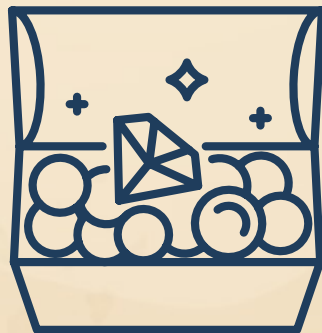# 1st Party Data is Marketing Gold

Benefits & Best Practices

First party data is a treasure trove of valuable insights, providing you with **accurate and reliable information directly from your own customers.**

But wait...WHAT exactly is first-party data?

First-party data is information collected with consent directly from your customers or users. This data highly unique to your brand, providing a wealth of proprietary insights into your customer base.

Demographics

Customer Birthday

Email

CRM Data

Phone Number

Subscription-Based Emails

Support History

Location

Purchase History

Customer Preferences
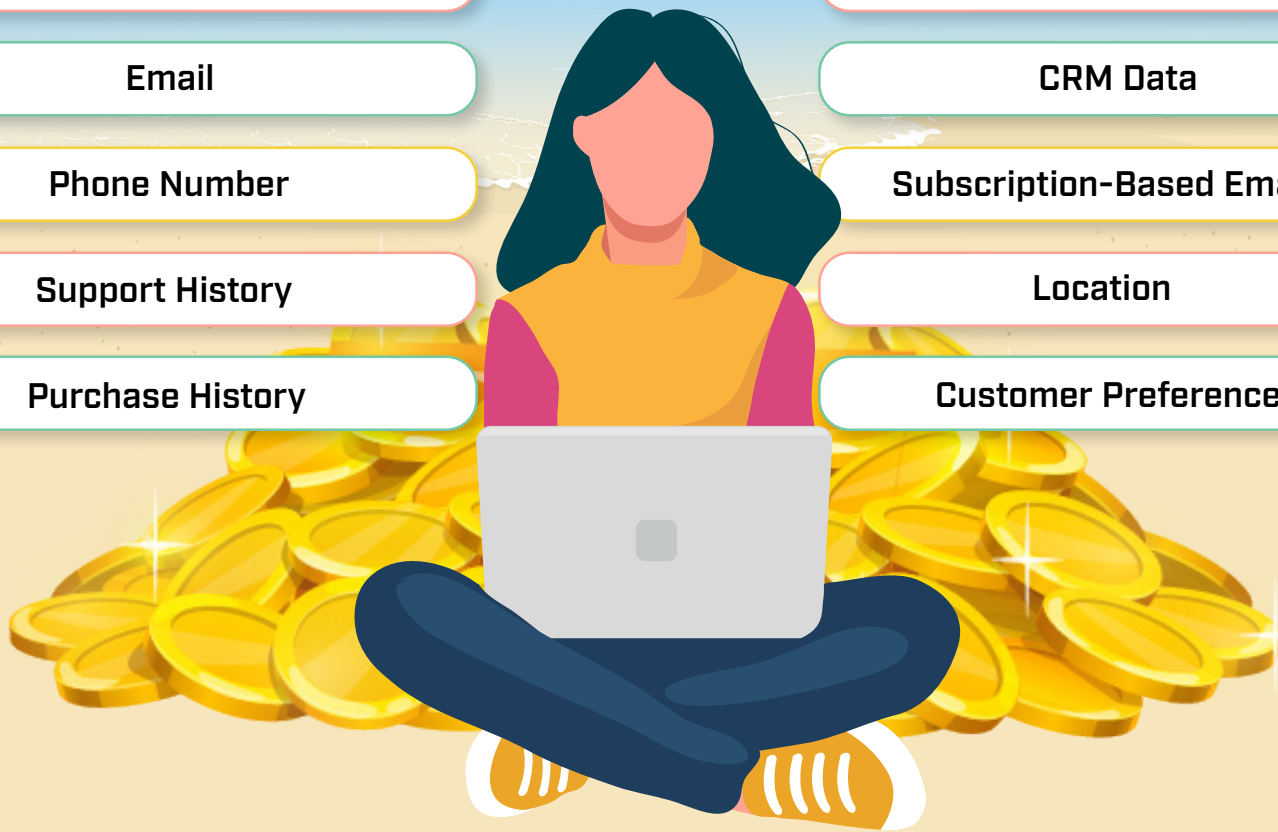
Quick Primer on the Data Parties

First Party Data: First-party data is information collected directly from your own customers. It is your proprietary data and includes data from interactions, transactions, and engagements that occur on your platforms. First-party data provides the highest level of accuracy and relevancy since it comes directly from your own audience.

