

# Monetization of Customer Data: Perspectives and Beyond

<https://marketpublishers.com/r/M14392C9886BEN.html>

Date: October 2019

Pages: 19

Price: US\$ 1,250.00 (Single User License)

ID: M14392C9886BEN

## Abstracts

### REPORT INCLUDES:

An overview of customer data monetization

Information on biological and healthcare data

Explanation of why there is a need to establish balance between customer independence and business advantages

Coverage of government regulation and guidelines that impact data protection and privacy for all individual citizens

Review of recent developments and case studies related to data security

## Contents

### CHAPTER 1 SCOPE AND SUMMARY

Data in Today's World?

Value of Data

Types of Customer Data and Their Potential

Concerns About Data Privacy

Data Privacy Regulations

Data Ownership Dilemma

Data Monetization: A New Market

New Line of Businesses: Consumer Compensation Model

Personal Data Marketplaces and Blockchain Technology

How are Consumers Paid for Data?

Monetization of Customer Data: What is the Market Worth?

Information Sources

Methodology

Analyst Credentials

Related BCC Research Reports

## List Of Tables

### LIST OF TABLES

Table 1: Laws Applied to Data Ownership

Table 2: Facebook Facts as of October 2018

Table 3: Personal Data Marketplaces and Compensation Methods

## List Of Figures

### LIST OF FIGURES

Figure 1: Types of Data and Primary Data Collectors

Figure 2: A Typical Data Marketplace

Figure 3: Typical Customer-Buyer Data Transaction

## I would like to order

Product name: Monetization of Customer Data: Perspectives and Beyond

Product link: <https://marketpublishers.com/r/M14392C9886BEN.html>

Price: US\$ 1,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M14392C9886BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970