

INFORMATION SNAPSHOT

THE BUILDING BLOCKS OF A FIRST-PARTY DATA STRATEGY

Does your marketing have a robust, first-party data strategy? If not, time is running out. Marketing based on third-party data from cookies is no longer effective. Consumer demands for control of their information and new privacy regulations have restricted third-party data use and made it less accessible and less reliable.

Brands must now adapt to a new marketing dynamic and build strategies based on first-party data, which comes directly from your customers as they interact across your website and other brand channels. The key technical capabilities your brand must have to implement a successful first-party data strategy and compete in a cookieless landscape are:

COMPLETE DATA UNIFICATION

Is all your data in one place? This can be a huge challenge when the data you've collected sits in silos spread across the organization. You must be able to unify all customer data across every source and system where customers engage, and make that data easily accessible to marketers and other stakeholders.

DEEP DATA ANALYSIS

Advanced AI and ML capabilities can perform sophisticated data analysis for everything from determining likelihood to buy or churn to building nuanced, meaningful segments for the most targeted campaigns. This level of granularity enables the most customer-centric digital experiences.

WORRY-FREE DATA SECURITY

First-person data is often given to brands willingly by customers in exchange for a better customer experience. But this requires a deep level of trust between brand and customer that must always be cultivated. Brands must always be in compliance with any and all relevant laws and regulations, and be able to swiftly fulfill any customer requests to have their data erased.

PROPEL YOUR FIRST-PARTY DATA STRATEGY FORWARD

Acquia CDP is the lynchpin of a next-gen, first-party data strategy. Find out more in our new e-book, *The Evolution of Digital Experience in a Cookieless World*.

GET THE E-BOOK