Second Party Data: Second-party data is obtained through an indirect customer relationship (compared to first-party data, which is a direct customer relationship). This type of data is information the brand didn't collect but is often obtained by working with a trusted partner that shares audience insights in a mutually beneficial relationship. It may include activity on websites, apps and social media, survey responses and more.

Third Party Data: Third-party data is collected by external sources unrelated to your organization. It is aggregated data that is purchased or acquired from data providers or data aggregators. Third-party data is collected from various sources, such as public records, surveys, or online behavior tracking. It provides a wide range of audience insights but may be less accurate or specific to your particular business.

Zero Party Data: Similar to first-party data, zero-party data is obtained from a direct relationship with the customer and is collected with consent. Examples of zero party include communication preferences, product preferences, and customized account configurations. Zero party data provides a high level of accuracy and reliability, especially when combined with first-party data insights.

All-Party Data

All-party data is information from first, second, third, and zero-party sources, used to create a comprehensive customer view for targeted marketing.

1st **2nd** **3rd** **0**

Email: *marysmith87@gmail.com*

Phone Number: *(813) 960-7800*

Website Activity: *Filled out your website's contact form*

Income: *$75,000*

Purchase History: *Bought dog toys from you 1 week ago*

Loyalty Program Info: *Member since 2021*

Product Preferences: *Dog food & dog care supplies*

Websites Visited: *Petsmart.com, Petco.com*

Social Media: *Clicked on your Instagram Ad*

Comm. Preferences: *Subscribed to your emails*

Combining all of the data parties enables you to take a holistic approach to identify new opportunities, optimize campaigns, and deliver personalized experiences across various touchpoints!

Find Your Marketing Gold

1st Party Data Benefits & Best Practices

While all data is valuable, first-party data is the gold standard for the future. Let's explore the benefits of using first-party data, as well as golden tips to help you navigate the first party landscape.

Hyper-Targeted Personalization

First-party data provides granular insights into your customers' individual preferences, behaviors, and interactions - such as items they have viewed or put into an online shopping cart. With access to these insights, you can create highly personalized campaigns, relevant offers, and customized messaging that resonate with each customer on a one-to-one level.

Did You Know?

70% of consumers say a company's understanding of their personal needs influences their loyalty.

Salesforce
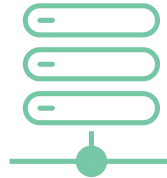
83% of consumers are willing to share their data to create a more a personalized experience.

Accenture

Check out these golden personalization tips!

Deliver a personalized dashboard when a customer logs onto your website showing items they've already viewed or similar items that might interest them.

Add a free product that you know they'll like within their delivery.

Send an email to let them know the item they recently viewed is on sale.

Reach the Right People with the Right Message

Analyze your first-party data to gain insights into your customers' behaviors, preferences, and purchase patterns to identify distinct segments and develop targeted marketing strategies that resonate with each group.

Examples of segments include...

Users who visit your website	Inactive customers
Users who browse certain categories	High value customers
Customers who buy most often	Geography/Location

Explore how to message different segments!

Segment first-time customers with a personalized message, thanking them for choosing you and offering a special discount on a future purchase.

Segment loyal customers recognizing them as a valued customer and providing them a token of your gratitude such as an exclusive offer, free item or discount.

Segment inactive customers with a "we miss you" message that provides something of value, such as a personalized promotion or discount off a future order.

