The year of Privacy by Design

2023 is the **most challenging year in digital marketing**, ever.

Cookies and the use of **personal information in digital marketing is being banned** and blocked and the entire business model of doing ads based on (ab)use of personal data is being targeted by the EU, UK and US authorities.

2022 sent the biggest waves of fines to BigTech. Companies like Meta and Google have already been **fined more than $1 BN USD** in Q4 alone, Q1 2023 opens with **US Antitrust Lawsuits** against Google and now enterprises are next.

The result is that most marketing departments find themselves in storm-filled waters, and are **seeking shelter** at the nearest harbor as the storm comes closer.

Frustrations are growing and the lack of suppliers who take responsibility is scarce.

We R waiting at the harbor with **warm clothes** and something **hot to drink** so come **have a talk** and lets see if **we can get through this, together.**
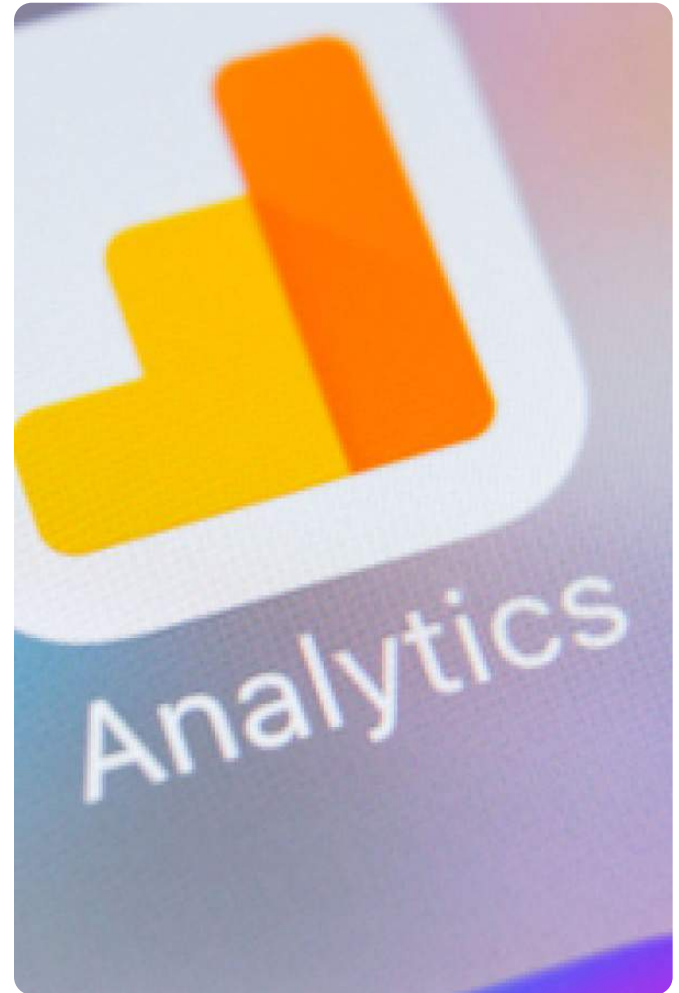
Here's what's happening

✅ **Increased restrictions** on third-party **cookies** and **personal data tracking** by web browsers.

✅ The closure of Google Analytics Universal (June 2023) and other 3rd parties due to concerns surrounding **illegally obtained data.**

✅ The implementation of new **Privacy**, Data Protection, Health, and Minor **Privacy Regulations** across the Western World.

✅ A shift in **international security** priorities leading to a ban on TikTok and increased focus shared **legal risk on data sharing and abuse.**

✅ **Enforcement** of the aforementioned changes, driven by **public awareness** and demand.


Fight for Privacy!

