

DIGGING FOR GOLD

Harnessing First-Party Data for Growth

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WHY 1st PARTY DATA?

Companies who use 1st Party Data have gained benefits.

2.9X

**Revenue
Uplift**

1.5X

**Cost
Savings**

WHY 1st PARTY DATA?

The race for first party data has never been more critical.



Paid Media Walled
Garden



User Data
Privacy



Super App
Ecosystems



THE DATA GOLD MINE

EXPLORING THE GOLD MINE



3rd Party Data

Data that is collected from multiple sources and packaged together.

- Social Listening (Talkwalker)
- Similar Web (Competitive Analysis)
- ADA Customer Insight Explorer
- Facebook Ad Manager
- Google Trends

2nd Party Data

Someone else's 1st party data you can purchase or enrich your own

- Government Published Stats
- Weather Data
- Market Report
- Google Mobility
- Brand Partner's Data
- Data Enrichment e.g ADA XACT

1st Party Data

Information you collect directly from your audience or customers

- Website Data (Google Analytics)
- App Journey Data
- Mobile Attribution
- Personal Data
- Sales Data (Brand POS System)
- Call Centre CRM Data
- Marketing Automation
- Marketplace Sales Data
- Location Data (from App Tracking)

FORRESTER® Zero Party Data

Data that a customer intentionally and proactively shares with a brand.

- Communication Preference
- Purchase Intent Data
- Purchase Period
- Additional Personal Data
- Brand Preference

DATA-DRIVEN CUSTOMER EXPERIENCE BY DESIGN

DATA-DRIVEN CUSTOMER EXPERIENCE BY DESIGN



INSURANCE CUSTOMER LIFECYCLE

CUSTOMER EXPERIENCE



DATA POINTS

Digital Touchpoints

- Desktop Device
- Browser Cookie
- IP Address
- Ad Response

Lead Data

- Name
- Mobile Phone
- Interest Category
- Family Members

Customer Data

- Name
- Mobile Phone
- Email
- Policy Type

Web Behavior

- Log-Ins
- Email Open/Click

App Data

- App ID
- **Wifi Tracking**
- Geolocation
- Reward Category

Activity

- Responses to Ads
- Web browsing
- Response to Whatsapp
- Personalised content clicks
- SMS click through

Claim

- Claim Type
- Premium Adjustment

Offer

- Next best product
- Preferred Channel
- Response rate

TECHNOLOGY

Target and Track

- Ad serving platform to target the right ads
- Web Analytics to track landings for attribution

Shared Audiences

- DMP/CDP : Working with 2nd party platform like comparison sites and also agent portal to share audience for better targeting

Marketing CRM Automation

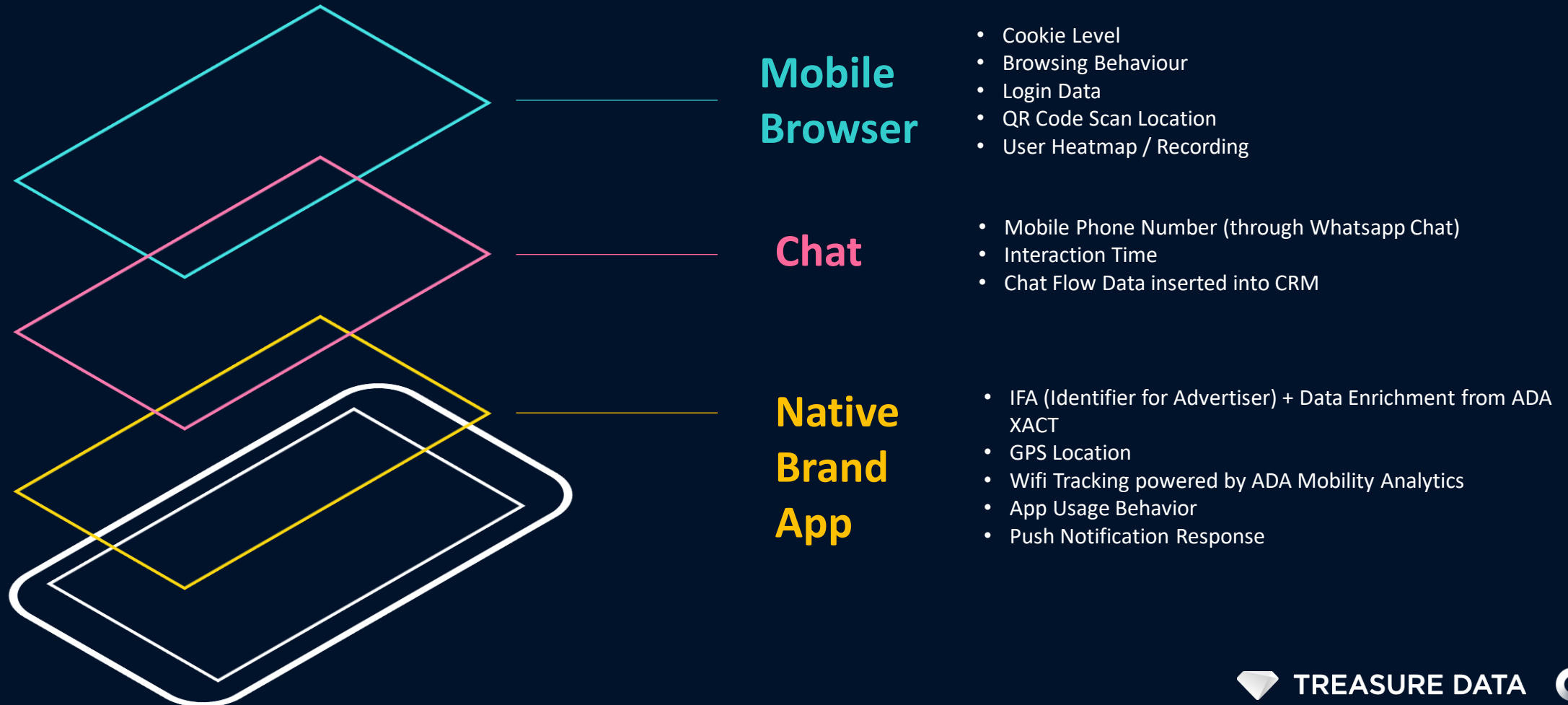
- Tracks web behavior and ingest other required offline data
- Send out automated flow of welcome emails based on insurance type

Mobile Track and Message

- Mobile measurement platform to understand install and also provide deeplinking
- Mobile messaging platform to orchestrate messages to the right user at the right time
- App wifi tracking to understand daily patterns

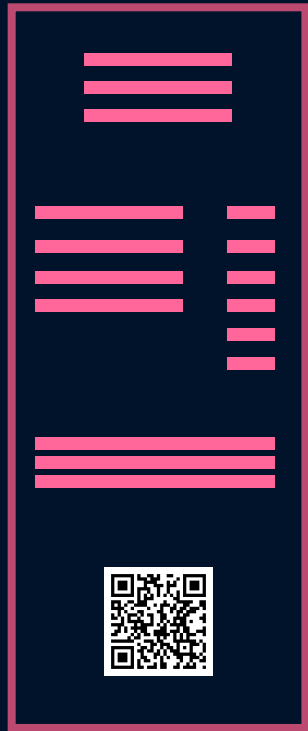
THERE'S GOLD IN MOBILE PHONE (literally)

In the mobile first Asia markets, the mobile phone provides different data richness at different interaction level.



