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LOCATION INTELLIGENCE ROUNDUP

Consumers have become more comfortable sharing location details, but they're also more choosey about when they share. At the same time, marketers have a better understanding of how to use location data and which data to avoid. eMarketer has curated this Roundup of articles, insights and interviews to help you dig into location intelligence.

presented by

Valassis® Digital

OVERVIEW

Consumers have become comfortable sharing location data, but they're also choosier about when they share data.

Many consumers rely on location-based services to run their favorite apps, including those for weather, navigation, car-sharing and dating. At the same time, other prominent apps have generated high levels of engagement with location-based options, including geofilters and tagged photos in social networks, locally relevant responses in search, and augmented reality games overlaid on the real world. For instance, Snapchat users now share 3 billion geofilters a day, up from 1 billion in August 2016, according to the company. "If you do not turn your location services on, you don't have the full utility of your device," said Gil Larsen, vice president of the Americas for location platform Blis.

Consumers have several points at which they can decide not to share data. The first potential chokepoint is on the device level, when users need to opt in to location tracking. On the app level, they can decide whether to share data while the app is on, known as foreground data, and even when it's off, known as background data. They also can turn on location sharing for app services but opt out of letting advertisers use this data.
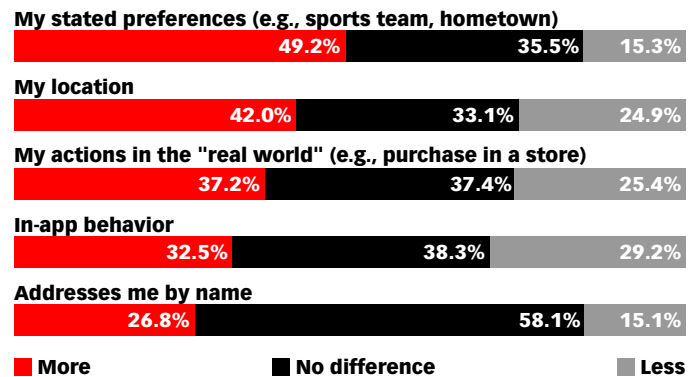
Even with these opt-ins and opt-outs, the vast majority of smartphone users share location data at least some of the time. But over the past two years, consumers have become more confident in demanding value in exchange for opting in to location tracking, prompting many marketers to better explain how that data will be used. "Although apps used to collect data just for the sake of collecting data, that's very much gone away over the past 18 months," said Thomas Walle, co-founder and CEO of location data provider Unacast. "Consumers are more aware that data is being collected, and they want something in return."

A November 2017 survey of US smartphone users by Qualtrics for Localytics found that 42.0% of respondents would use an app more often if it factored in location data to give content better context. But 24.9% said that would make them use an app less often. That's largely due to

apps that do not use location in a meaningful way for consumers. "The most important thing to consider as a marketer is whether or not you are providing value for the right to know the consumer's location," said Neal Sharma, co-founder and CEO of DEG, a digital agency.

Types of In-App Personalization* that Prompt US Smartphone Users to Use an App More vs. Less, Nov 2017
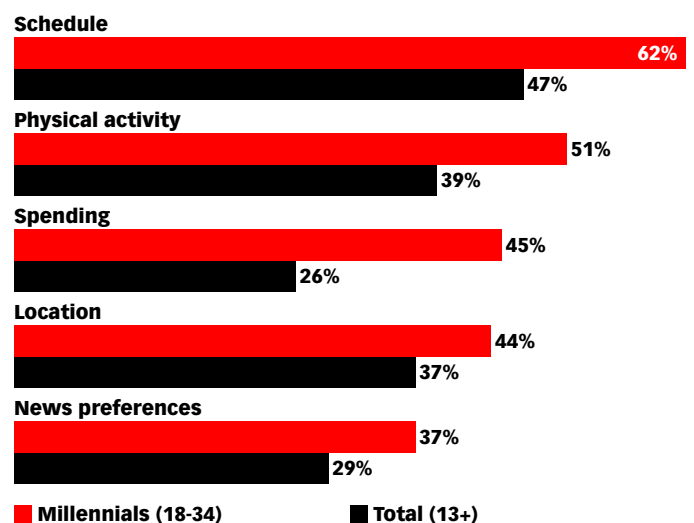*% of respondents*