BANNED
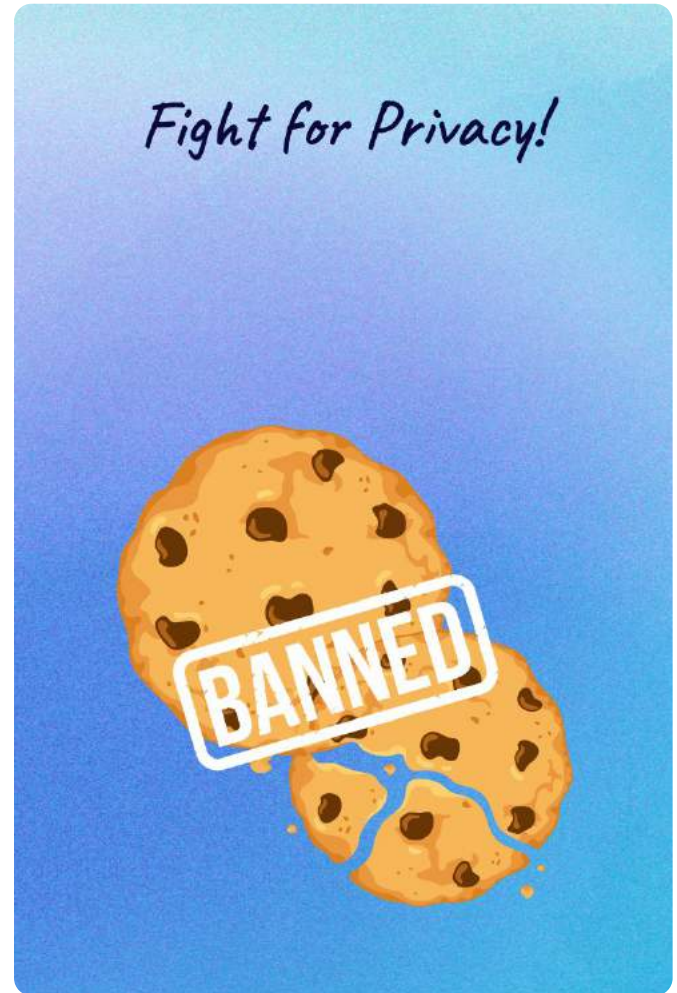
Here's what it means

✓ Marketeers spend up to **20% of digital marketing budget** on retargeting, driving up to 150% increase in conversion rates.

✓ E-commerce sites using retargeting to suffer an estimated **revenue drop of 25-30%** by December 2023.

✓ Up to **50% of all data is gone** from e-commerce site owners, and by the end of the year, **up to 85%** of all data based on cookies and old/illegal procedures will be gone.

✓ **Retargeting** stops working, including **Recommended Products** and **Abandoned Cart** delivered by 3rd party SaaS providers based on Cookies.

Sources:
- **https://99firms.com/blog/retargeting-statistics**
- **https://www.spiralytics.com/blog/retargeting-statistics**
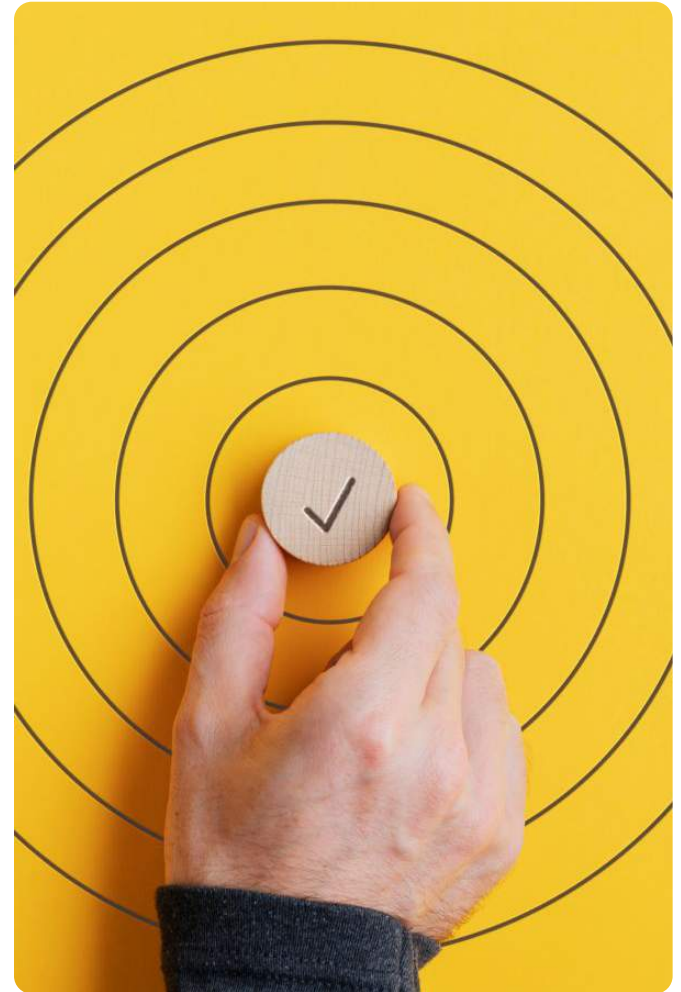
Here's where Web2 is failing