1st PARTY DATA CAPTURE BY DESIGN

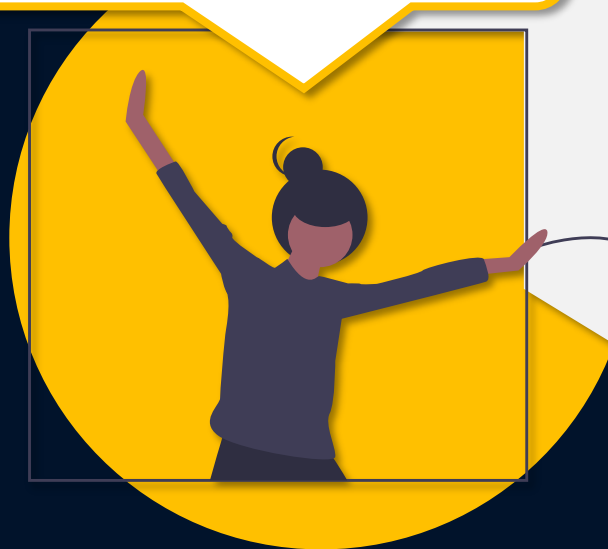
How do you capture data in the offline customer journey?



ACHIEVING ZERO PARTY DATA

With the right design, your customer will give you data willingly for the right **value exchange**.

Here's my number. And what I like.



Value
exchange

And here's exclusive preview of our
product. Only for you.



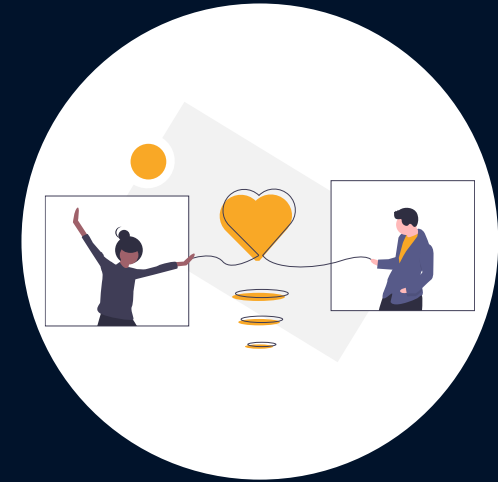
STEPS TO OWN YOUR 1st PARTY DATA SOURCES



Map the customer journey to find the data points.



Design data capture within the customer journey.



Show strong value exchange to get 1st Party Data.



HOW DO YOU ENABLE THE 1:1 CUSTOMER EXPERIENCE?

CONNECTING THE DOTS WITH CDP

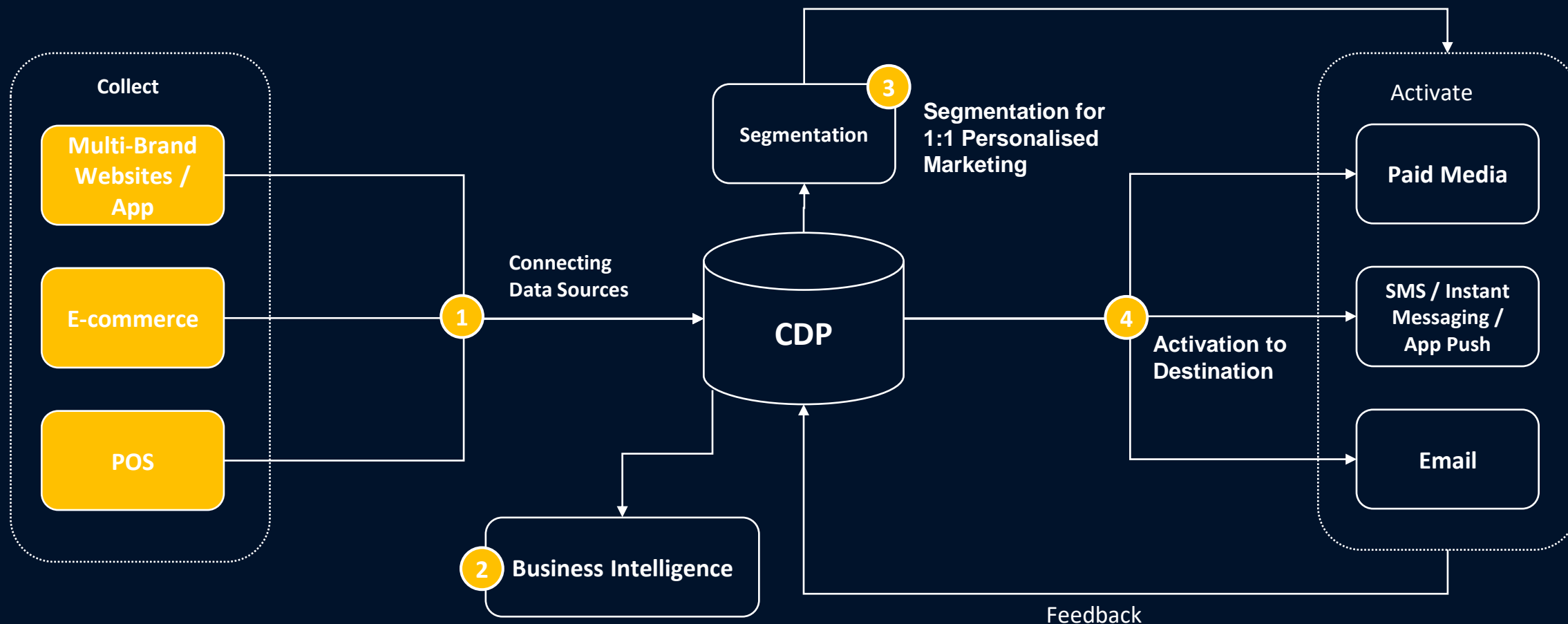
Sean's Section

EXTRACTING ACTIONABLE INSIGHTS

SHAPING BUSINESS STRATEGY

1. RETAIL O2O20 SINGLE CUSTOMER VIEW

As retail pivoted quickly in the pandemic, their struggle is to ensure data is connected across additional channels as to personalize the experience for their customers.



1. RETAIL O2O20 SINGLE CUSTOMER VIEW

European Car Dealer

Connected data across entire customer lifecycle from test drive to servicing.

+70%

Customer Contractability

+280%

Engagement on Paid Media and CRM

+16%

Sales

Japanese Lifestyle Chain

Connected online and 650 store's offline data, drive personalized offers.

