

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 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.