- **Vulnerability** of administration login systems to **cyber-attacks.**

- **Legal risks** associated with **sharing user data** with third-party organizations and lack of control over user data and privacy with third-party tracking tools.

- **Lack of** first-party-based personal data collection and storage platforms and **privacy by design** based consent solutions in the market.

- Lack of ability to do Digital Marketing due to **missing data and compliance** regulatory changes.

- Lack of a new **compliant ID** to use for Digital Marketing as replacement for the cookie.
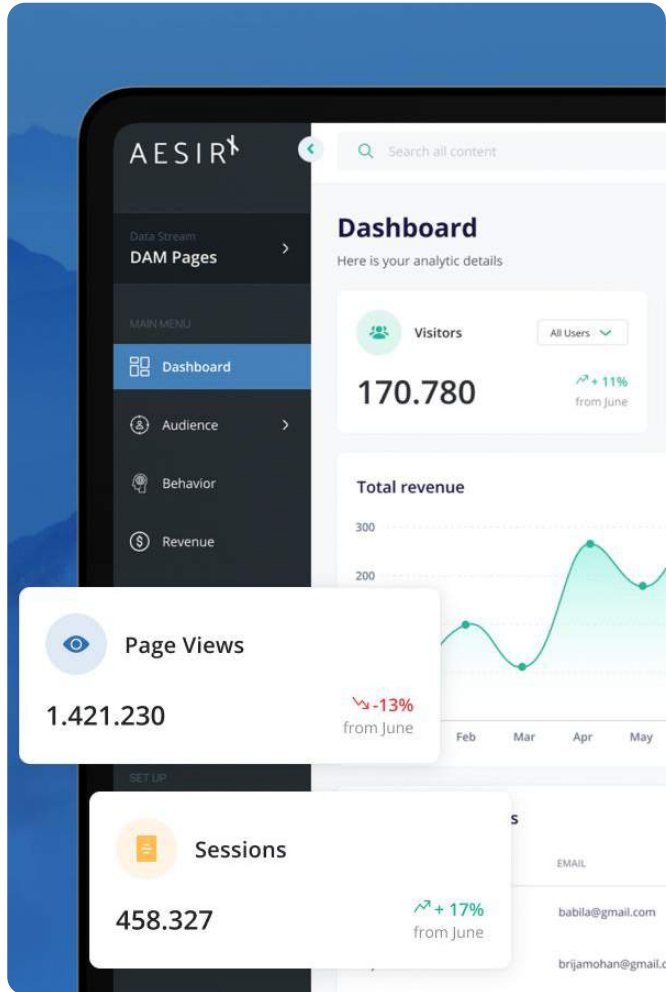
Why **Web 2.0** Is Failing Us And How **Web 3.0** Will Help

AesirX Business Suite is designed to address these challenges by providing a privacy and compliance-focused solution for WordPress, Joomla! and WooCommerce users.

