(For videos, you can enable subtitles in your language directly in YouTube – check settings)

Deezer is a leader in music streaming, connecting 16 million monthly users in 180 countries to a library of more than 73 million tracks. Deezer wanted to **use customer lifetime value (LTV) to improve lead quality**, but their tech stack was causing data discrepancies.

By implementing GA4, Deezer was able to carry out **predictive**

LTV tests by product type and country. A/B testing then allowed the company to launch a campaign that **boosted ROI by 24%**.

READ THE ARTICLE

Unlock the full potential of the entire Google Marketing Platform (GMP) with Artefact, a Google-certified expert.

Artefact has more than ten years of data expertise and industry knowledge. As an official Google Marketing Platform (GMP)

, we're ideally positioned to

Comprehensive training on all GMP components, features, and the role it plays in helping advertisers achieve their marketing goals.

Guidance on setting campaign goals, selecting targeting options, tracking results, and troubleshooting.

Customized sessions and real-world examples that highlight GMP's benefits, latest updates, and practical applications.

Why trust Artefact as your Google Marketing Platform partner?

Artefact is one of only a few partners in the world that's **certified to sell the full Google stack**: Google Marketing Platform (GMP) and Google Cloud Platform (GCP). We ensure that your company is fully equipped to leverage GMP's full suite of capabilities for innovative digital marketing strategies.

Our 300+ GMP-certified experts can help you select and deploy the right tools to meet your martech and adtech needs.

We use analytics, data science and cloud architecture to help you find the data that makes a difference to your business.

We develop the most advanced use cases by combining GMP and GCP products.

We provide ongoing support to keep marketing teams up to date with the latest features.

Artefact International ADOPT AI Summit, June 5th, 2024 at Station F in Paris – Secure your place.

To celebrate its 10-year anniversary, Artefact is organizing a day-long international summit, **ADOPT AI**, to promote the democratization of data and AI.

Save the date! Join us on **June 5th** (2000 C-levels visitors are expected) and be inspired by **150+ top CXOs, startup and scaleup CEOs, GenAI technology partners, distinguished professors, and Artefact Research Center Ph.D. students** sharing their views on the impact, solutions, and perspectives of the latest data and AI technologies on business, society, and the planet.

Discover our first scheduled speakers, including CEOs and Business Leaders of major corporations such as Fnac Darty, Société Générale, Doctolib, Servier, BNP Paribas, The French Tech, Mistral AI, Photoroom, etc.

Additional speakers will be progressively announced until June 5th.

Share this article

Contact Us