



# Importance of your first party data and what do you need to know about privacy to succeed in the market



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# Who We Are

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# Technology changes

# Rising user expectations for online privacy are affecting users and marketers alike

Growing concerns from users, driven by missteps across the ecosystem have reduced consumer trust...

**81%**

of consumers say that in the past year they have become **more concerned** with how companies are using their data.<sup>1</sup>

**59%**

of consumers say they are **not confident** their privacy is protected by companies whose services or products they use online.<sup>2</sup>

... and marketers are seeing direct business impacts based on how well they're building and sustaining user trust.

**48%**

of people globally have **stopped buying** or using a service from a company due to privacy concerns.<sup>1</sup>

**2.7x**

return for every dollar a company **spent on privacy** (*cost of compliance, privacy certifications, maintaining data security*).<sup>2</sup>

# Technology changes are fundamentally altering the foundations of the digital ads industry

## Web



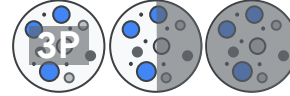
Cookie is developed  
**1994**



Browsers begin to cut support for 3P cookies [ITP]  
**2019**



Chrome announces Privacy Sandbox  
**2019**



Chrome announces plans to phase out 3P cookies  
**2020**



Ecosystem is collaborating on alternatives  
**Now**

2022

## App

**2012-2013**  
iDFA and AdID introduced



**2020**  
Apple announced restrictions for IDFA



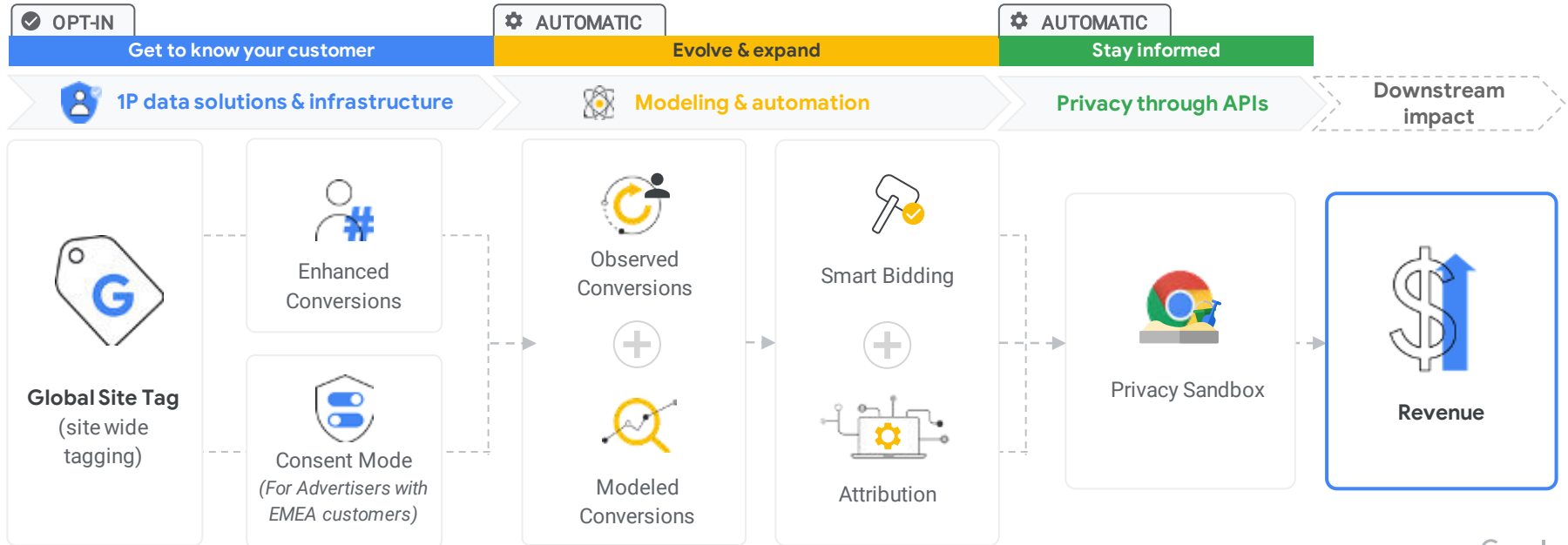
**2021**  
Apple enforces new restrictions



What we can do today to  
prepare for a privacy forward  
future


# Start your privacy journey with solid tagging to power your entire advertising portfolio

1P solutions lay the groundwork for measurement & automation, which are paramount to improve accuracy and performance of your ad campaigns



# Preparing your business for a privacy-focused future

**Evolve & expand**




**Modeling & automation**

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**Predict outcomes and act in real-time/ evolve and expand**

With less user data available, modeling and machine learning help to maximize your own data and do more with less.