With AesirX Analytics and Business Intelligence, businesses can replace Google Analytics with a legal and compliant alternative.
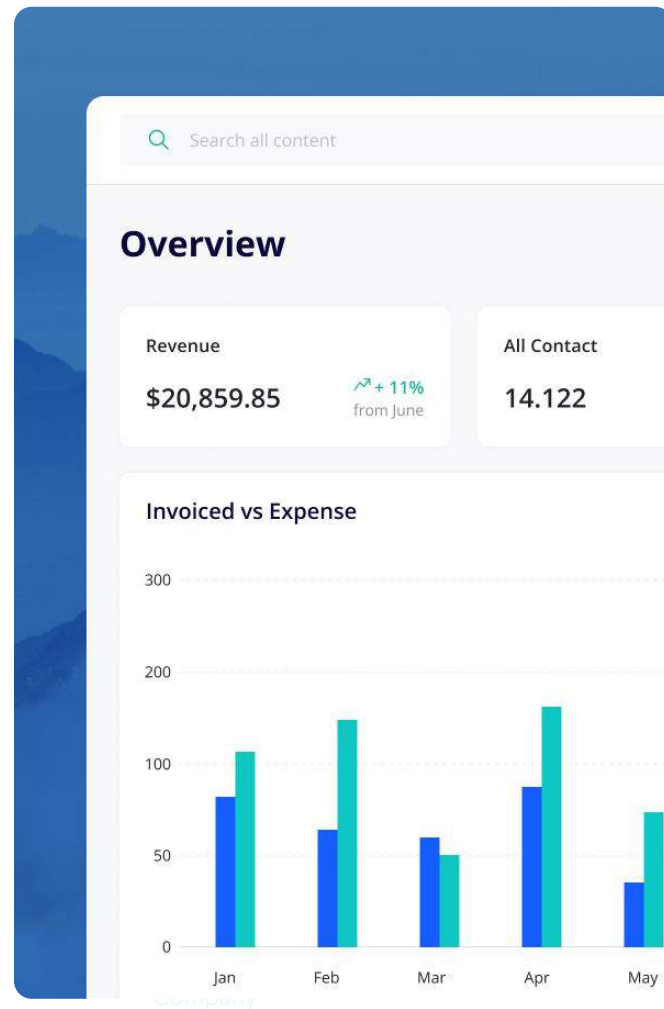
AesirX Analytics

- ✅ Replaces Google Analytics which is **the most used Analytics solution** for CMS sites and e-commerce-based solutions globally.

- ✅ Removes the **risk of shared data** with a 3rd party due to Data Protection laws **in the EU and a growing number of US states.**

- ✅ **Replaces 3rd-party cookies** which are set to be **phased out from June 2023.**

- ✅ Utilizes **compliant first-party data** collection, storage and use.

- ✅ Uses **behavioral and event data** to reconnect the digital marketing capabilities and enables **Decentralized Consent** for Cross Site Tracking (*Web3*)

- ✅ **Quick and easy to install** Free WordPress and Joomla! plugins.

SSO Integrations

Single Sign-on (SSO) Integrations are client applications that enable the use of external services

Social Connections   **Wallet Connections**

Concordium ⋮

Concordium is a public-layer 1, science-backed blockchain.

Configure

MetaMask

MetaMask is the leading self-custodial wallet. The safe and simple way to access blockchain applications...

Connect

Cardano

AesirX Single Sign On

✓ Replaces WordPress and Joomla! site login with **Privacy by Design** based security which is built on zero knowledge (zK).

✓ Enables an **anti-brute-force solution** that prevents all attacks on the administration login.

✓ Connects with AesirX Web3 ID to offer **role and permission based access** to assets and resources.

