Leveraging the power of second-party data

What is second-party data? First-party data is data that is the result of your own experience. Second-party data is data from other trusted sources who are a partner to you. When you connect first-party and second-party data you unlock:

- A greater depth of information about each touchpoint
- A greater breadth of insight into your customers

Put simply, second-party data is a trusted partner’s first-party data.

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In other words, you gain the visibility you need to build, deploy the most of the opportunities second-party data has to offer.

Let’s follow a soft drinks company, FizzPop, as it harnesses online and marketing strategies to create a competitive edge.

The process

1. FizzPop identifies a trusted partner, SuperShop, as a suitable partner to work with to scope the possibilities of sharing second-party data.
2. FizzPop shares their first-party data with SuperShop.
3. SuperShop allows FizzPop to access LiveRamp IDs that identify relevant customer audiences to partner with each other.
4. Both parties see if there is an affinity between parties.
5. LiveRamp generates an overlap shared between parties.
6. Both parties securely upload data to LiveRamp.
7. LiveRamp compares the uploaded data and creates reports to identify mutual customers.
8. Both parties explore and develop potential partnership opportunities with each other.
9. Potential partners upload data to LiveRamp to further explore omni-channel marketing.
10. Both parties want to explore opportunities with more partners.

The outcome

- SuperShop, FizzPop and partner brands to invest in new co-funded marketing opportunities, enabling SuperShop to potentially grow overall category size and market share.
- FizzPop reinforces and enhances relationships with partner brands.
- FizzPop runs a targeted media campaign to those shoppers who have been identified as relevant customer audiences to partner with each other.
- FizzPop sees the ROI of its online advertising campaign to assess impact on offline sales.
- FizzPop enhances its customer data with SuperShop’s data to gain more in-store insights.
- FizzPop can see the data for analysis by using LiveRamp IDs to join their first-party data with SuperShop’s data. The exposure data can be connected to FizzPop’s online data to demonstrate the impact of offline sales on online sales.
- FizzPop executes a media campaign to those shoppers who have been identified as relevant customer audiences to partner with each other.
- FizzPop can make better decisions and fund more in-store promotions without SuperShop losing control of its data.
- FizzPop can analyse how customers buy their products online and offline.
- Improved media ROI for FizzPop.
- Improved media ROI for SuperShop.

Assess opportunities

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Test second-party targeting and single channel measurement

FizzPop and SuperShop explore single channel marketing.

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- Improved media ROI for FizzPop.
- Improved media ROI for SuperShop.

Test second-party insight and omnichannel measurement

FizzPop and SuperShop explore omnichannel marketing.

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- Improved media ROI for FizzPop.
- Improved media ROI for SuperShop.

Develop a second-party data network with benefits for all

FizzPop and SuperShop work together to explore their second-party data strategy.

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- Improved media ROI for SuperShop.