

ADARA and Love Communications Deliver Privacy-Safe Data Consortium for Destination Client

Major Tourism Destination Client Gains Future-Proof Data Solution For Cookieless Data Analysis and Collaboration

PALO ALTO, CA, USA, March 24, 2021 /EINPresswire.com/ -- ADARA, the market leader in permissioned data and verified identity solutions, today

announced that Love Communications is launching a Destination Data Consortium using ADARA's Privacy Token based cookieless technology for a major destination client. The data consortium enables cookieless data collection and a data "clean room" for advanced analytics with owned and shared data, compliant with consumer privacy regulations. With the data consortium, Love Communications' client gains a privacy-first and future proof way to collect, share and analyze data.



"We're excited to implement ADARA's Destination Data Consortium for their advanced analytics capabilities that will stand the test of regulation and cookie deprecation," said Jonathan Smithgall, VP Digital Marketing & Media at Love Communications. "With this solution our clients gain privacy-safe access to insights, such as how their media is influencing visitation to their destination, and a deeper understanding of tourism in the region, which can drive more sustainable performance in the future."

In a post-Covid world, DMOs have to adopt a data and AI driven approach to reimagine their marketing activities since most of the pre-covid best practices and benchmarks are no longer relevant. Effective data sharing between DMOs, co-op partners and local businesses will be the key to generating a richer understanding of the visitor activity and the economic impact of their marketing campaigns across destinations and local businesses.

Solutions like ADARA's Destination Data Consortium increase a DMO's ability to collect more insights about visitors to their destination, helping destinations become more sophisticated with data in a privacy safe way. The Data Consortium also opens up the opportunity to share data in a co-op environment, including key stakeholder properties within a destination, and facilitates data sharing for more effective co-op marketing campaigns.

“Love Communications is a leader in the tourism space, and we’re excited to build on their future-proof strategy for their client with a data consortium that enables privacy-safe data collection and analysis that can advance their understanding of their destination and their ability to work with partners to maximize the ROI of their campaigns,” said Piyush Shrivastava, Global GM, Tourism at ADARA. “ADARA’s Data Consortium helps destinations become more sophisticated with data in a safe environment.”

About Adara

Adara, the global leader in permissioned data and verified identity, combines the power of global data consortiums to inform its 1.7 billion digital identities with over 23 billion data elements across 130 countries and serving Global 2,000 customers. Whether informing digital marketing, programmatic advertising, search, identity and verification, or stopping fraud, Adara provides you with more customers, less friction and better outcomes.

About Love Communications

Love Communications is one of the Western Region’s most prominent full-service advertising and marketing firms and boasted capitalized billings of more than \$50 million in 2020. The agency, which celebrated its 20th anniversary in 2019, was named a 2019 Salt Lake Tribune Top Workplace, a 2018 Utah Business Best Companies to Work For as well as a Wasatch Front Top Workplace by Workplace Dynamics. Based in Salt Lake City, the agency currently employs more than 45 full-time marketing specialists across multiple disciplines. The firm represents clients in a wide range of industries and markets, including the Utah Office of Tourism, Salt Lake City International Airport, BioFire Diagnostics, Google Fiber, Visit Salt Lake, Zion Forever Project, United Way of Salt Lake, R.C. Willey, Creminelli Fine Meats, Arctic Circle and Thanksgiving Point. The award-winning communications agency provides excellence in advertising, branding strategy, public relations, content development and social media, digital strategy and marketing, website development and design, and media buying and planning. For more information, visit lovecomm.net.

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