My stated preferences (e.g., sports team, hometown)
| 49.2% | 35.5% | 15.3% |

My location
| 42.0% | 33.1% | 24.9% |

My actions in the "real world" (e.g., purchase in a store)
| 37.2% | 37.4% | 25.4% |

In-app behavior
| 32.5% | 38.3% | 29.2% |

Addresses me by name
| 26.8% | 58.1% | 15.1% |

■ More   ■ No difference   ■ Less

Note: *on content displayed or push messages sent
Source: Localytics survey conducted by Qualtrics, Jan 10, 2018
234623   www.**eMarketer**.com

Personal Information that US Millennial vs. Total Smartphone Users Are Comfortable Tracking on Their Mobile Device, June 2017
% of respondents in each group

Schedule
| Millennials | 62% |
| Total | 47% |

Physical activity
| Millennials | 51% |
| Total | 39% |

Spending
| Millennials | 45% |
| Total | 26% |

Location
| Millennials | 44% |
| Total | 37% |

News preferences
| Millennials | 37% |
| Total | 29% |

■ Millennials (18-34)   ■ Total (13+)

Source: Bank of America, "Trends in Consumer Mobility Report 2017," Aug 17, 2017
230069   www.**eMarketer**.com

Opt-in rates to location tracking vary widely. According to Walle, these rates go from near 100% for a weather or car-sharing app, where tracking is fundamental to the services of the app, to between 30% and 40% for a gaming app, where sharing location information often does little to enhance the user experience. For the premium publishers interviewed by eMarketer, opt-in rates have not changed significantly in recent years and remain on the high end.

Younger people seem more agreeable to sharing their location data. According to a June 2017 survey of US smartphone users by Bank of America, 44% of millennials said they were comfortable with their mobile device tracking their location, while 37% of respondents overall said the same. "People weren't comfortable with cookies in the beginning, but now everyone accepts that that is the way the whole internet runs," said Walle. "Especially with the new generation born into location-first [services], they also understand that this is just the same as sharing data online."

With the arrival of the EU's General Data Protection Regulation (GDPR) in May, opt-in and data sharing requirements for consumers who are EU citizens will become more stringent, which will have an effect on the type of data marketers can collect. Although some location data will be harder to use, GDPR will still allow marketers to use it, but they will need to provide clearer opt-in and opt-out language and give extra protection to that consumer's data.

Retailers Don't Want to Be Creepy

It's one of the inhibitors keeping them from using location-based analytics

Using location data has helped many retailers target their marketing and advertising more precisely to better reach consumers. But new data finds there are several inhibitors keeping US retailers from taking advantage of location-based analytics.

The study, from Retail Systems Research (RSR), found that roughly half (47%) of retailers surveyed said concerns about the "creepiness" factor in tracking consumers was one of the top barriers to using location-based analytics.

And there's also the issue of privacy. Nearly as many respondents (46%) said overarching concerns about consumer privacy prevent them from even considering using apps that provide location data.

Meanwhile, some retailers aren't quite sold on the effectiveness of using the data. Over two-fifths (47%) of respondents said they need more proof around return on investment (ROI), and another 35% said the technology seems unproven—and they don't want to be the first ones to test it out.

A separate study from Carto and Hanover Research, which looked at the trials of collecting location data, also found that many US C-level executives—not just retailers in particular—found it challenging to manage privacy issues when collecting location data.

Leading Organizational Barriers to Using Location-Based Analytics According to US Retailers, Nov 2017
% of respondents

Company's profitability model is based on standardized assortments and store layouts	59%
Business leaders are concerned about the "creepiness" factor in tracking	47%
Need more proof around ROI/business case	47%
Overarching concerns about consumer privacy prevent us from even considering these types of applications	46%
Technology seems unproven, don't want to be first	35%
Business leadership can't see value of location analytics beyond site selection	35%
Other omnichannel priorities take this off the table	32%

Note: respondents chose their top 3
Source: Retail Systems Research (RSR), "Location Analytics In Retail: Turning New Data Into New Intelligence" sponsored by Esri, Jan 24, 2018
234837 www.**eMarketer**.com

Marketers will likely have a more difficult time relying on audience targeting

Data regulation is forcing users to think critically about digital privacy.