+46%

In-Store Revenue

+100%

App Coupon Redemption

Global Fast Food Chain

Connected restaurant delivery capacity + inventory + geolocation paid targeting

-48%

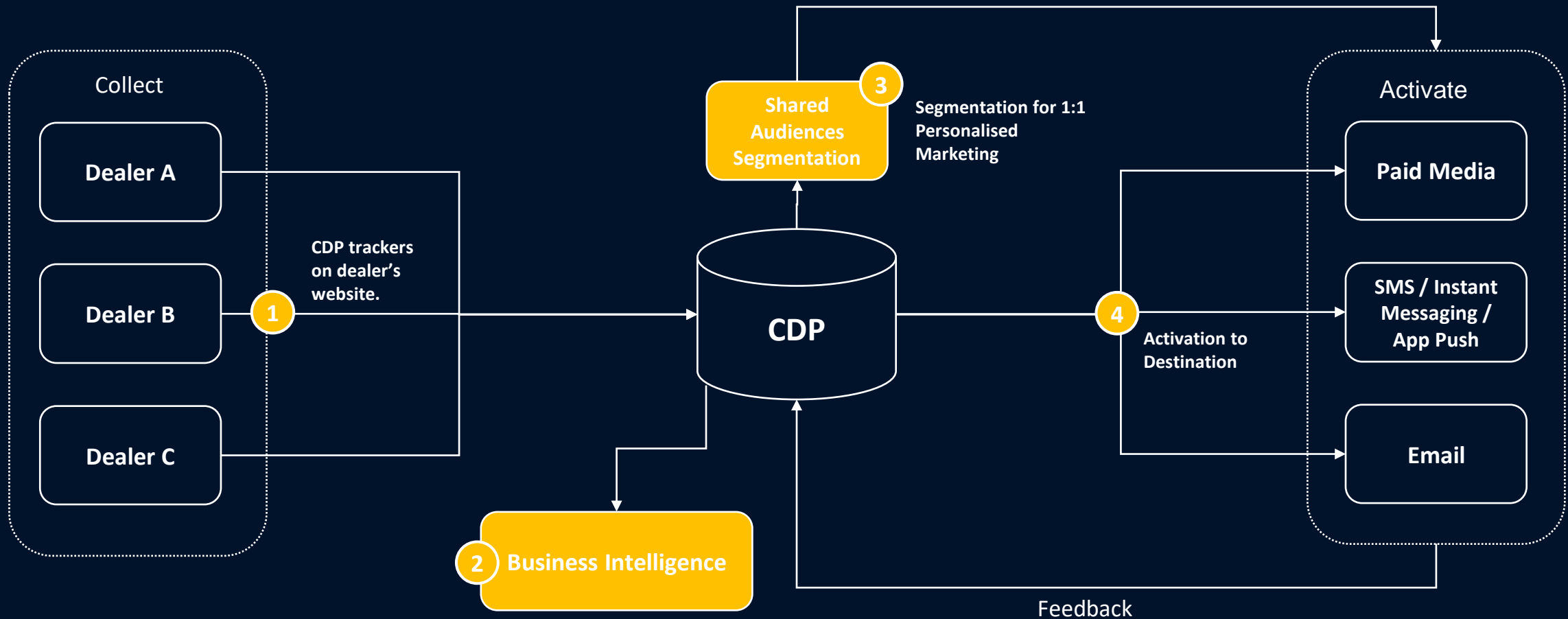
Paid Media Wastage

+121%

Delivery Sales

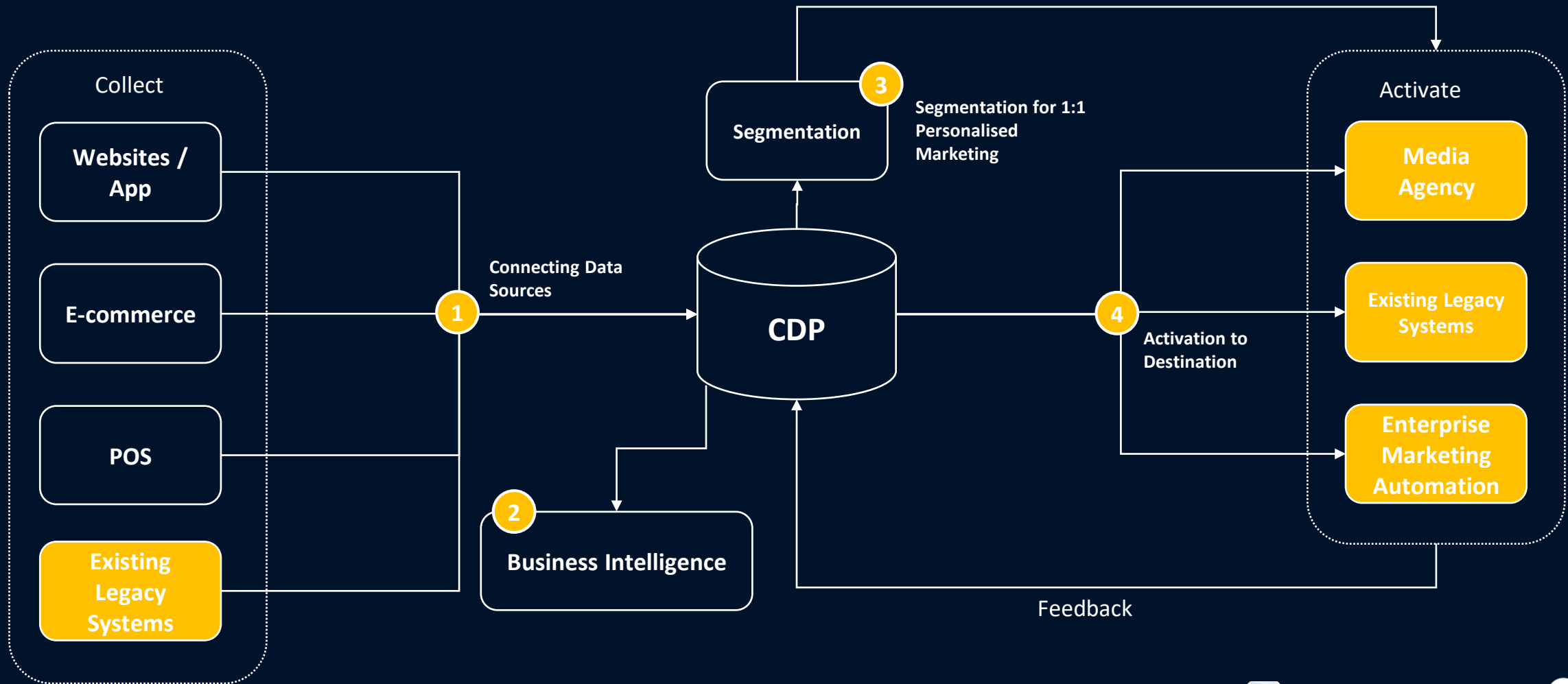
2. RETAIL DISTRIBUTORS DATA DEMOCRATISATION

Distributor or retail mall owner can utilize a CDP to aggregate data from their dealers or tenants to help drive better insights and create a shared audience pool for better marketing efficiency.

