

Where First-Party Party Data Goes - MarTech Must Follow

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CMSWire Link - <https://www.cmswire.com/digital-experience/2021-contributors-of-the-year-lisa-loftis/>

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Serendipity? - Maybe

The short answer to why first-party data is the ~~new~~ real CMO currency? - Absolutely

The Perfect Storm

Hyper-personalization*** –
8X marketing ROI – 10% sales
lift

NBO** – 30% fortune 2000
companies will deploy across all
channels by 2024

Hybrid digital/physical* – 75%
investing more to increase
personalization and customer
connection

Google Chrome – phasing
out 3rd party cookies

Apple – adding email and
app privacy protections

EU ePrivacy Directive –
drafts signal further cookie
crackdown and consent
requirements

Marketer's Map and Compass



- The Impacts

- No easy button - short-cuts go away, media and ad buying changes imminent



- The Solution

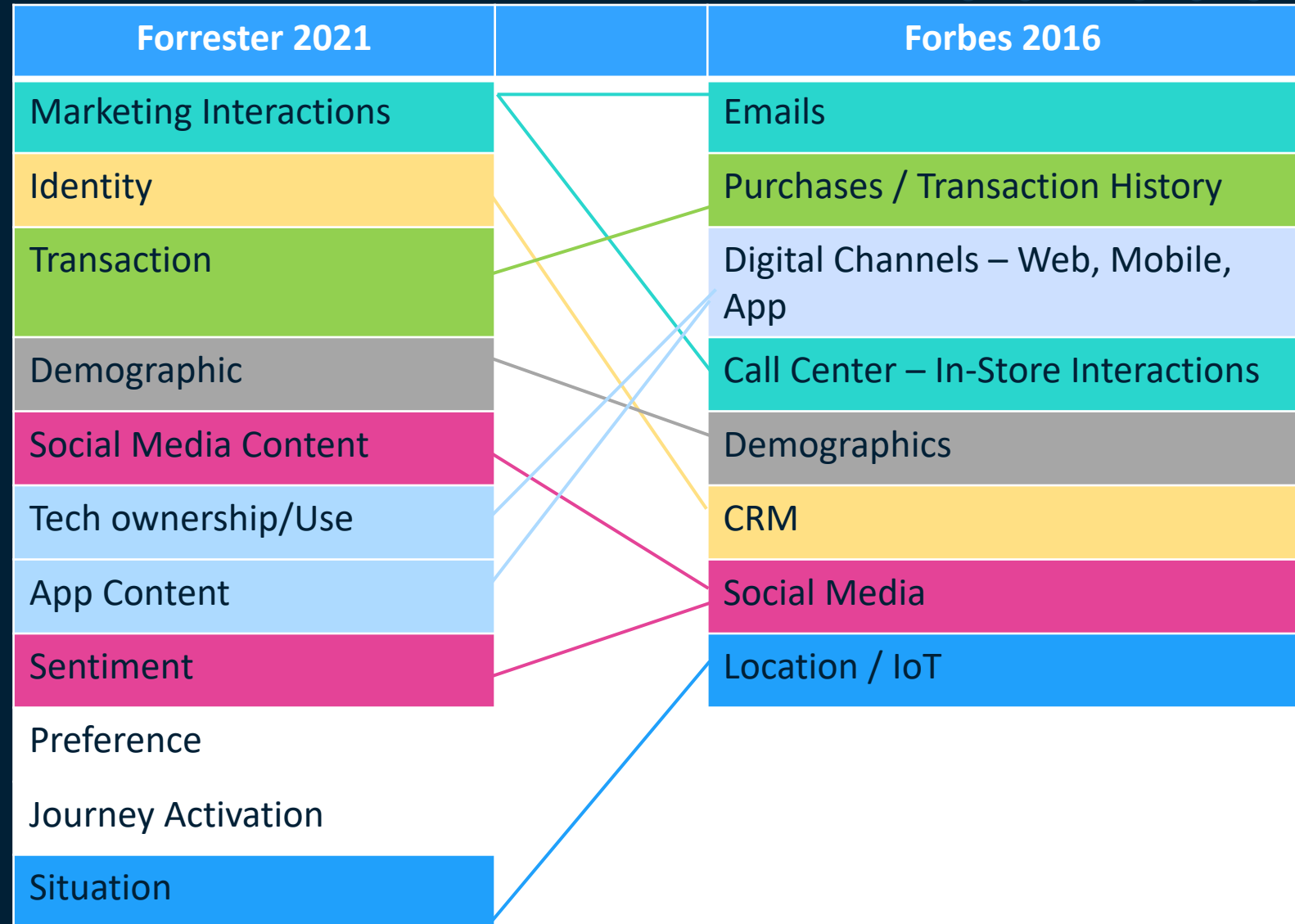
- **Double down** on customer understanding and identity management
- **Value for 1st party data** - make moments matter more than ever
- Check your Martech



Customer Understanding

CustomerThink.CO

Customer understanding is all about learning everything you need to know about your customers, i.e., their needs, their pain points, the jobs they are trying to do, etc., and their current experiences **in order to deliver the experience they expect** going forward.