Many marketing tech vendors—including ad retargeters, location data companies, demand-side platforms (DSPs) and data management platforms (DMPs)—don't have a direct relationship with users, so they often obtain user data without ever getting consent.

These vendors could soon be in for a wake-up call since the EU's General Data Protection Regulation (GDPR) is likely to lead EU citizens to become more selective about how they share their personal data online.

In a February 2018 survey of 1,050 UK internet users conducted by The7stars, nearly 60% of respondents said GDPR is making them question how much data companies have on them. And about a third of those polled plan to exercise their right to be forgotten after GDPR goes live.

GDPR goes into effect in May and stipulates that data of EU citizens can only be used if they give a company explicit permission. An article of the GDPR also states that people have the right to have their data erased should they desire.

If users follow through and behave in line with the findings of this survey, marketers will likely have a more difficult time relying on audience targeting to fulfill their campaigns. With GDPR looming, several DSPs are already planning to place more emphasis on contextual targeting to reduce their reliance on user data. If users opt out of being tracked en masse, marketers will face further pressure to reach people without relying on the ad retargeting that has become the backbone of programmatic advertising.

Companies that are found to be in violation of GDPR face a fine of $24 million or 4% of annual sales, depending on which figure is higher. Despite the potential for stiff penalties, just 6% of firms are completely prepared for GDPR, according to a November 2017 survey of IT professionals in North America by Erwin.

What makes GDPR preparation so difficult is that interpretations of the law vary widely, and it is unclear exactly how stringently regulators will enforce it.

UK Internet Users' Attitudes Toward the General Data Protection Regulation (GDPR), Feb 2018
% of respondents

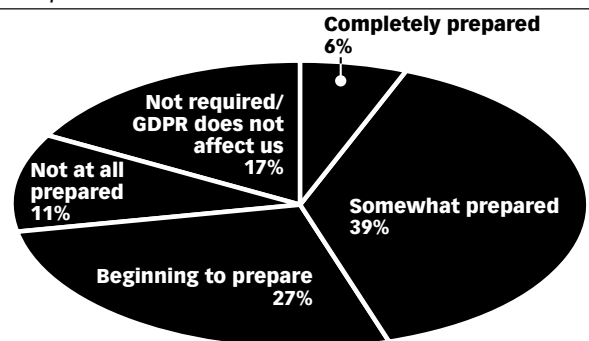|	Agree	Disagree	No opinion
I understand what GDPR is and how it affects me	27%	45%	28%
I think GDPR is a positive step in the world of data privacy and protection	58%	9%	33%
GDPR is making me question how much data others hold on me	58%	11%	31%
The government need to make it clear what GDPR is and how it affects me	75%	8%	17%
I am confident that my personal data is used in the best possible way by those who have access to it	19%	55%	26%
GDPR will make me trust brands more about how they use my data	32%	26%	41%
I will exercise my right to be forgotten once GDPR comes into force	34%	14%	52%

Note: ages 18+; numbers may not add up to 100% due to rounding
Source: The7stars, Feb 16, 2018

235596   www.**e**Marketer.com

IT Professionals in North America Who Are Prepared for the General Data Protection Regulation (GDPR), Nov 2017
% of respondents

Completely prepared 6%
Not required/GDPR does not affect us 17%
Not at all prepared 11%
Beginning to prepare 27%
Somewhat prepared 39%

Note: all respondents were from organizations with 1,000 or more employees
Source: Erwin, "The State of Data Governance" conducted by UBM, Feb 12, 2018

235459   www.**e**Marketer.com

Many marketers agree, it's not easy

While many C-level execs consider location data to be an important part of their company's success—and many are looking to invest in location intelligence within the next few years—there's no shortage of challenges.

