

# Value Me

## Overview

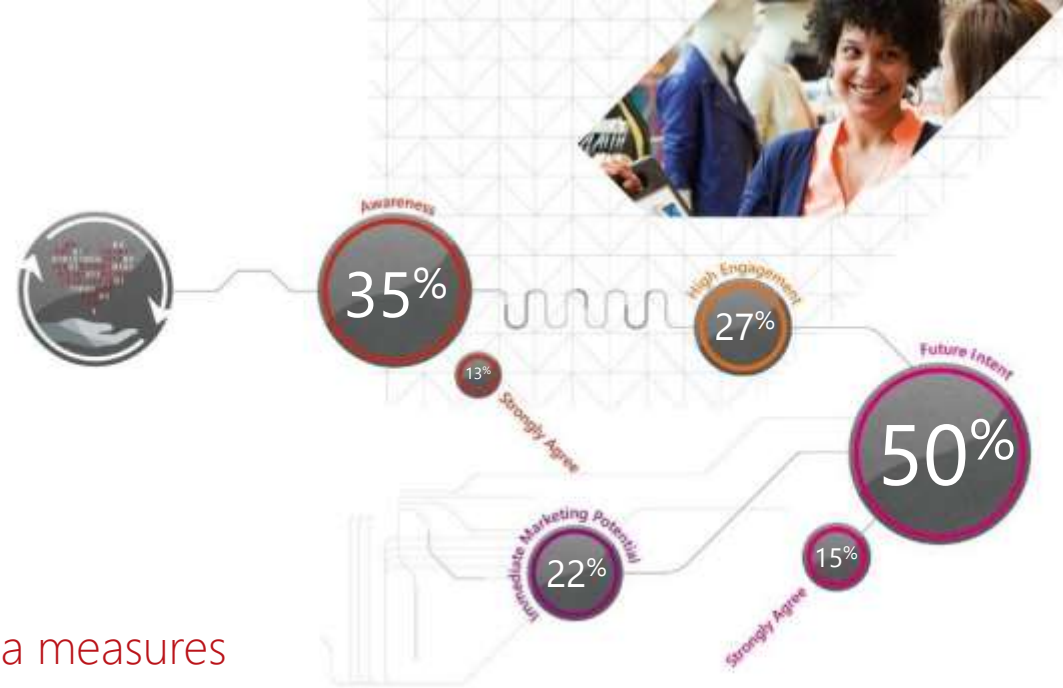
Consumers are aware their personal data is a valuable.

### Why it's happening:

Misuse of personal data by internet giants means managing data online is a growing topic of conversation.

### The Future:

Consumers feel they are due a slice of the pie. When they share their data, they expect rewards in return.



## Key data measures

### Awareness

35% of UK online consumers are aware that their data is valuable to marketers and service providers.

### Engagement

27% know how to exchange data for rewards. Today engagement with the idea is already high.

### Future Intent

50% are interested in selling their data for rewards.

### Marketing Potential

22% who are aware of the trend are more likely to engage with a brand that offers rewards for their data...