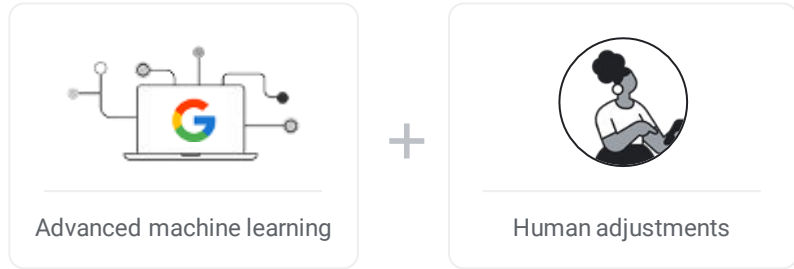


**Take action**

- Conversion Modeling
- Smart Bidding



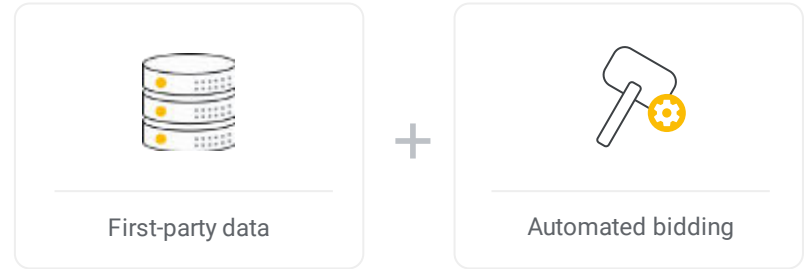
# When we combine the power of **ML & automation** with **first-party data** and **human oversight**, the results are significant!



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↑ **15%**

Campaign performance boost with machine learning based technology



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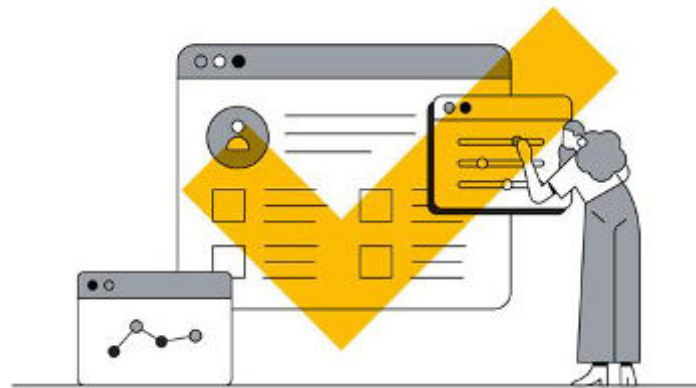
↑ **27%**

Increase in conversion volume when combined with non-last click attribution

# Modeling and machine learning help to maximize your own data and do more with less




Automated technology helps you identify key patterns and trends using your first-party data, predict future outcomes, and measure results, when there are gaps in your data or signals.



# Preparing your business for a privacy-focused future

Get to know your customer




**1P data solutions  
& infrastructure**

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**How to future proof your business:**

Collect data through first-party tagging and other measurement solutions to generate insights and tailor your channel experiences.



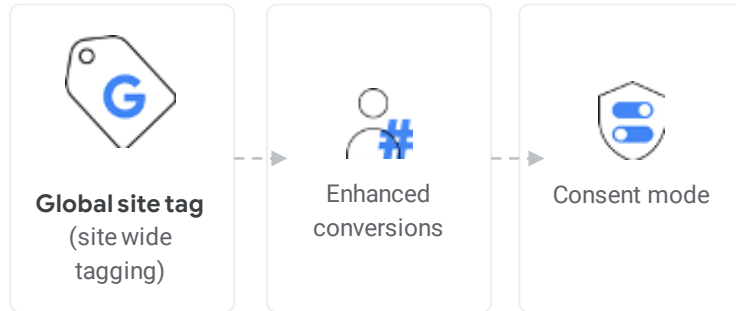
Take action

- Global Site Tag (site wide tagging)
- Enhanced Conversions
- Consent Mode (in EMEA)

# Realize the full value of your marketing investments with first-party data solutions

As data becomes harder to track, it reinforces the importance of developing stronger first-party relationships

What should you do?