An October 2017 study by location intelligence platform Carto and Hanover Research, which defines location intelligence as turning location data into business outcomes, found that nearly half (47%) of US C-level execs surveyed said that ensuring data quality and accuracy was a challenge they faced when collecting location data.
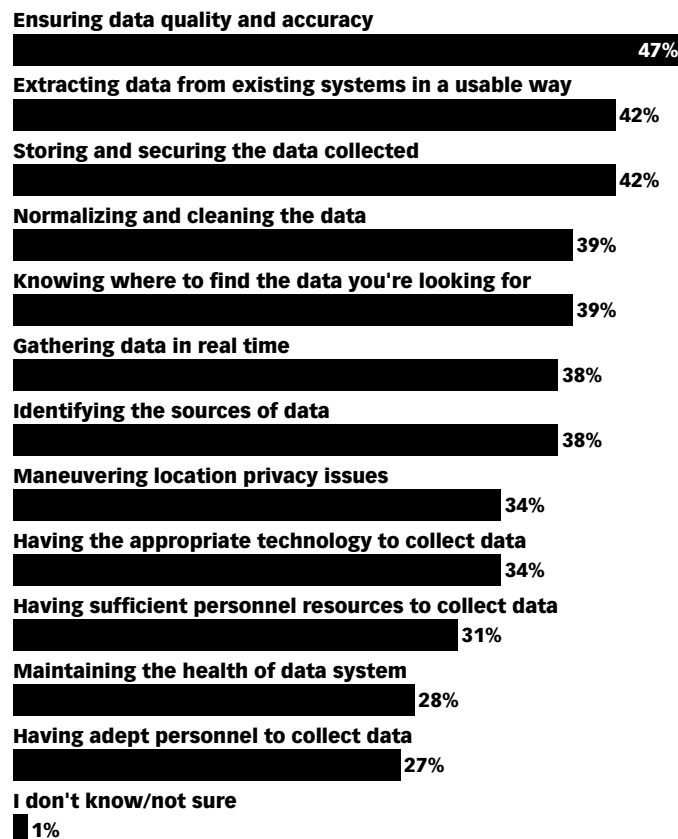
Moreover, roughly four in 10 respondents found that extracting the data from existing systems and making it usable was challenging, and almost as many respondents said knowing where to find the data they're looking for was as well.

The challenges didn't stop there. Gathering data in real time, maneuvering around location privacy issues and having the right resources were other concerns mentioned.

A separate study conducted in 2016 by the Mobile Marketing Association aligns with the Carto/Hanover findings, with many marketers voicing their concerns about location data. Some 40% of US marketers surveyed were worried about the quality of the data, and nearly as many were concerned about the lack of transparency into data sources and methodologies.

But regardless of the many trials marketers may face with location data, it's something many believe will help their business. When asked by Carto and Hanover how important location intelligence is, or will be, to their organization's success, two-thirds of respondents (this group included C-suite executives and other decision-makers) said it's at least very important today, and more than eight in 10 said it will be important in the next three years.

Challenges of Collecting Location Data According to US C-Level Executives, Sep 2017
% of respondents

Challenge	%
Ensuring data quality and accuracy	47%
Extracting data from existing systems in a usable way	42%
Storing and securing the data collected	42%
Normalizing and cleaning the data	39%
Knowing where to find the data you're looking for	39%
Gathering data in real time	38%
Identifying the sources of data	38%
Maneuvering location privacy issues	34%
Having the appropriate technology to collect data	34%
Having sufficient personnel resources to collect data	31%
Maintaining the health of data system	28%
Having adept personnel to collect data	27%
I don't know/not sure	1%

Source: Carto and Hanover Research, "State of Location Intelligence," Oct 4, 2017

231389 www.**eMarketer**.com

Listen in!

Check out an episode of the "Behind the Numbers," podcast, in which eMarketer analysts Yory Wurmser and Nicole Perrin discuss what marketers need to know about customer attitudes toward location data.

But only a quarter of marketers have deployed location data solutions

A survey of multichannel marketers in North America by 451 Research, commissioned by location-based data and technology company PlaceIQ last spring, found that more than half of respondents consider consumer location data to be the most important element of their measurement processes.

