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The First-Party Data Effect: Quantifying its Positive Impact on Your Marketing Operation

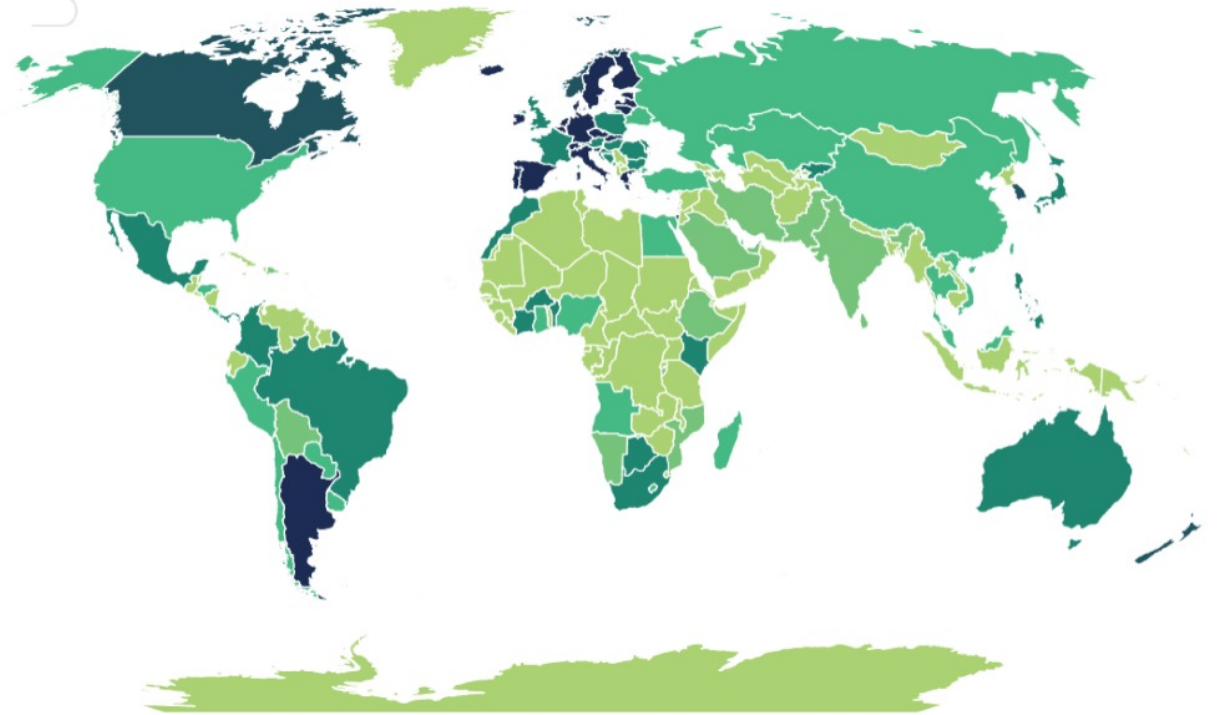October 13

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A storm is brewing.

Privacy is the new digital.

"A 'wait-and-see' approach is **not an option**. Marketers must not sit on the sidelines..."

– Forrester Research, "Proposed Surveillance Advertising Ban, Meet Contextual Targeting"

January 21, 2022

Forrester's Global Map Of Privacy Rights And Regulations, 2021

Data deprecation will impact every business area

Consumer actions

Consumers continue to opt out of third-party tracking and data storing.

- Ad blockers
- Do not track
- Clearing browsing history

Browser and operating system restrictions

Third-party cookie restrictions, changes to mobile ad IDs, and the rise of privacy-first browsers impact identity-based marketing strategies.

- Apple ITP
- Firefox ETP
- MAID restrictions

Data deprecation

Privacy regulations

Regulations impact advertisers' ability to track and store data.

- GDPR
- LGPD
- CPRA
- ePrivacy

Walled gardens

These closed ecosystems restrict data extraction and tracking, which impacts insights access and marketing planning capabilities.

