

AUTOMOTIVE DIGESTIBLES

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DEAD SMARTER



AUTOMOTIVE DIGESTIBLES – APRIL 2015

“Data Anonymization is a Load of Horse ‘Manure’ ”

This statement did not come from me. In fact, the author of this headline used the four letter “s” word instead the “m” word. No matter, as an industry observer, have to say this assessment is right on-- and we have a major problem.

Big Data and their algorithms rule every aspect of our lives every day. Increasingly, data brokers, audience-data-based marketers, and data services firms have so much data on each of us that they know exactly what we are doing online or on the phone at any one time even where we are located.

They know exactly what we are doing and they know all of our “stuff”.

Data for Sale:

So these algorithmic aggregators of Online activity want to keep matching, integrating, and selling all the data that is being gathered, categorized, packaged and then delivered to retailers, car dealers, banks, and even Amazon, GM, and Progressive Insurance.

Fish in the Funnel:

Car shoppers in what was once called a sales funnel are really like fish in a barrel for data companies. They can pick off unknowing consumers and sell the all of the car shopper movements in the sales process to the highest bidding dealer or OEM with minutes of a search process online or on cell phone platforms. This is just not the car or truck that being shopped but all of the financial profile, purchasing data, and personal information about the shopper for what we once called a “lead”

Is Data is really protected?

Meantime, we hear some concern and talk about privacy and how we can remain anonymous and that we can protect our data including the postings on Facebook and Twitter. This turns out to be virtually futile in most cases.

Big Data Not Sure of their identity:

There is an identity crisis going at Axiom, Experian, Epsilon, Merkle and maybe even American Express, Autotrader, and Polk. According to Ad Age these companies are experiencing an “identity crisis” and they are actually not sure what they want to be.—a first party data source, a consumer “linkage business, or just a consultant to large retailers including car dealers and OEMs.

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Match and Patch Data becomes More than a lead

These companies and many others among automotive systems providers to dealers and consumers have patched together display ad systems, social media data services, and mobile targeting technologies to actually deliver a complete financial, buying behavior, online purchases, and car buying intentions that are changing or have already changed the way consumers are sold cars but have virtually removed the dealership person from the new car sales process.

Day of Reckoning is coming?

If you are really becoming concerned and unsettled about your own privacy, anonymity, and Internet profile—be aware that Big Data wants to avoid the eventual crackdown on how data is being used and the car business is one of the most visible industries for the compliance and regulatory agencies to impose restrictions, penalties, and even fines.

The “fit is bound to hit the shan” any day now and these consideration are serious issues and not just horse or even bull “manure”.

Just to give you quick idea of what is really going on with Big Data and consumers, go search Ad Age-

1) Hocus Pocus! Your Data Has Been Anonymized! Now They'll Never Find You!

<http://adage.com/article/ken-wheaton/data-anonymized-find/297713/>

2) Identity Crisis: Data Services Firms Aren't Sure What They Want to Be

<http://adage.com/article/datadriven-marketing/data-services-firms/297703/>

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