



# Data Readiness Consulting Services

Digital advertising is changing.  
Evaluate your brand's preparedness  
for data use in digital marketing.

Pervasive, user-based tracking is declining due to privacy regulations and changes implemented by browsers and operating systems. Kepler's Data Readiness Consulting offering helps brands assess preparedness for the cookieless future in three key areas that are critical for digital marketing today:

**→ DATA  
COLLECTION**

How effective are you  
at collecting persistent,  
relevant data?

**→ DATA  
MANAGEMENT**

How effective are the  
systems you deploy to  
connect your data assets?

**→ MEASUREMENT**

How reliant is your  
attribution strategy on  
cookies and / or individual  
media platform readouts?

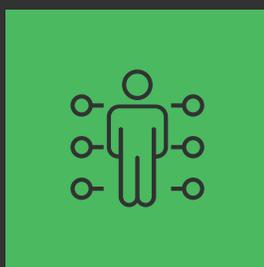
# We help brands:



## Create Durable Data Infrastructures

Organize and complete data collection, generate consistent analytics, and integrate identity management.

- Media and site tagging approach
- First-party data (1PD) capture strategy
- Data integration across all channels (e.g., media, stores, call centers)
- Site analytics tools
- Identity resolution partners



## Harness First-Party Data (1PD)

Prepare for audience identification and targeting using 1PD in a privacy-safe way.

- Customer Data Platform (CDP) / server-side tools
- Consent management
- Data mapping across the tech stack
- 1PD segmentation strategy
- Reporting infrastructure



## Build a Competitive Data Advantage

Activate and analyze data, make decisions faster, and capture value.

- Custom measurement frameworks (as an organizational source of truth)
- Media analysis & investment processes
- Measurement systems & approaches, including MMM, MTA, DCR
- Site analytics
- 2nd-party and 3rd-party data strategies

# Our Customized Solutions



## DATA AUDIT

Over three to 4 weeks, we will survey your team, evaluate the current state of your data structure, assess risks, and recommend actions. Deliverables include:

- Audit scorecard highlighting key strengths and weaknesses
- Primary recommendations for tools, tests and procedures
- Project management support for 4-5 weeks post audit to help further evaluate recommendations via discovery interviews, build a prioritized roadmap, and scope implementation support needs.



## SYSTEMS STRATEGY AND IMPLEMENTATION

Our data experts will support your team in implementing a bespoke plan based on Audit results. Timing and scope will vary.

*“New privacy-centric, cookie-less technologies are emerging, displacing antiquated methods for media tracking and measurement. These imminent changes confounded our ability to target and optimize today’s campaigns and added significant risk to future growth. Kepler Group was instrumental in adapting our digital media ecosystem to address the constantly evolving consumer and data privacy requirements.”*

**Robert Blair, Media Director, CUNA Mutual Group**

## CONTACT US

Email us at [dataconsulting@keplergrp.com](mailto:dataconsulting@keplergrp.com) to discuss how Kepler can help you audit your existing tool kit and initiate testing and adoption of tools, platforms and media strategies to transform your data strategy.