The appeal of location data is clear—as consumer journeys become more complex and consumers increasingly toggle between digital and physical engagements with brands, marketers need to stay one step ahead.

What's more, location data enables marketers to measure lift as it relates to in-store visits, and it helps close the loop between journeys that might start online and end at a brick-and-mortar location.

But despite its potential and perceived importance, only a quarter of marketers have actually deployed location data solutions, according to 451's findings.

Slow growth in certain industries as well as measurement "murkiness" in the ad ecosystem have driven advertisers "to ask more pointed questions about the impact advertising has on their brands," according to the report.
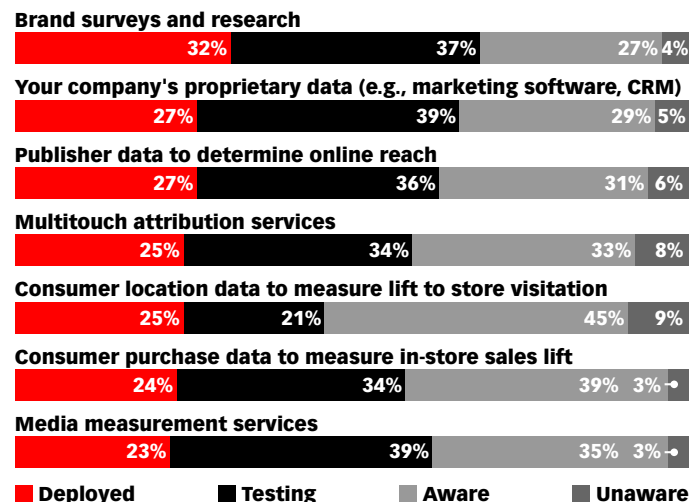
To answer these questions, marketers are experimenting with new tools and data sources for measurement. 451 Research found that in addition to those who have already deployed location data solutions, for example, another 21% are testing them.

Aside from location data, other emerging measurement tools are gaining traction as well. Nearly 30% of respondents ranked multitouch attribution services as the most important component of their measurement process, signaling a move away from the problematic last- or single-click approach to attribution.

And they're putting these attribution tools to work—the survey showed that 25% of marketers have already deployed them, and 34% are testing them out.

Usage and Awareness of Select Types of Data/Tools Used to Measure Marketing Performance According to Multichannel Marketers in North America, Spring 2017
% of respondents

Brand surveys and research

Deployed	Testing	Aware	Unaware
32%	37%	27%	4%

Your company's proprietary data (e.g., marketing software, CRM)

| 27% | 39% | 29% | 5% |

Publisher data to determine online reach

| 27% | 36% | 31% | 6% |

Multitouch attribution services

| 25% | 34% | 33% | 8% |

Consumer location data to measure lift to store visitation

| 25% | 21% | 45% | 9% |

Consumer purchase data to measure in-store sales lift

| 24% | 34% | 39% | 3% |

Media measurement services

| 23% | 39% | 35% | 3% |

■ Deployed ■ Testing ■ Aware ■ Unaware

Note: n=200
Source: 451 Research, "State of Integrated Marketing 2017: Mapping the Journey to Success" commissioned by PlaceIQ, Sep 13, 2017
231018   www.**eMarketer**.com

Quality, transparency have been top concerns for some time now

Location data can help marketers better reach their target audience. But according to new data from Forrester Consulting, commissioned by location-based mobile marketing platform Verve, many say they don't have a good understanding of how to best leverage it.

Case in point, a third of digital marketers in North America polled last year said that understanding how to use location to deliver relevant mobile ads was one of the leading challenges their organization faced.

Inaccurate location data was another key challenge mentioned by almost as many respondents. And the list goes on.

Many marketers also felt there was a lack of clarity on what third-party vendors for location data are out there, and some found it difficult to combine mobile location with other customer data.

Over a quarter of respondents said there was a lack of transparency in location data collection, and another 25% said there wasn't enough clarity on the sources of collected location data.