Martech For 1st Party Data

Customer Data Platform

CUSTOMER UNDERSTANDING

INGEST DATA

- Consolidate digital interactions at the customer level – create aggregate data views for sessions, anonymous prospects, identifiable traffic and existing customers
- Detect events as they happen – collect user behavioral data from pages, screens and field interactions, across digital properties
- Link known and unknown digital activity

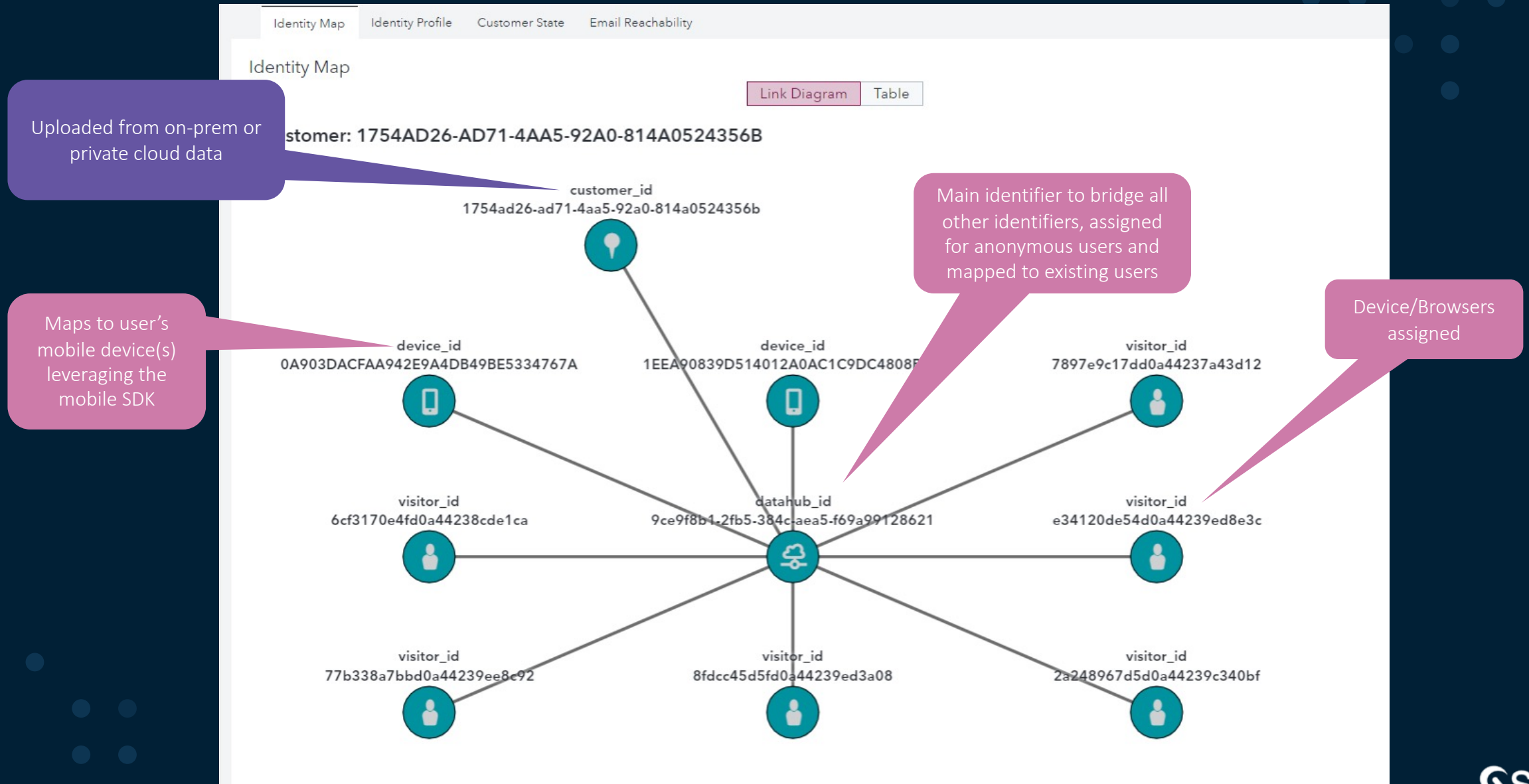
MANAGE IDENTITY

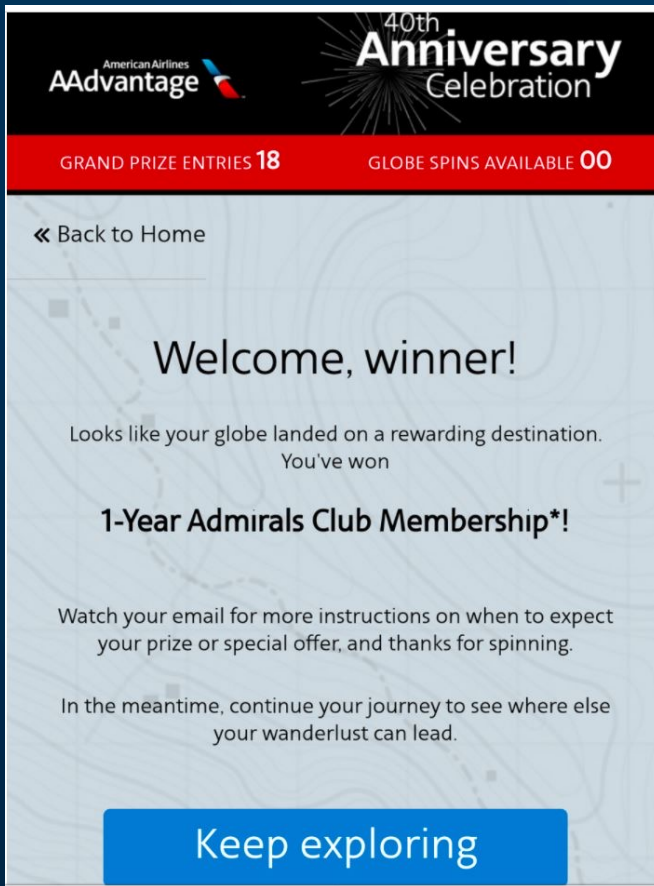
- Dynamically updated identity graph
- Real-time deterministic identity management
- On-line and off-line profile data support (with full control on how append, delete, merge customer identities happens)