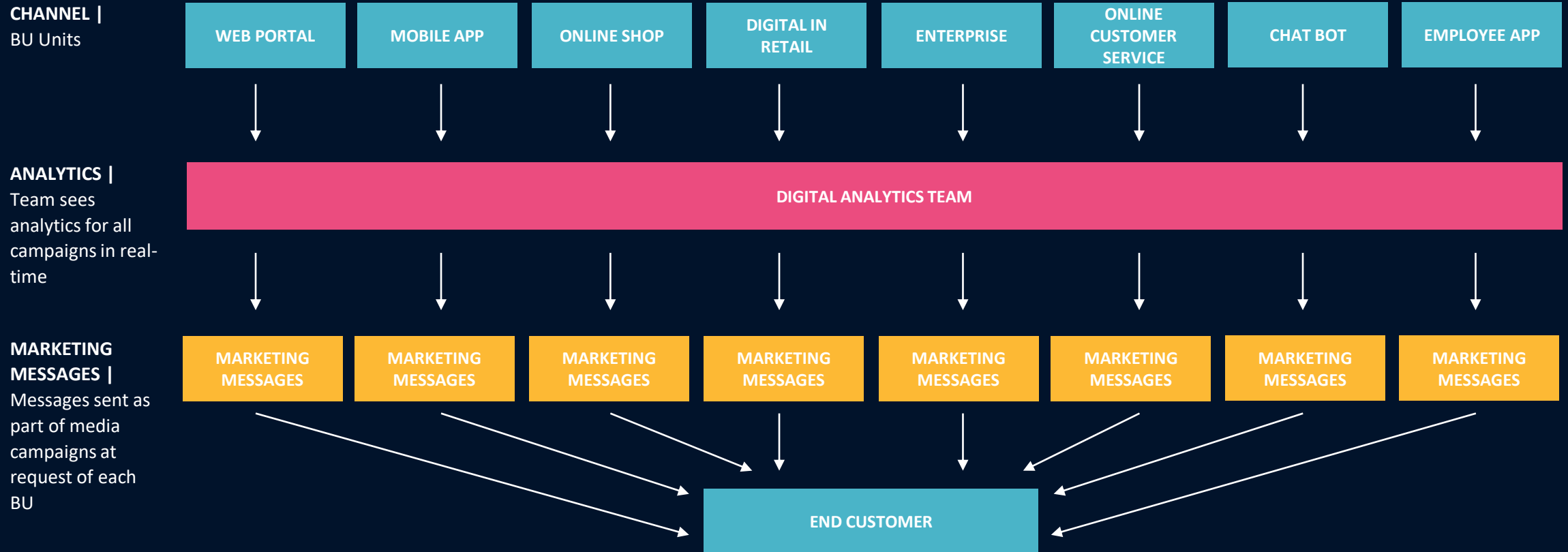


3. ESTABLISHED CORPORATE ORCHESTRATOR

Established corporates in Telco, Banking, Finance and Insurance are usually ahead of the curve investing in technology. The challenges are usually unifying data across business units and technology stack building a seamless customer experience.



3. ESTABLISHED CORPORATE ORCHESTRATOR



Each BU's work independently pushing messages to meet their own KPI's. This overwhelms the end customer driving down conversion / media impact. With a CDP we can better time messages and use improved segmentation to support this and empower the analytics team to help this process.

3. ESTABLISHED CORPORATE ORCHESTRATOR

Asia Telco

Connected data across different business units.

+200%

Profit from digital channel sales

+2,000%

Profit from targeted personalized direct sales

Asia Insurance

Single customer view with tracking across all digital touch points.

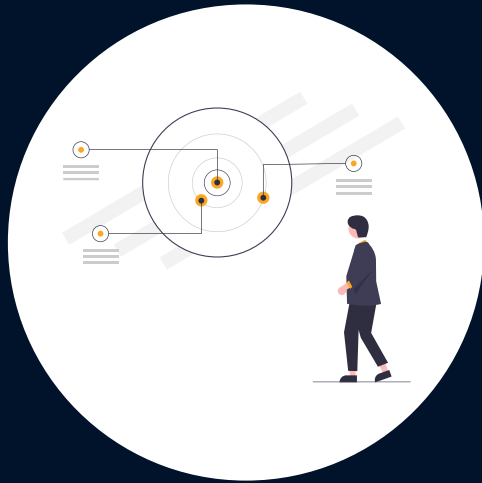
+3X

Personalised Email Open Rate

+50%

Email engagement from returning customers tracked across channels.

STARTING WITH 1st PARTY DATA



Define goals and use cases



Design quick wins to win confidence



Test, learn and optimize.

HARNESSING 1st PARTY DATA BY DESIGN

**CUSTOMER
EXPERIENCE**

Design the Value Exchange



DATA

1st & Zero Party Data



TECHNOLOGY

Customer Data Platform + Marketing Automation





HARNESS THE **1st PARTY DATA GOLD MINE**
POWERED BY CUSTOMER DATA PLATFORM.

ACTIVATE YOUR DATA.

TEST, LEARN & OPTIMISE.

THANK YOU.

www.ada-asia.com

**Digging for Gold:
Harnessing First Party Data for Growth**

Sean Valencia – Marketing Strategist





Serving enterprises since 2011

The most trusted enterprise CDP used by leading brands

Built for the Enterprise



Named as a Leader
in the G2 Summer 2021
reports for CDP



Strong Performer in
The Forrester Wave™
for Customer Analytics, 2020



Recognized as the
Best CDP
Martech Awards 2019

Quick Data to Value



- Accelerate value by plugging into existing infrastructure
- Deploy our use case best practices for quick value
- Increase relevance with each use case to grow the value from your investment