In total, just 6% of digital marketers surveyed said they faced no significant challenges when it came to using location data to inform mobile advertising.

But these challenges and concerns about location data are nothing new. Quality and transparency of location data have been top concerns for marketers for some time now.

Back in 2016, data from the Mobile Marketing Association, in partnership with data platform Factual, found that client-side marketers and agency professionals in the US were worried about location data issues—though client-side marketers tended to be more concerned.

Many concerns cited in that study were similar to those addressed in the Forrester Consulting/Verve research, including lack of understandable differentiation among providers and lack of scale.

Leading Challenges of Using Location Data in Mobile Ads According to Digital Marketers in North America, March 2017
% of respondents

Inaccurate location data
34%

Understanding how to use location to deliver relevant messaging
33%

Lack of clarity on what third-party vendors or providers exist
30%

Perception within the company that existing social media marketing efforts overlap with this
29%

Difficulty combining mobile location with other customer data
28%

Difficulty defining the targeting to apply
28%

Achieving scale of reach
27%

Difficulty passing exposure data back into data management platform
27%

Lack of transparency in location data collection
27%

Lack of clarity on the sources of location data
25%

No significant challenges
6%

Note: n=203; for their company
Source: Forrester Consulting, "Pursuing the Mobile Moment" commissioned by Verve, June 27, 2017
228859   www.**eMarketer**.com

Navigating the Future of Location-Based Mobile and Media

This post was contributed and sponsored by Valassis Digital.

Marketers have long seen the value of location intelligence as it helps them get a much deeper understanding of their consumers—how they live, work, shop and travel on a daily basis. As location data has improved, marketers are increasingly using it to target digital advertising, becoming even more effective and efficient with their media and marketing spending.

But marketers are still facing an obstacle. Inaccurate data can compromise the considerable value and potential of location intelligence. Some marketers are not aware they're working with faulty data as they sift through inaccurate and fragmented views of consumers. Innovations have solved this problem and the future of location-based data looks promising.

Here, we share three important ways that location-based mobile and media will evolve over the next several years:

The accuracy of location data will improve

Marketers leveraging location data may have had some concerns about fraudulent or inaccurate data due to a variety of factors including weak cell phone tower signals, centroid applications or false IP data. Marketing technology providers have not been transparent enough with where their location data comes from and how they ensure their data is accurate. As location data use increases, providers must work harder to filter out the bad signals. At Valassis Digital, our data science teams build filters that remove over 40% of the 31 billion location data points we see each day. This ensures that our clients see and respond to real location signals and can ignore the noise.

Looking ahead, we'll see advanced location data providers will continue to eliminate inaccurate data that prevents marketers from wasting location-targeted impressions on the wrong consumer.

More data sources will contribute to complete the view of consumer location

As brands increasingly view location behavior as vital to truly understanding the complete consumer journey, they'll apply more observed real-world data. To tightly connect the online and offline consumer journeys in a more meaningful way, they'll apply location data when determining the right mix of online marketing strategies that will result in more real-world purchases.

By gathering, filtering and connecting more consumer online data with consumer location data—the union of people and place—brands will have an advantage as they personalize marketing strategies and offers to the behavior and buying preferences of their consumers.

Location data will enable even better personalization for improved results

Retailers and CPG brands will leverage location intelligence to better understand the relationship between their advertising efforts and the impact of making a purchase.

We recently collaborated with a major on-the-go rice brand. After using location and consumer preference data to identify the consumers most likely to purchase in a specific geographic area, the brand realized a 6% featured product sales lift, over 4% portfolio sales lift and an extra $55K in total incremental sales in two weeks. Additionally, their key national retail chain increased foot traffic by over 4% with a total of 64,709 incremental visitors. The accurate data helped us identify consumers who were ready to buy because they were either past purchasers of pasta or frequent shoppers at the national retail chain or had previously expressed an interest in on-the-go meals, cooking and comfort food.

Progressive brands and marketers will increasingly embrace the power of location-based mobile and media strategies to not only better understand and ultimately predict consumer behavior and shopping preferences, but also dramatically increase foot traffic and overall sales, both online and in-store. Not only will this help them dramatically increase market share and strengthen their brand, it'll help them guarantee a far better shopping experience for their loyal consumers now and in the future.