- Probabilistic matching for joining of other 1st/2nd/3rd party data
- No need for PII in the cloud

SEGMENT AUDIENCES

PROVISION DATA

Identity Graph - Deconstructed





Value – The Creative Way



35%

Percentage of brands that by 2024 will OPENLY incentivize customers to share personal data in exchange for cash rewards, services, and exclusive experiences.

Source - IDC



Value – The Back-To-Basics Way

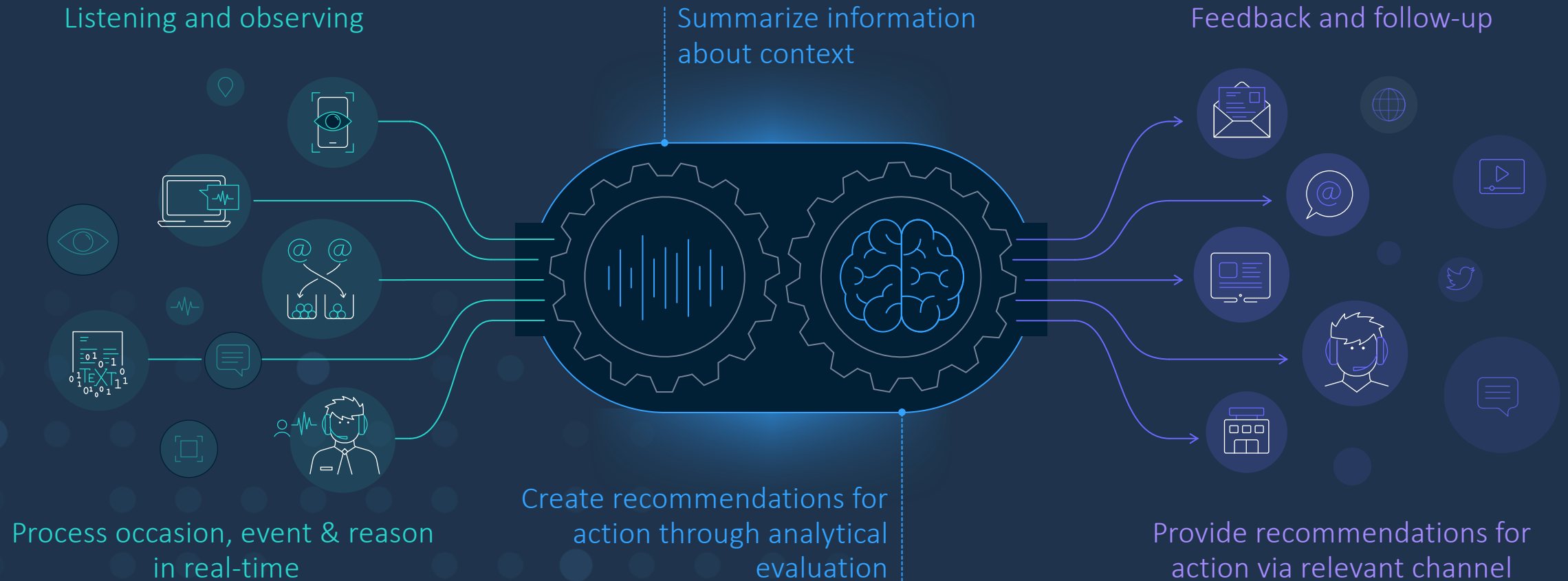
Making Moments Matter More Than Ever

LISTEN

UNDERSTAND

DECIDE

ACT



A series of horizontal bars of varying lengths and colors (teal, blue, and purple) are arranged on the left side of the slide, creating a modern, abstract background element.

Q&A Thank You

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