450+ Customers

ABInBev

Stanley
Black &
Decker

wish

MATTEL Barbie

SUBARU

NATIONAL
DEBT RELIEF

LG MARUTI SUZUKI

neighborly asianpaints

Safeguarding your brand reputation



TrustArc
the new TRUSTe



Global by design

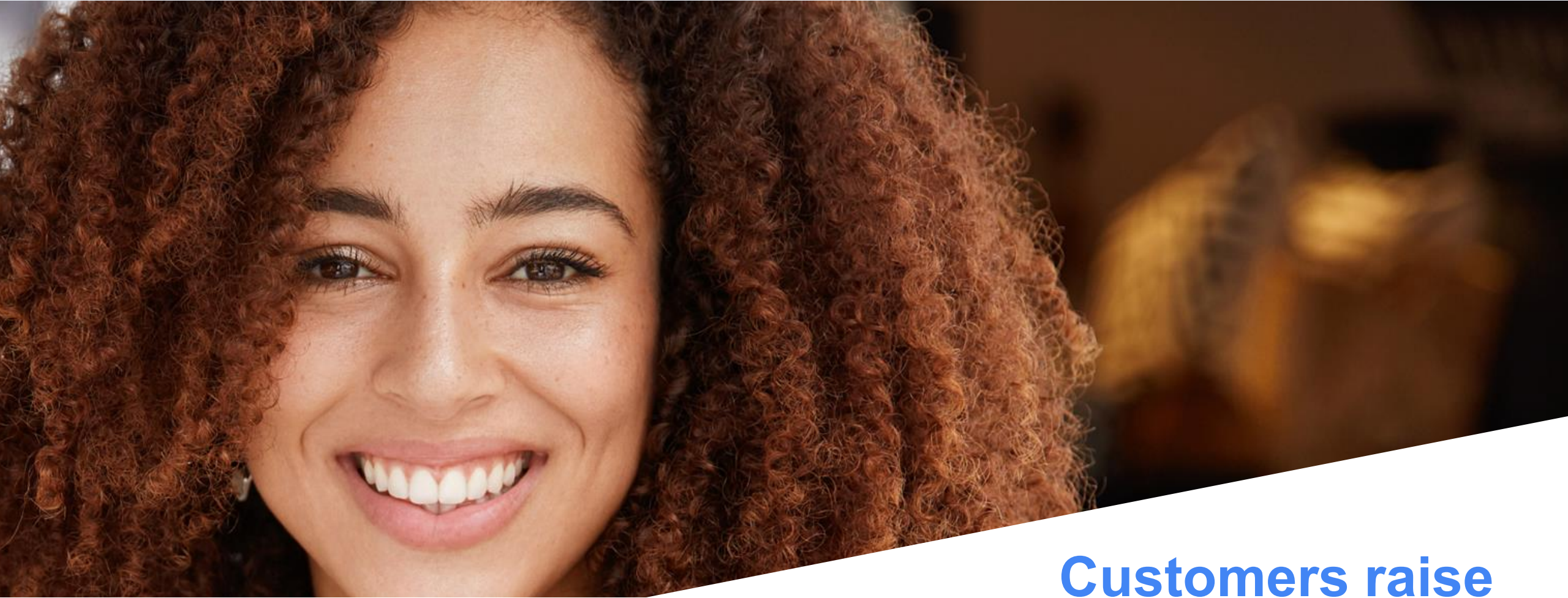


Funded by SoftBank

**Give millions
of customers
the feeling that each
is **the one** and only**



Omni-Channel Experiences are **Table Stakes**

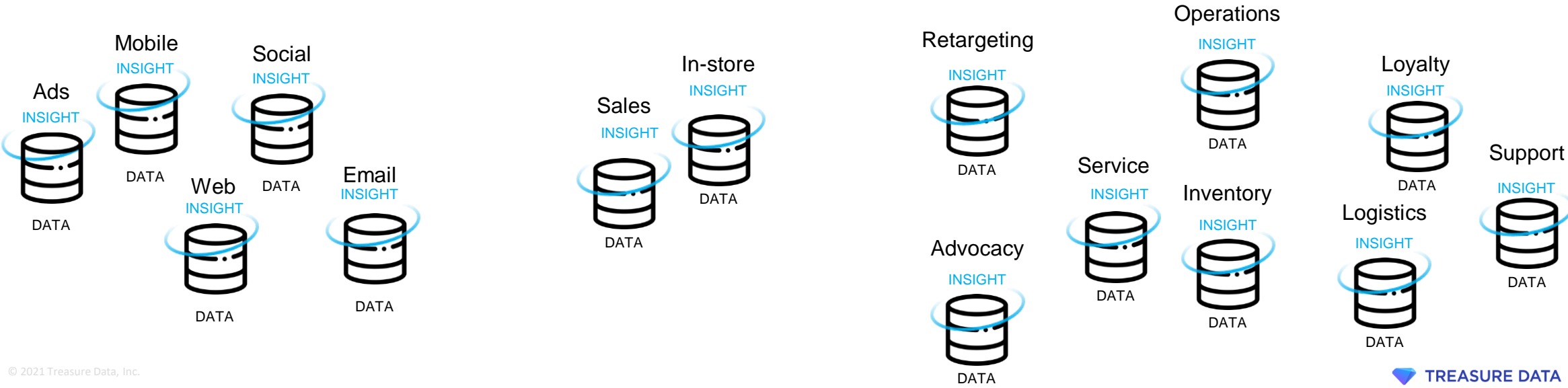


**Customers raise
the bar on Relevance**

Delivering great customer experiences can be elusive



TECHNOLOGY STACK

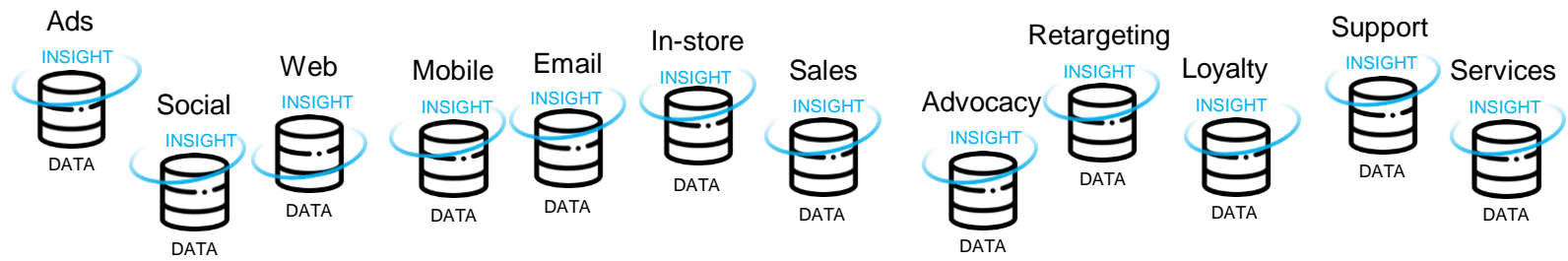


Delivering great customer experiences can be elusive

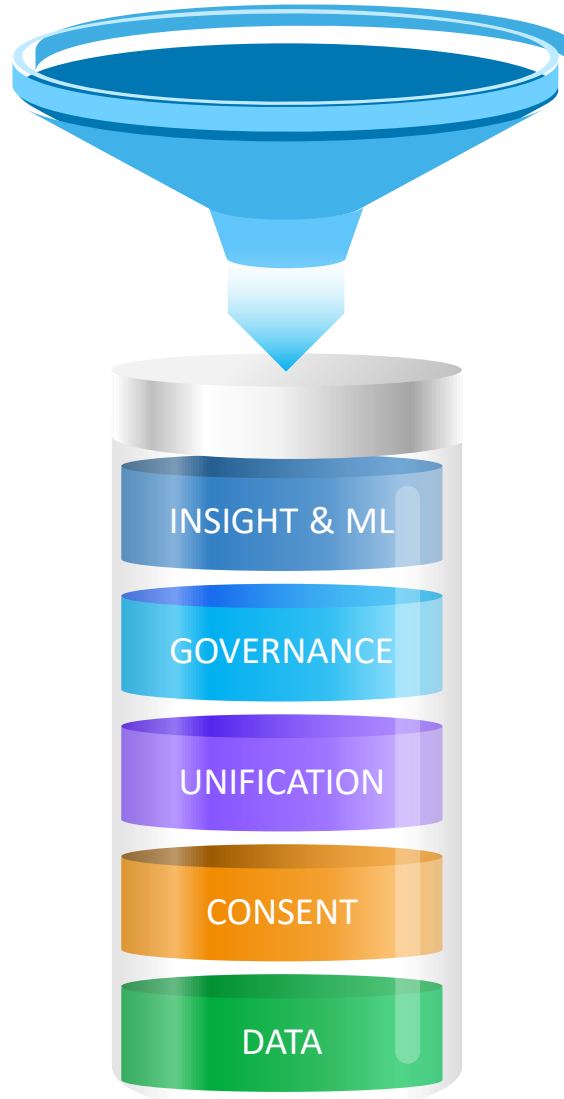


The more you optimize each channel individually, the worse the overall customer experience gets.