A glimpse behind the new retargeting tools

Gabriel Francis

Team Lead, Product Marketing Manager, Offline Sale

Facebook

In September, Facebook released Custom Audience retargeting tools based on offline actions, such as store visitation or in-store conversions. eMarketer's Yory Wurmser spoke with Gabriel Francis, Facebook's team lead and product marketing manager for offline sales, about how marketers are using these tools.

eMarketer: What prompted Facebook to create these tools?

Gabriel Francis: Mobile phones in particular are opening up a lot of new types of advertising experiences. You'll see behaviors like consumers carrying their phone with them into the store and price checking, and doing extra product research before and even during and after they're in the store to make sure they're getting the best deal. What we're trying to do is bridge that gap and harness that new type of consumer behavior to make ads more relevant.

eMarketer: How are you getting that offline conversion information?

Gabriel Francis: For the offline conversions Custom Audiences product, the retailer needs to send us a list of purchase transactions associated with a customer ID that is mutually known between that business and Facebook. Usually that takes the form of an email address, a phone number, name, address—the types of match cues that we can exchange between the two of us.

That data often comes from CRM databases. There's also a trend toward electronic point-of-sale systems that capture that data immediately before it goes into a CRM system. And then there may be a couple other mechanisms that the retailer uses, like regeneration lists or other types of information.

eMarketer: Do customers know their data is being used?

Gabriel Francis: We are quite explicit in our terms of service that it's important the retailer obtain the proper consent from the person who is providing that information to send it to Facebook in order to be allowed to use our services.

eMarketer: For store visitation data, is that data you're tracking yourself?

Gabriel Francis: Yes. It's all Facebook-owned and operated location information that we obtain from people who have opted in to sharing their location with us in the Facebook app. The "store visits" Custom Audiences is a Facebook primary signal.

eMarketer: Between store visitation and offline purchases, which activity is more meaningful for marketers?

Gabriel Francis: If it were possible, every business would always optimize its advertising and report on the thing that mattered most to their business—the transaction. Businesses that are capable of doing that either because they have the technology on hand or the CRM systems in place to collect the traceable tender will do so. We see a default preference for offline conversion reporting.

> **"If it were possible, every business would always optimize its advertising and report on the thing that mattered most to their business—the transaction."**

eMarketer: What types of businesses prefer visitation data?

Gabriel Francis: They're usually primarily cash-based businesses. For example, people often pay in cash rather than cards at restaurants, even today. It could be the advertiser doesn't have access to the end transaction data, which is often the case with a lot of CPG or FMCG advertisers that rely on a passthrough from the retailer to understand whether their ads worked.

Or it could be types of businesses where the transaction is highly latent—meaning, between the time an ad is served and a purchase actually happens, many months or years have passed, which is often the case with the automotive industry.

"When we're going through a product strategy and considering what types of data we should use, we always try to boil it down to how relevant the advertisements are to the end user."

eMarketer: For visitation data, Facebook relies on location data. Are consumers more comfortable than they once were sharing this type of data?

Gabriel Francis: We haven't seen any trends one way or the other in the recent past. When we're going through a product strategy and considering what types of data we should use, we always try to boil it down to how relevant the advertisements are to the end user.

People are often willing to provide more information about themselves when they are getting commensurate value back. Local ads are one of the types of advertisements that we see people receiving a lot of value from. They are able to discover new products and services that are near them through their mobile phone in a way that wasn't possible before.

eMarketer: How important is improved location technology for rolling out these tools?

Gabriel Francis: We've seen our own systems get more sophisticated in terms of the types of signals they use to understand where people may be in relation to a place. Many location-based targeting solutions still rely on what are inherently fuzzy signals, like GPS or even Bluetooth beacons in a 30-meter radius. It's in the combination of those signals and the sophistication of interpreting them that you are able to get more and more accurate.

