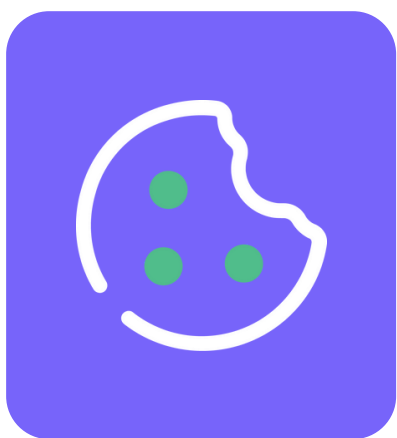


6 PRIVACY METRICS FOR PRIVACY-AWARE MARKETING



PAGE SPEED

Your consent management platform could impact your page speed. And a higher number of third-party cookies and scripts will slow your site down.



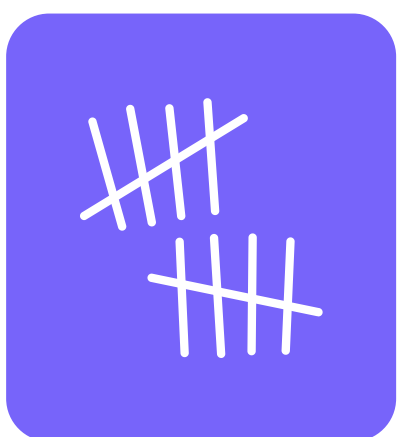
NUMBER OF COOKIES AND SCRIPTS

You need to know which scripts are essential, which collect anonymized analytics data, which improve functionality but aren't essential, and which are used for marketing.



CONSENT RATES

Tracking consent rates can tell you:
-How effective retargeting will be
-How much trust customers have in your brand
-Whether there's an issue with your banner or website design



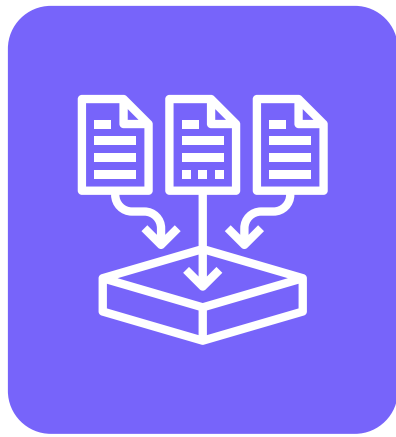
VENDORS IN YOUR MARTECH STACK

The average martech stack features 28 different vendors. You need to know who your vendors are and what data they have access to in case of a data subject access request.



VISITORS BY REGION

Your business is subject to different data privacy laws based on where your lead is coming from. Tracking visitors by region will help you prepare for compliance early.



DECAYED DATA

Marketers who haven't been as diligent in their data hygiene as they should have a privacy-related reason: deleting old data reduces your compliance risk.