✓ Free WordPress and Joomla! plugins that are **quick and easy to install** with full Web2 (SoME + OAuth2) and Web3 Single Sign On capabilities.

AesirX Web3 ID
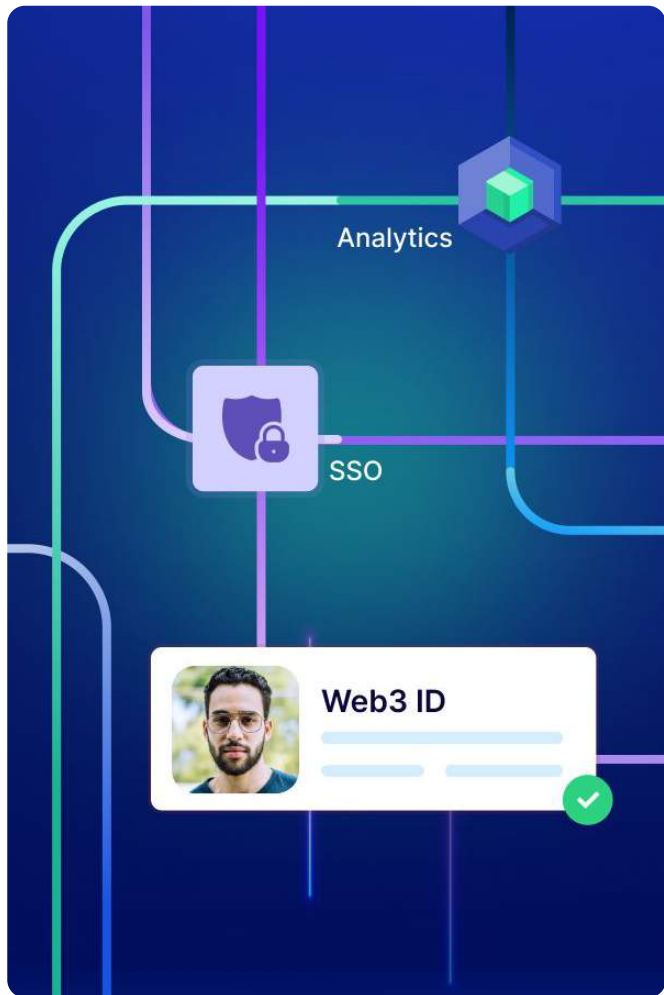
- ✓ Replaces normal WordPress or Joomla! administration login with **AesirX SSO.**

- ✓ Replaces Google Analytics with **AesirX Analytics.**

- ✓ Uses **Concordium** blockchain for a secure and privacy-centric solution.

- ✓ **AesirX SSO** and **AesirX Analytics** use Concordium Wallet to store and process user data by using ID and a combination of on-chain and off-chain transactions with a native Trust model based on zK ID.

- ✓ Offers complete control over user data and privacy, as well as documented access based on **Privacy by Design** standards.

AesirX Web3 ID

@steven

Hashtags

#love   #photooftheday   #beautiful   #photography

Web2   Web3   Social Media   Passport
Share2earn   Affiliate2earn   Rewards
Decentralized   Consent Management

AesirX SSO

Anonymized   Secure   Web2
Web3   Single Sign On

Google/ Gmail
Ethereum Wallets
Concordium
Connect

100% Compliant First-Party Data
without use of Cookies or Personal Information

#love   #photooftheday   #beautiful   #photography

AesirX Data Hub
Compliance   Decentrali-zation

AesirX Mail Flow
Newsletter   Abandoned Cart

AesirX Personalization
Relevant Product

AesirX Prediction
Recommend Product

AesirX Ads Delivery
Traffic   Engagement

AesirX Analytics
Analytics   First-Party   Compliant
Behaviour   Events   Cookieless

Visitors
Page Views
1.421.230   -13%
63%   48%
Sessions
458.327   +17%
• Returning Visitors
• New Visitors