Why Few Publishers Build Data Businesses

Diverting resources from ad sales to data is a hard sell

Jeremy Hlavacek

Head of Global Automated Monetization, Watson Advertising

IBM

Few publishers have created new revenue lines out of their data, even though the digital publishing industry is struggling during a time when data is alleged to be the new oil. Jeremy Hlavacek is the head of global automated monetization at Watson Advertising, the division of IBM that includes its media properties like The Weather Company. Hlavacek spoke with eMarketer's Ross Benes about how Weather built a data business to complement its editorial product, and why few other publishers have gone down this route.

eMarketer: The Weather Company has been in the data game for years, with products that let advertisers target users based on weather and location data. But you recently began allowing advertisers to use Weather data outside your owned and operated properties to make their own inventory purchases across the web. Why aren't more publishers doing this?

Jeremy Hlavacek: It's a risky proposition for a lot of publishers because they use data to drive value in their own media sales. What we are effectively saying is there is more value in our data [being used] in the entire broader media ecosystem, as opposed to just using it on our properties. It wasn't so easy to get it approved, I will put it that way.

eMarketer: What was the hardest part of getting the rest of the company to sign off on this?

Jeremy Hlavacek: There was a little bit of tension in our sales organization where they were basically saying: "Wait a second. Why should we use our valuable data to help marketers buy ad inventory on other publishers' sites? Shouldn't we be using that data to drive marketers to buy our media?"

That is a valid argument. It's not a simple yes or no question. What we realized is that in our case, weather and location data are so pervasive and affect so many different media channels. It was a bigger opportunity to take the data off-property.

eMarketer: Can you give me an example of how selling data opened up business you wouldn't have garnered otherwise?

Jeremy Hlavacek: We've done partnerships with outdoor advertising companies. We are never going to be in the business of selling billboards. But location data is really useful to those companies.

If you are running an out-of-home [OOH] billboard campaign, you really have very little data on who is seeing the campaign or how many people were near it. If you can give those companies a little bit of insight into how many eyeballs walked past their billboard, that's incredibly valuable. We thought we could really help some of these other marketers. It is not threatening to [cannibalize Weather's media business]. It's just new marketers for us to create new business.

"Part of the reason we did this and got into this business is we feel it is pretty hard for other people to copy."

eMarketer: A lot of your value proposition is based on selling location data. But location vendors are going to get thumped by the European Union's General Data Protection Regulation (GDPR), which becomes enforceable in May and states that people's data can only be used if they give a company explicit permission. How will you go about selling location data without getting hit with a stiff penalty?

Jeremy Hlavacek: For us to give someone a weather forecast, they have to share their real-time location with us. And they are doing that through our app. We have a really clean, clear path to first-party location data. We are not pulling it through someone else's software development kit [SDK] or pulling it off an ad exchange. The data is coming directly from our users.

It's outlined in our privacy policy how we collect data, and we offer opt-outs to consumers. The general model is to be transparent and give consumers a choice.

Now if you're doing this in an underhanded way, where you are scrapping data off the ad exchange, or you don't own the app and you just have an SDK in someone else's app, I feel like those will be riskier businesses.

eMarketer: A lot of people within the marketing tech world are sweating bullets over GDPR. You seem pretty calm.

Jeremy Hlavacek: There are probably more opportunities in a GDPR-based world for publishers to start data businesses. With GDPR, the people who are able to own and control data and have businesses around it are those who have direct relationships with consumers.

I think that regulation will put a lot of pressure on middlemen. If you don't really own data, but you are trading it and selling it and repackaging it, your life will get more difficult if you don't have a direct relationship with the consumer.

eMarketer: Weather is a unique publisher, in that its content lends itself to data collection and it is owned by a huge tech firm. Most publishers aren't in your position. What's your takeaway for those who aren't set up as well to start selling data?

Jeremy Hlavacek: Part of the reason we did this and got into this business is we feel it is pretty hard for other people to copy.

Some media companies have such big legacy businesses and they have huge print sales businesses, so even if you see print sales slowing down, it is still really hard within the company to say, "We are going to pull resources off of our legacy ad business and go invest in this new space called data." It is just a tough sell. But it can be done—it's just hard.

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