



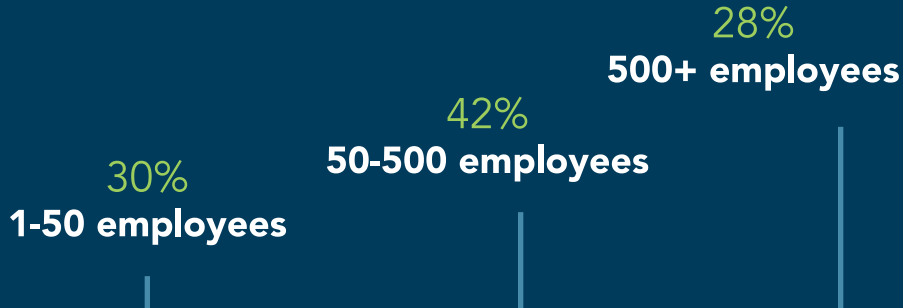
What GDPR means for Marketers

AN ACT-ON SURVEY



The new GDPR impacts all marketers who do business with residents of the European Union. Even if you have only one EU contact within your databases, you need to pay close attention to the GDPR and your revised compliance obligations.

ORGANIZATION SIZE



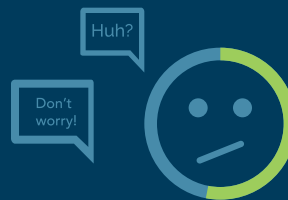
UNDERSTANDING



CONCERNS

- 42% were most concerned about the impact of non-compliance (either fines or brand impact)
- 29% were most concerned about the cost implications
- 49% are worried about the extra time compliance will require

IMPACT



55% (the majority) of respondents do not believe that the rest of their business understands the impact of GDPR

Regulations with the greatest impact

1. Right to be informed
2. Right of access
3. Rights related to automated decision-making and profiling

ACTION



$\frac{2}{3}$ had **BEGUN** adjusting operations & engagement strategies



$\frac{1}{3}$ have not

50% believed the GDPR would make their marketing **better**



50% believed the GDPR would make their marketing **more difficult.**

BUDGET



Over 50% of respondents have allocated marketing budget to comply with GDPR

Of those who have allocated budget:

24% are planning on spending **over \$10k**

52% are planning on spending **between \$1k and \$10k**

24% are planning on spending **less than \$1k**



Key Takeaways

Now has never been a better time to have the right systems in place combined with a solid strategy

Learn more at act-on.com/resources/gdpr