#love   #photooftheday
#beautiful   #photography

AesirX Customer Journey
Behaviour   Events
Patterns   AI   Personas

Advertising   Science
Nightclubs   Beer

AesirX Metaverse CMS
Headless CMS
CMS   PWA

AesirX CMS
Headless CMS

WOO   W

#love   #photooftheday
#beautiful   #photography

Search   Add to cart
Purchase   Conversion

Retargeting   Premarketing

AesirX Business Suite

ERP
CRM
DAM

Invoiced vs Expense
300
200
100
jan feb mar apr may jun jul aug sep oct nov dec

Proposals   Invoicing   Customer Management   Digital Assets

#love   #photooftheday   #beautiful   #photography

AesirX DMA
f   t   in

AesirX PIM

#love   #photooftheday   #beautiful   #photography

Here's what you need

- First, we **collaborate on onboarding key stakeholders** and we ensure that you get all the strategic IT technical skills and resources needed for your overall business process to continue to evolve in the partnership team.

- The complexity of your business needs is **analyzed by the partnership team** and the entire solution architecture is reviewed and adjusted to compliance to ensure there is **not an extreme risk** in your marketing strategies.

- **We include 160, 50 or 20 staff hours** (*depending on your selected package*) every month from our resource pool of experts to extend your team by **partnership as a service on a fixed cost**.

- The **partnership teams first goal** is to remove Google Analytics and the most severe violations in the digital marketing strategy including a focus on **privacy-first** and a **privacy-by-design** review of your entire martech stack.

- Google Analytics and other **abusive marketing methods will be removed** and replaced by AesirX Analytics which is a tailored analytics solution that makes your marketing tools 1st-party-data-based and does not track personal information.

- Focus from here is on adding **zero Knowledge ID based security** and other security measures.

- **Service** + **Core** + **Digital Leverage** is our ongoing **S.M.I.L.E** Partnership Model.

+ SERVICE

- Careful identification of service and support needs
- Analysis of data structure and current and future needs
- Identification of the ideal digital solution technology
- Mapping out the required steps and processes
- Extensive focus on teamwork and process through facilitation
- Increased levels of support, training and staff access
- 24/7 Service Level Agreement on all production systems
- Digital Transformation and onboarding of all key stakeholders

+ CORE

- 1st party privacy-first based technology
- Customer Experience Centric
- Behavioral responsiveness
- Pretargeting capabilities
- Prediction & Personalization
- Web, Blockchain & Marketing expertise
- Seamless integrations across all AesirX solutions
- Proactive Customer Service
- Long Term Organic Strategies

+ DIGITAL LEVERAGE

- Digital innovation
  - WEB2
  - WEB3
  - Blockchain
  - Martech
  - Game Development
- Access to tech road map
  - AesirX
- Strategic Advisory
- Technical Digital Advisory / Remote CTO Function

Partnership as a Service

Let us extend you with exactly what you need!

Partnership Options:

GOLD S.M.I.L.E	Including 160 hours / month	from	**USD $10,000.-**
SILVER S.M.I.L.E	Including 50 hours / month	from	**USD $5,000.-**
COPPER S.M.I.L.E	Including 20 hours / month	from	**USD $2,500.-**

Hourly rates beyond the included hours per month:

S.M.I.L.E	**USD $95.-**
non S.M.I.L.E / Ad-hoc Project Price Hourly	**USD $125.-**

S.M.I.L.E Partnerships are:
- Based on an individual analysis of your business needs and current situations.
- Fully customized to complete your digital line of business and includes the hours to implement.
- Resources include: Web2, Web3, UX, Design, QA, Automation, PM and Content Marketing.
- Removes all uncertainty of budget and technology in a *fixed cost as a service*.
- Cost effective and Proactive Partnership.
- Including 24/7 support without incident response fee outside of business hours (**SILVER** + **GOLD**).
- Including access to external tools (Slack, Trello, etc.) and using yours (**SILVER** + **GOLD**).
- Including unlimited meetings and training of staff (**GOLD**).
- Including unlimited access to all AesirX Technology (**GOLD**).
- Including hosting/management of hosting and licenses (**GOLD**).