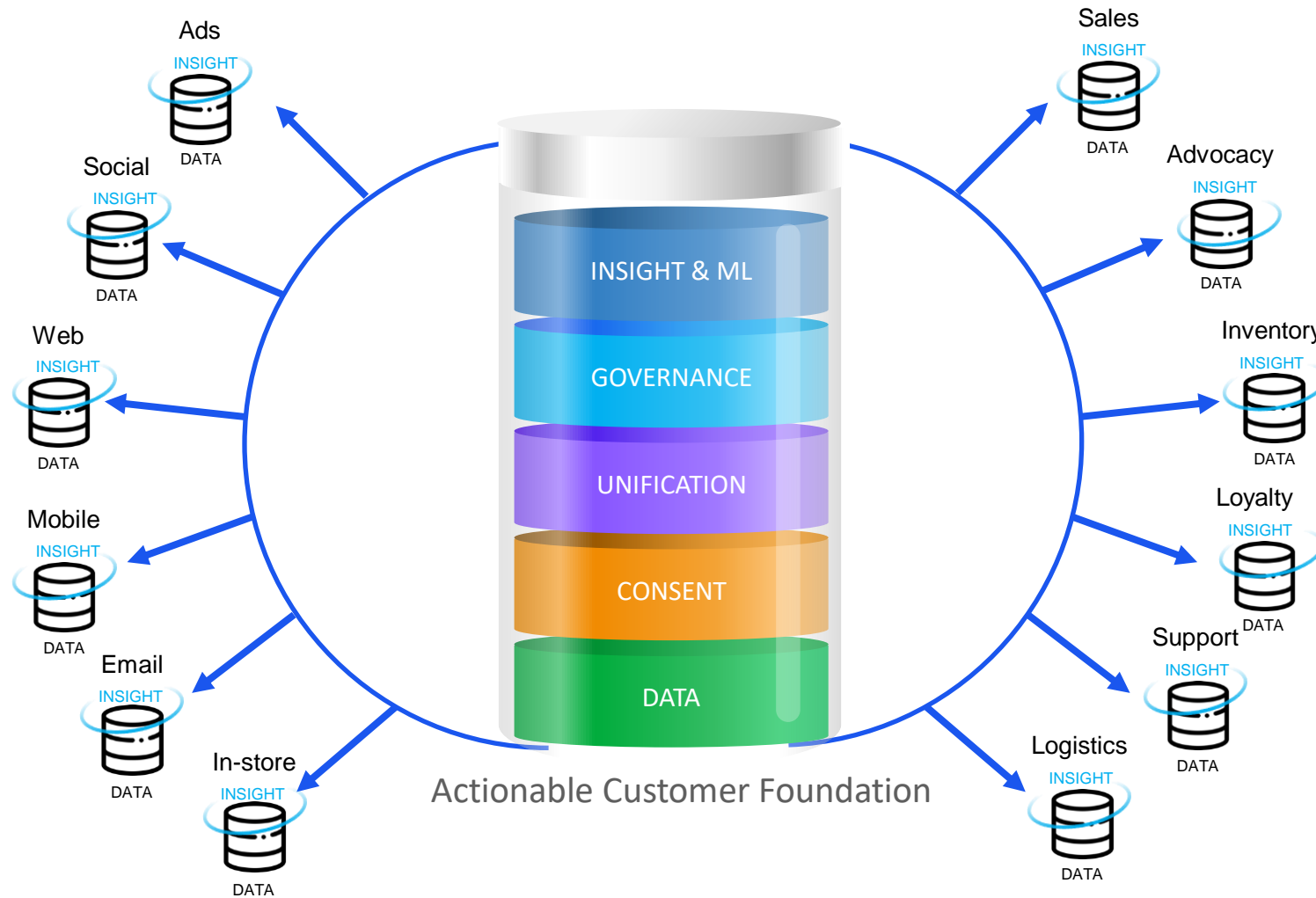
Great brand experience utilizes insights from across all channels



Connecting all key systems in One Customer Foundation to create “data gravity” gives team across the organization real, live, data-driven power...

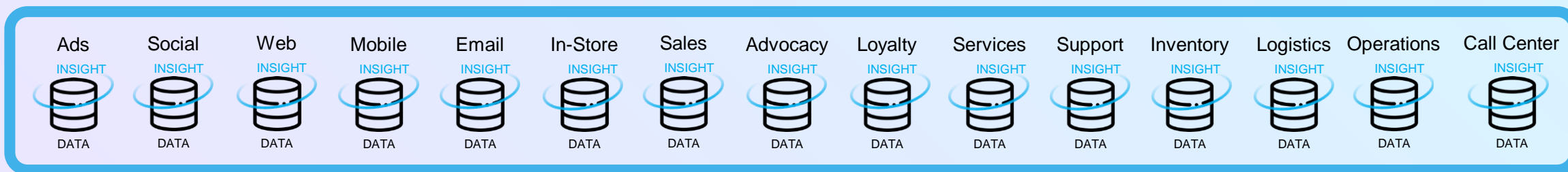


... that turns what you know into a unique customer experience with purposeful activations





