

# First-Party Data Strategies for Privacy and Personalization

## Teaser Video Transcript

### Progressive Profiling

So you know, whether it's a big business or a small business enterprise, we are, we are there to meet you.

I'm going to go to the next slide. So this slide is about progressively profiling customers to get a 360° view. And you'll see this is kind of what I was discussing earlier, kind of from left to right. When somebody first comes to your website, they're coming from a device, web, mobile, etcetera. You don't know who they are, but you may need their opt in for targeting or for performance cookies. That's a consent management program. If you have a web form where you may get their name and e-mail, you may have a little bit more information to begin resolving that first party profile.

But where it really starts to become, I would say a little bit magical and kind of the most beneficial to your business is when you have a logged in preference center. So this is when a user comes to you actually logs in, and then you can begin associating data with a name, a person and ID. And you can build out that customer profile to include anything that really is relevant for your business, whether it's sales oriented, marketing oriented, how you contact this customer, what are their support preferences I mentioned earlier, you know, what's their favorite team or color. These are all important things that help you build a 360° view of customers in a consented and compliant way.

What I would, Adrian, can I add to this? As you look at the image to the left, it's granular to the point what you said, your team color, favorite color, favorite food. Think about the experience, right, and hospitality potential client experience, right? It is if I walk into a hotel, right? Whether I'm going on vacation with family, whatever it may be. And if the front desk knows I want to have a high floor, I want to have a soda, cold soda in the room. And imagine if that was already set up for you while you get there to the hotel, you're going to have that great experience, right?

Versus when you go walk in and then they at the front house will ask you what floor do you want to be on or do you like soda? If they know those preferences, they know that type of relationship they already have with you. Capturing the data is not hard, right? It's able to capture it then also provide that back into front end perspective of a front desk at a hotel. But think about the different businesses and industries that you guys are all part of. And how does that interaction become stronger because is a relationship stronger?

I myself will say, OK, I loved it. I loved enjoying my time at this hotel. I'm going to go back and stay there again because now they know who I am, they know what I like, they know what I want. And if they're able to provide that for me and I've got a really great experience. So now as we think about the trending of personalization, it's how to think about experience. If experience is getting worthwhile, I'm going to go back to that same experience again and again. So that creates revenue for the business perspective.