All prices are excluding VAT and are invoiced per quarter in advance, optional 10% discount on annual payment.

What You Get

- We prioritize value-based, sustainable partnerships that benefit all parties.

- We engage only in partnerships where our influence can drive optimal results.

- As your Remote Strategic CTO, your business's best interest is our primary focus.

- We do not work with abusive marketing strategies (*we can't!*).

- We will give you a 5-year roadmap with all the technology you will need to digitally transform your business (tools + staff) to the new legal requirements of the Privacy First and Privacy by Design era to be able to do digital marketing and acquire customers.

- Your Business + R Digital + AesirX Technology is a long-term partnership for the future benefit of your business.

- You get a fixed cost and transparent partnership model as a service that is based on your needs.

- Partnership's can be cancelled upon 30 days notice prior to renewal.

What We Do

R Digital delivers full-stack digital marketing services using cutting-edge technology that's designed and created in-house, and by our premier partners across the globe.

- AesirX Business Suite Solutions

- Website & E-Commerce Solutions

- Contextual Marketing Solutions

- Digital Experience Solutions

- PIM & DAM Solutions

- Custom CRM Solutions

- Strategic Advisory & Digital Transformation

- Strategic Global Content Marketing

- Strategic SEO Services

- User Experience & Customer Journey Design

- WEB2 / WEB3 Development

- Unity Game Development

Digital Experience Platform

1st Party Data Platform, Privacy-First GDPR Compliant, Personalization Customer Journey Mapping, Contextual Marketing, Pretargeting, Behavioral, Actionable Data, Prediction.

E-Commerce & Actionable Analytics

B2B, B2C, Omni-Channel, Marketing Automation, DAM, PIM, DMA, Headless, CRM & ERP Integrations, Web Services.

A/B Split Testing, Dynamic CTA Modular, Data & Analytics, Product Content Delivery, Customer Behavior Tracking.

Engagement Metrics, Referrals, Lead Generation, Behaviour Analysis, Performance Tracking, Pretargeting.

Services

Analysis, Conceptualization, Personas, Wireframing, UX|UI Design, Development, QA, Automated Testing, Deployment, Hosting, Managed Solutions, PaaS, SaaS, WEB2, WEB3.

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AESIR

The evolution of Aesir is Aesir + ᛉ (the Norse symbol for Necessity)
"Needed in order to achieve a particular result"

The Little Rose Warm Shelter

Little Roses Foundation (LRF) is a non-profit charity entity, targeting a variety of volunteer activities to serve the community. Driven by family tradition and a mother's heart, NHG is one of the key founders of the Little Roses Foundation.

Little Roses Foundation was officially established on November 1st, 2021 pursuant to Decision No. 1151/QD-BNV, and recognized the Foundation's eligibility for operation on April 22nd, 2022 pursuant to Decision No. 316/QD-BNV.

Little Roses Foundation serves mainly in the fields of health and education. Licensed by the Ministry of Home Affairs, Little Roses Foundation operates nationally and is able to receive international assistance.

Our good intentions

The Little Rose Warm Shelter was founded in 1992 with the intention of rehabilitating, caring for, and protecting girls aged 12-18 who were at risk of or who had been victims of abuse.

The shelter has received financing and assistance from both local and international organizations, groups, and individuals throughout its existence. Sponsorship has been and continues to be critical to the shelter's existence in providing housing, rehabilitation, and education to abuse survivors.

R Digital are proud to support The Little Rose Shelter as well as working alongside the Chairwoman, and our new CSR Brand Ambassador, Loan Tran with a continued goal of getting to 100% funding based on the support from the R Family.

Loan Tran

R Digital - CSR Ambassador

loan@r-digital.tech

Tech & Platform Partners

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