Build Loyalty & Trust

Creating trust with customers about how you're using their data is crucial in today's privacy-focused landscape. Be transparent about how their data is used to establish trust and strengthen your customer relationships. Companies who invest in data privacy reap the rewards. In fact, organizations with high privacy maturity show significant benefits across key factors such as loyalty and trust according to **Cisco's 2021 Data Privacy Benchmark Study.**

Here are some steps to foster data transparency!

Clearly communicate your privacy policy, detailing how you collect, store, and use customer data. Make it easily accessible on your website and ensure it is written in plain language that is easy for customers to understand.

Obtain explicit consent from customers before collecting their data. Implement clear opt-in mechanisms that allow customers to choose whether they want to share their information with you. Provide transparency about how their data will be used and the benefits they will receive in return.

Assure customers of the security measures you have in place to protect their data. Highlight encryption, data anonymization, secure storage protocols, and any other relevant security practices to instill confidence in the safety of their information.

Give customers control over their data by providing a preference center where they can manage their communication preferences and the types of data they are willing to share. Allow them to easily update their information, opt-out, or unsubscribe if they choose to do so.

> **Although Google's cookie ban won't go into effect until 2024, 43% of business leaders are already embracing first-party data because it provides better privacy for customers.**
>
> Twilio

Most Accurate

Compared to second and third-party data, first-party data is the most accurate data option because you gather it directly from your customers. And, because this data is gathered through interactions with customers, it offers valuable insights into their behaviors, preferences, and interests - which helps you provide a better personalized customer experience.

Did You Know?

Brands using first party data in key marketing functions achieved a 2.9X revenue lift and a 1.5X increase in cost savings.

Think with Google

First-party data has an average accuracy rate of 90%, ensuring a high level of precision in targeting and personalization efforts.

Invesp

Here's how to get those golden 1st party insights!

Offer a personalized discount or special offer to new customers who sign up for your email newsletter or create an account.

Encourage customers to share their birthdate by offering a special birthday reward or discount.

Ask customers to complete preference surveys to better understand their interests, preferences, and buying habits.

Loyalty programs often incentivize customers to share their data in exchange for exclusive benefits, rewards, or points accumulation.

Optimize Your Marketing Impact

Standing out and getting noticed by consumers can seem overwhelming sometimes with more online choices and advertisements flooding consumers' inboxes. By only relying on third-party data, you and your competitors can buy the exact same data, which makes it difficult to be competitive. However, when applying the wealth of knowledge from your own data, you are at a huge advantage, with inside knowledge into preferences and hidden opportunities with your own customers.

Here's how to apply 1st party data to your marketing!

Personalized Email Campaigns: Analyze customer behavior, purchase history, and preferences, to craft tailored messages, recommend relevant products, and offer exclusive promotions to drive engagement and conversions.

Retargeting Ads: Retarget website visitors to display ads specifically tailored to their browsing history or abandoned shopping carts.

Loyalty Programs: By tracking customer purchases, preferences, and engagement, you can reward customers with personalized offers, exclusive discounts, and tailored recommendations.

Lookalike Audience Targeting: Create lookalike audiences by identifying common characteristics and behaviors of your existing high-value customers.

Customized Website Experiences: Dynamically personalize websites based on first-party data to deliver personalized content, product recommendations, and personalized landing pages.

Marketers that use first-party data see a lift in marketing efficiency, generating nearly double the revenue from a single ad or placement.

Boston Consulting Group

Porch

GROUP MEDIA

Porch Group Media is an audience and marketing solutions provider that delivers insight on movers and homeowners, with more context, and greater precision than any provider in the market. Our solutions deliver early access to 90+% of US homebuyers. We also provide movers consumer, shopping intent, auto, and property insights to deliver highly personalized, omnichannel, one-to-one marketing campaigns and outcomes across multiple industries.

Services

Data Hygiene
Media Network
Email Marketing
Direct Mail Marketing
CTV Advertising
Social Media Advertising
Full Service Solutions
Marketing Platform

Audiences

New Movers
Custom Audiences
Automotive Shoppers
In-Market Shoppers
Online Audiences

Resources

Blog
Knowledge Center
Podcast
Case Studies

Have questions on how we can help you optimize your 1st party data for better campaign outcomes? **Let's connect!**