Topics

- The direct-to-consumer (D2C) project
- How D2C marketing works
- Privacy implications of D2C
- Survey of university presses
- Policy issues
The D2C Project

• Funded by Andrew W. Mellon Foundation
• Aim is to help university presses sell more books from their Web sites
• Includes a survey of current press practices concerning D2C
• Will also include recommendations for implementing such a program
• Will be completed this summer and made openly available
How D2C Works

• For *consumer* sales (aka sales to individuals), not sales to libraries or businesses
• Direct relationship between the publisher and the customer/user
• Marketing funnel: users attracted to Web site; view offerings; make transaction
• Theoretically competes with other channels (e.g., Amazon, libraries)
How To Be Successful at D2C

• Requires a great deal of Web traffic
• Web site designed to facilitate transactions
• Needs secure ecommerce systems; reliable back-end fulfillment; regulatory compliance
• Which brings us to – *storing and reusing data about customers to enhance marketing campaigns*
Privacy Implications

• D2C marketers attempt to collect as much information about users as possible
  – Personal identifiers (name, address, etc.)
  – Demographic information (e.g., white male, 40 years old, household income $100,000, BS in chemistry, etc.)
  – Purchasing history (books, movies, cars, groceries—everything that is legal)
  – Records enhanced with third-party data
Storing Data

• All data is retained when possible
• Must be in secure environment—but who has access?
• Ideally stored in form that enables detection of patterns and easy extraction
Using and Reusing Data

• Used to sharpen a company’s own marketing plans
• Data may be loaned or leased to others (How do we guarantee a third-party’s data security practices?)
Press Survey

• Some respondents had a clear idea of data and privacy policies and conscientiously managed this area

• But some did not (“Don’t know if we have a privacy policy”; “We do what the university tells us, but I don’t know what that is”)

• Some said they do not use tracking devices, but in fact they do (assume ignorance, not malice)

• Most have firm policies on credit card information
What Can We Learn from This?

• No evidence (based on my survey) of inappropriate data or privacy policies
• But lack of well-known and carefully articulated policies is troubling
• Universities have multiple constituencies to serve with their privacy policies
• A need to develop balanced, well-articulated policies for all university departments
Recommendations

• U. press community begins process to articulate policy for all presses
• U. press community participates in discussions on campus for overarching privacy policies
• Goal: a set of useful, practical guidelines for privacy issues
Contact Information

• Joseph J. Esposito
• Processed Media
• espositoj@gmail.com
• @josephjesposito