- Amazon
- Facebook
- Google
- Retail media groups (e.g., Target and CVS)

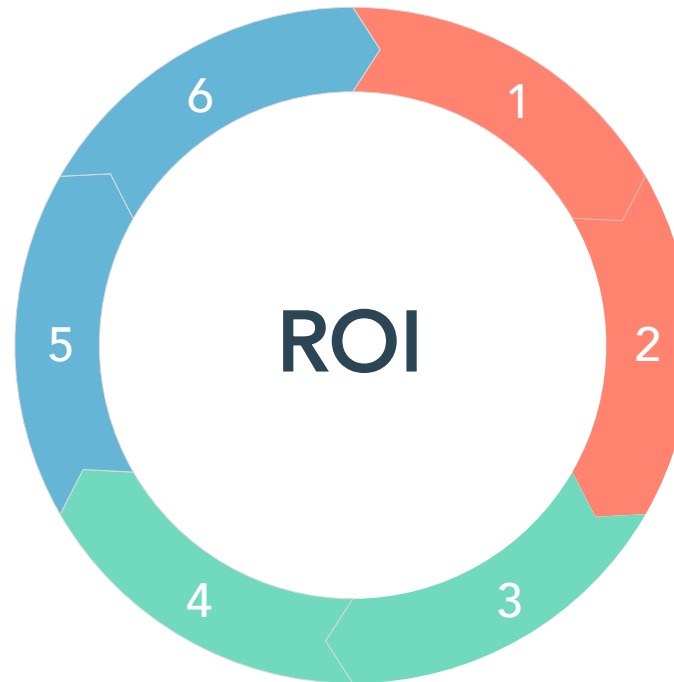Source: Apply Your Data Deprecation Plan Forrester report

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Grab your umbrellas.

Transformation requires a data mind shift

Data Utility

- Enables timely & personalized cross-channel interactions
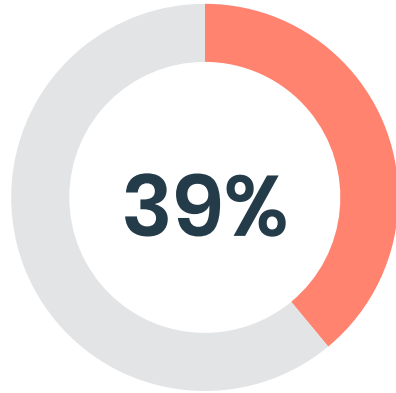- Makes testing smarter and more scalable

Data Confidence

- Improves first-party data quality for business users
- Mitigates end-to-end customer data risk

ROI

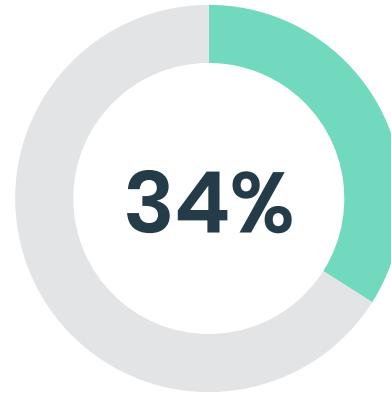6 · 1 · 2 · 3 · 4 · 5

Data Access

- Allows business teams to rely on fewer technical resources
- Reduces the time & steps from customer insight to action

Data utility is a key area of need

39%

Data Confidence

"Our customer data is clean within particular systems/channels but it's not unified across those systems to create a single, accurate person-level record."

34%

Data Access

"Data-oriented changes to a marketing program and/or customer engagement channel typically take weeks or months to complete, often involving multiple handoffs "

64%
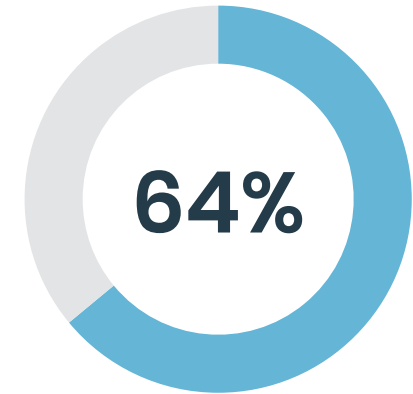
Data Utility

"Our ability to personalize our growth-focused programs is limited by a lack of data, actionable data, and quality data."

