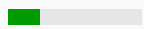


A Checklist Guide to First-Party Data



I would describe my balance between use of first-party and third-party data as:

- Even
- More third-party data than first-party data
- More first-party data than third-party data
- Exclusively (or almost exclusively) third-party data
- Exclusively (or almost exclusively) first-party data



I've collected the following types of first-party customer data:

- Email addresses
- Phone numbers
- Purchase history
- Website activity (e.g. cookies, clicks)
- Social media information (e.g. accounts, activity, interactions)
- Customer feedback provided to support teams



Keep In Mind

Gathering data is only half of the battle. Strategic and appropriate application of this info is essential to getting the most out of first-party data. In particular, be sure to use a technically capable support platform like Gladly's that lets heroes quickly and easily access and apply data for a more radically personal customer experience.

I use the following resources in collecting first-party customer data:

- User registration
- Customer feedback forms or surveys
- Event-based tracking tools
- Social media engagement (e.g. users organically sharing brand content)
- Lead generation forms
- Single sign-on (SSO)
- Customer data platforms (CRMs, customer profile tools, or other software to gather/analyze customer information)

I use first-party customer data to inform the following aspects of my business:

- Design a more personalized customer experience
- Drive better interactions with customers through tailored support
- Develop targeted ad campaigns
- Create lead-generation materials targeted to potential new customers
- Build more accurate customer personas



Keep In Mind

Customer loyalty is one of the most important metrics behind driving revenue. Loyalty is powered by personalization, and personalization is achieved through data collection. Needless to say, if brands aren't putting first-party data to use for a better customer experience through platforms like Gladly, they're not maximizing the value of this information