

Customer Success Story.

MULTITANKCARD



**MultiTankcard
drives new marketing
successes under
the GDPR.**

Data event streaming in a marketing process.

SUMMARY It's the dream of every online marketer: getting in touch with only the people who are or tend to be interested in your products and services. Launching a campaign and targeting the perfect group of people. In response to GDPR-pressure, marketing considerations and the desire for a better customer relationship, MultiTankcard (MTc) was looking for a way to improve their consent practices on their websites. Two days later, after this decision, we had implemented our consent manager solution together with MTc and its partners. Now they have a flexible solution that allows them to inform customers and ask for consent on their two website, leading to improved customer trust and less wasted marketing resources.



Limited possibilities to distinguish interested and non-interested customers



Difficulties to give customers control over their data



The GDPR regulation required necessary changes

ABOUT MULTITANKCARD

MTc is the company behind MultiTankcard, a Dutch market-leader that supplies fuel cards and provides other mobility-related solutions. Over the years, the number of transport options and services is expanded bit-by-bit. The organisations' second label, MoveMove, provides an all-in-one-package for facilitating all types of public transportation for small business owners. With innovative technologies and by collaborating with excellent partners, the userfriendliness for both employer and employee has increased, making MTc the leading mobility partner.

CUSTOMERS IN CONTROL LEADS TO IMPROVED FOCUS

It's hard to find a marketer who has not heard of the GDPR. The legislation has pushed countless companies to reconsider the way they do business online. MTc was one of the companies that realised early on that changes were necessary to continue their practices. The challenge posed was not just one concerned

with transparency or compliance, they needed a way to govern the privacy of their customers. The voice to start giving customers control over their data came from a somewhat unexpected direction: marketing. "Customers did not appreciate us sharing data with Facebook without their consent." says marketing manager Roeland Rohof, "we realised that our visitors should be allowed to decide what we do with their data." This was important not only to comply with the new GDPR legislation and avoid legal repercussions, but also to keep customer trust high.

"Of course, from a marketing perspective you want to collect as much data as possible," concedes Rohof, "but you also want to prevent yourself from annoying your customers. We don't want to bother clients who are not interested in being marketed too. We are not going to get any conversions there." MTc needed a solution that helps them to manage the consent of their customers and helps them to become compliant with a data register and audit trails.

MANAGING CONSENT IS COMPLEX

To find a solution to the cookie-consent problem, MTc first took a look at their current partners. However, they concluded that designing websites or running campaign are quite different things compared to managing consent. “Our current partners could not facilitate the necessary data links between platforms.” explains Rohof. “We needed a specialist.” With an expertise in handling data streams and managing consent, Datastreams was the perfect candidate.

“It really saves us money”

- ROELAND ROHOF

After being contacted by MTc and by listening to their needs, we decided that our consent solution would be a perfect fit in this situation. MTc agreed as well, and soon we could start the implementation. This required the cooperation of four parties: Datastreams, MTc, its web designer and marketing partner. We took up a coordinating role, ensuring the solution was implemented according to MTc’s wishes. Despite the many parties involved in the process, implementation went swiftly and in 6 hours the consent solution was up-and-running on the websites for both MultiTankcard and MoveMove. If anything changes in the marketing department, like adding a new thirdparty cookie, they are already ready to go. Continuously compliant.

WHEN COMPLIANCE MEETS MARKETING

Because of our consent manager, MTc now has a flexible solution that allows them to ask customers for consent on both their websites in an understandable and non-intrusive manner. With customers growing increasingly sceptical of data collection practices, this is an important part of keeping customer’s trust. “It’s about reputation and showing you can be trusted.” explains Rohof. Additionally, from a marketing perspective, MultiTankcard knows that it is no longer wasting resources on retargeting customers who are not interested in being approached this way. “It actually contributes to the efficiency of our online marketing” praises Rohof. “It really saves us money.”

MTc sees many possibilities in the platform for future operations. “With Datastreams’ support,

a first additional party has already been connected to the consent manager. Connecting this additional party went very smoothly.” praises Rohof. “I have faith that new platforms can easily be connected to the solution in the future.” We are glad to see MTc look to the future and happy to help them connect with customers in a compliant and customer-centric manner on all their websites and platforms.

- + **Lower costs in retargeting, happy customers and better results**
- + **Quality data for marketing activities**
- + **Future proof solution compliant to GDPR regulations**



“The Consent Manager implemented by Datastreams allows us to connect with customers online while always respecting their data preferences. From both a compliance and marketing perspective, the consent manager has been a great addition to our websites and we will continue to use and update the solution as we grow.”

- ROELAND ROHOF | MARKETING MANAGER OF MULTITANKCARD