ALIGNED TECHNOLOGY STACKS



Actionable Customer Data Foundation

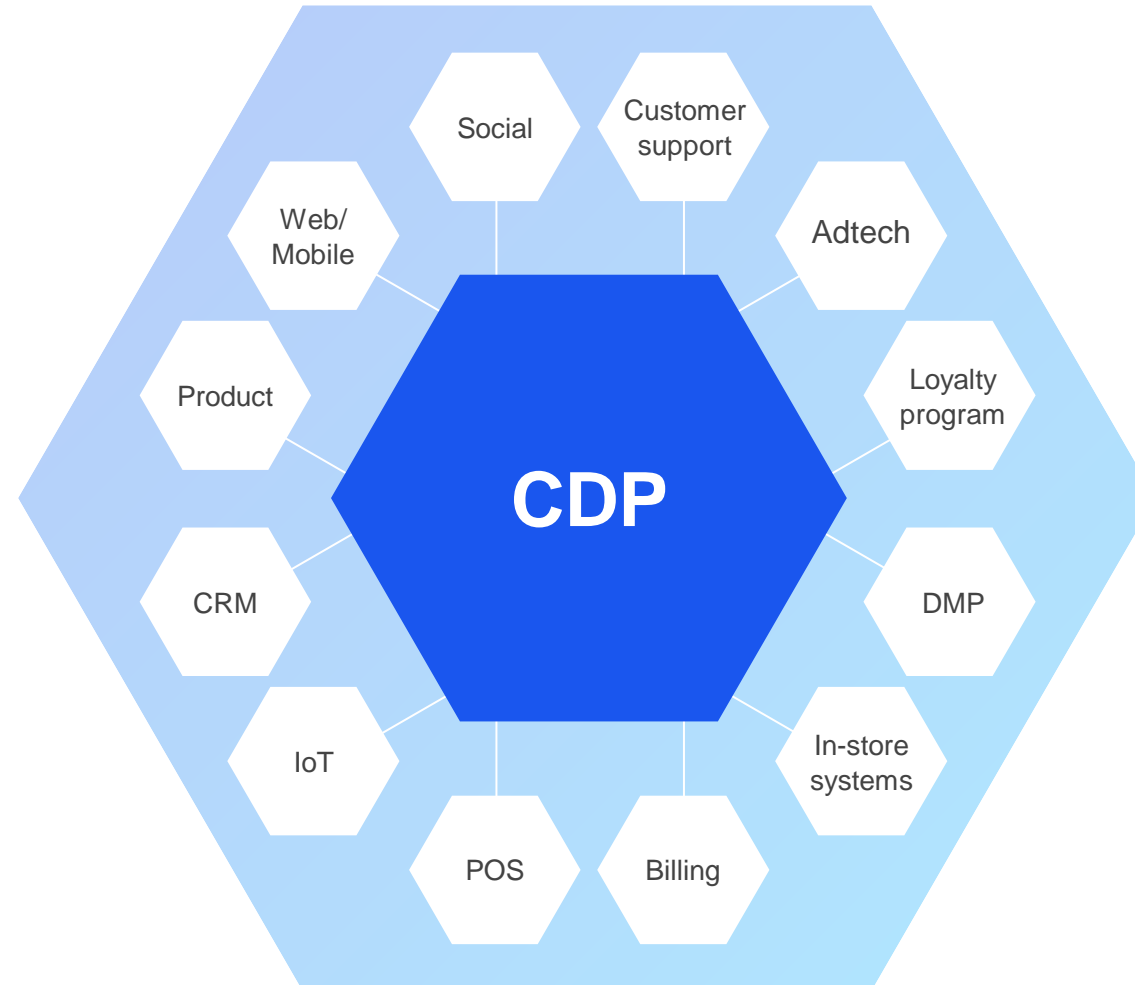


Great Customer Experience

Continuous conversation on all channels.

Right time, Right tone, Right offer.

The Customer Data Platform sits at the center of the Tech Stack and makes Customer Data usable across it