Source: BlueConic's Readiness Assessment, n=77
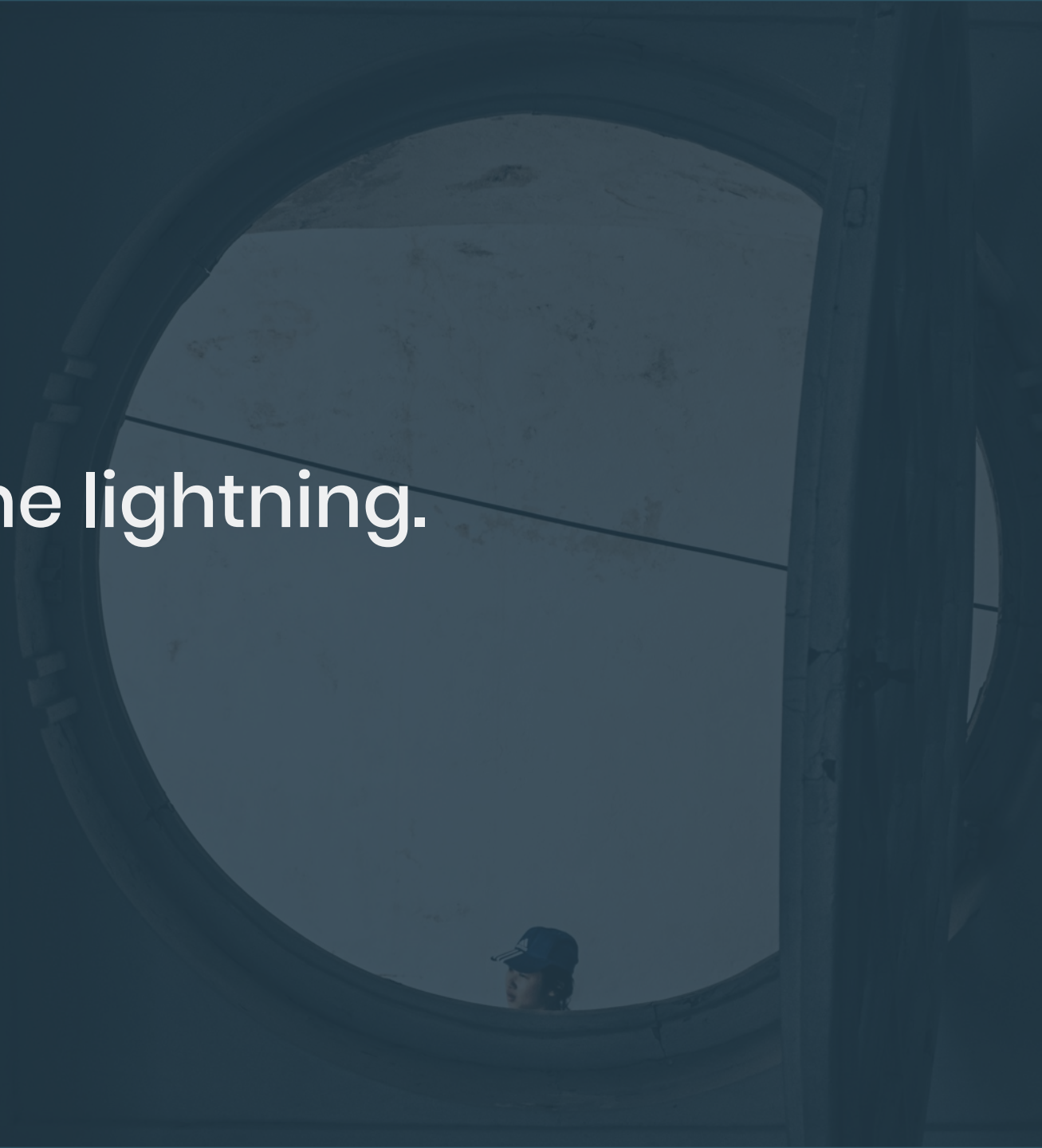
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$2.5B Retailer

"**Having a gallery of notebooks available in BlueConic saves my team time because they already know the notebooks will work with their data set AND we can activate on the output all within the platform.**"

– Customer Data Senior Analytics Manager

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Harness the lightning.

blueconic | $1.4B Retailer

INDUSTRY

Retail/ Manufacturing

INITIATIVE

Transform Customer
Relationships

RESULTS

Repeated Segments
that can be used across their current
ecosystem and on-site personalization
other use cases

AOV up to 28% higher
using segmentation and targeting

2X higher purchase frequency
compared to the average customer

" Using BlueConic 360 Customer Profiles married with our order details, we ran analytics to gain audience and customer insights based on unique characteristics and purchase behavior. Then, we apply key insights for all functions to impact the customer journey end-to-end, including for ecommerce, marketing, product development, and sales."

Director, Consumer Lifecycle Management

blueconic | *franklin*

INDUSTRY
Retail/ Manufacturing

INITIATIVE
Personalization at scale

RESULTS

Quickly execute
on new ideas

Powers 90% of homepage
with personalized content

Segment discovery
led by marketing technology
team

"We basically built out like a quick stream data reporting, something like like what Adobe offers, out of BlueConic because we were able take Google Tag Manager and Google Analytics, which connects into BlueConic, and we can connect the dots in four or five different ways. Now we've taken a technology that you may be paying at X amount of dollars for Adobe; and we can build something very, very similar in house."

Key Takeaways

✓ Build a first-party data asset

✓ Empower marketing teams to experiment, execute, and analyze with technology

✓ Maintain standardization, control, and consumer privacy

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Thank you!

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Come say hi at our booth!