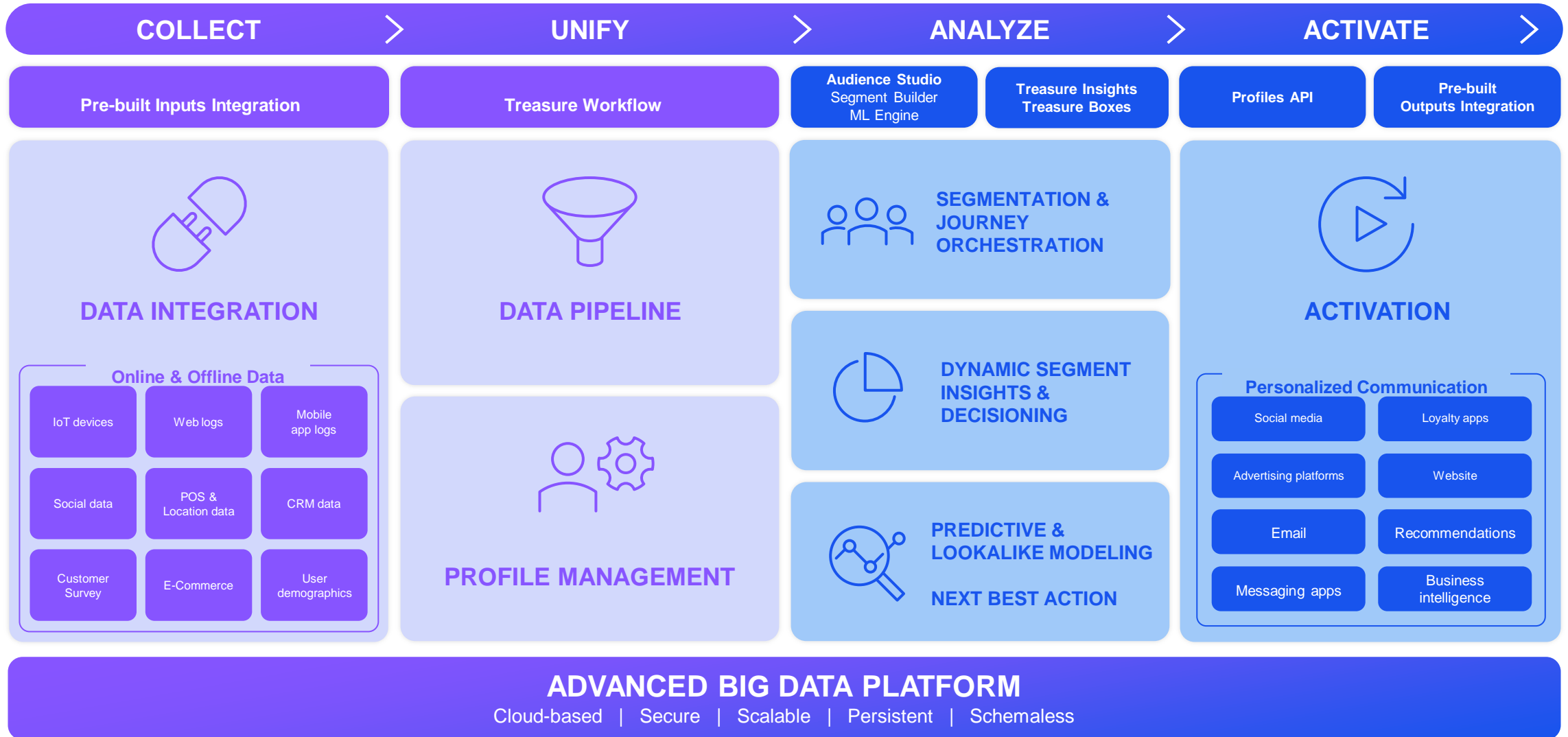
DATA SOURCES

CDP Customer Data Platform

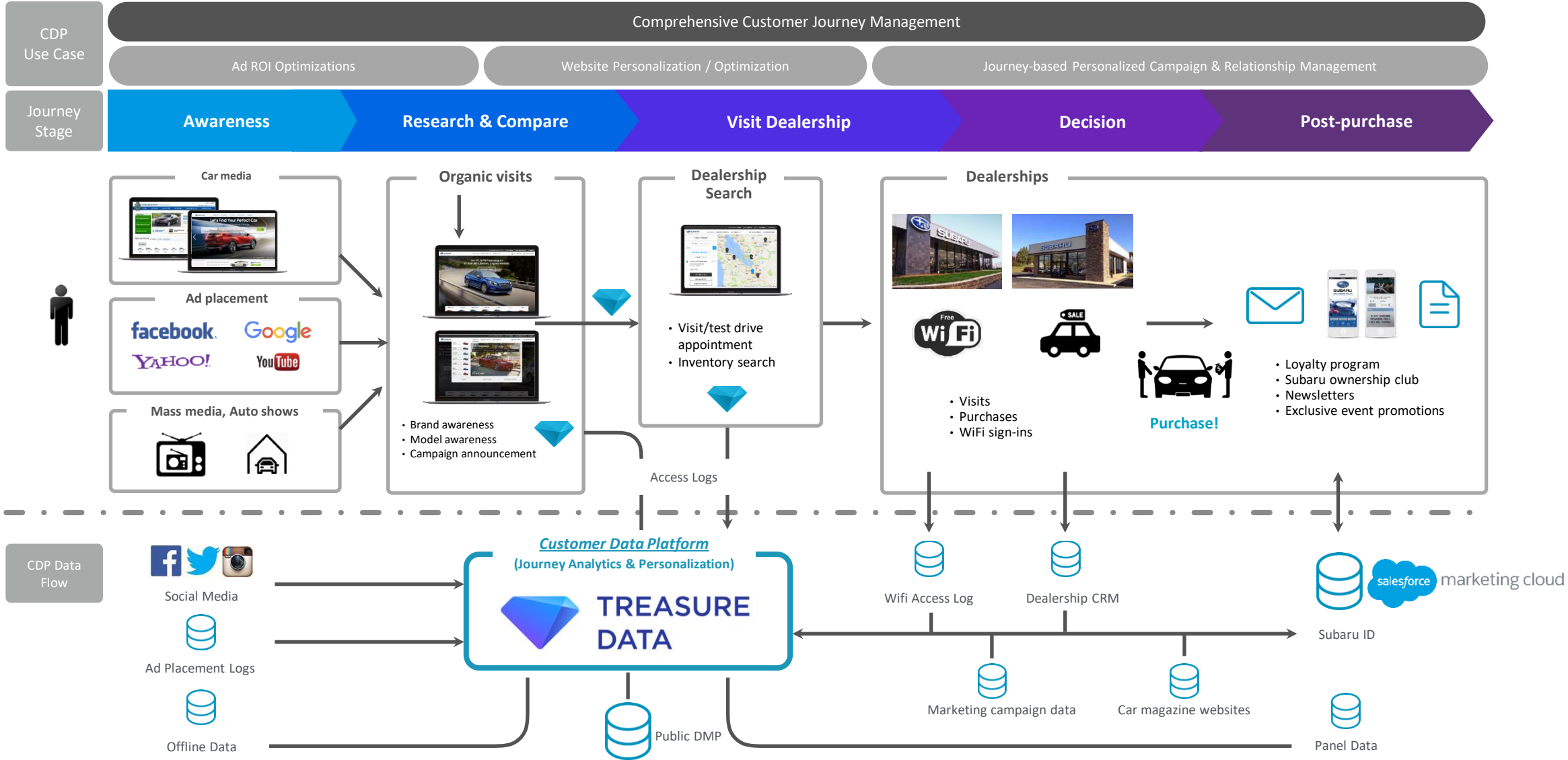
ACTIVATION CHANNELS



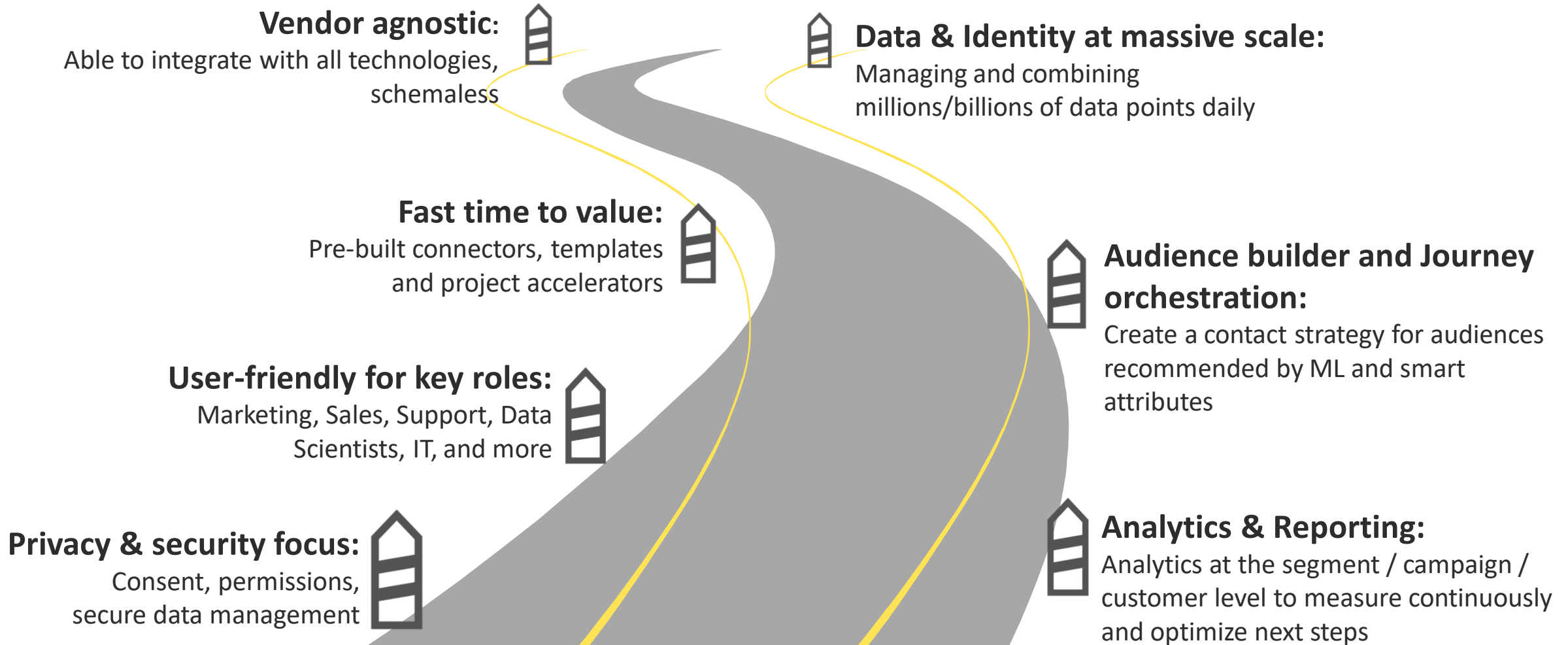
CDP Customer Data Platform



Subaru Omnichannel Experience



Key Considerations when Choosing a CDP





TREASURE DATA

The power to use every bit of data to serve
with relevance.



Thank you

TreasureData.com