A bar chart with two bars: a shorter grey bar on the left and a taller blue bar on the right, representing a 2x increase.

# 2x

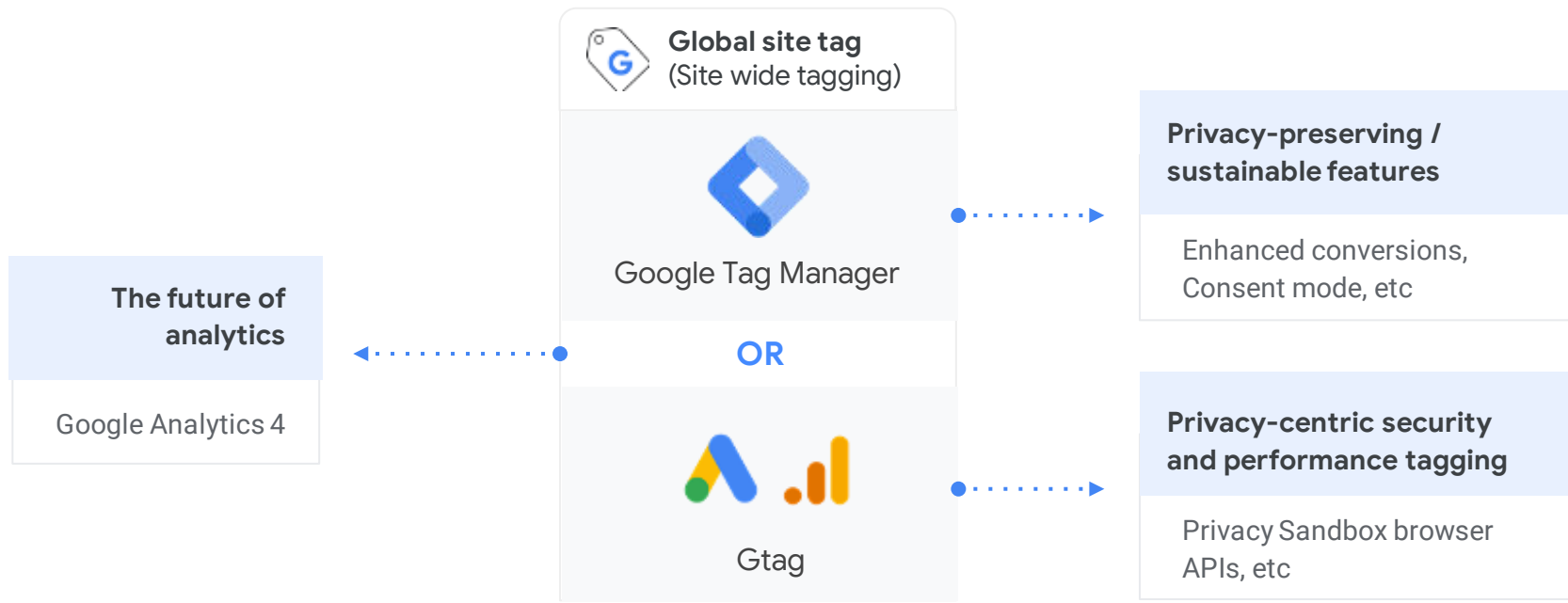
Marketers that effectively use their 1P data can generate double the incremental revenue from a single ad placement, communication or outreach.

A bar chart with two bars: a shorter grey bar on the left and a taller blue bar on the right, representing a 1.5x improvement.

# 1.5x

These marketers also see 1.5 times the improvement in cost efficiency over companies with limited data integration.

# The Global Site Tag is the most important step you can take to ensure accurate measurement



# How does Enhanced Conversions work?

It enables more accurate conversion measurement and increases conversion rates across Search and YouTube

Purchase on website

Signed in user base

A screenshot of a website checkout form. It features a shopping cart icon on the left. The form has two input fields: "Name\*" containing "Jane Doe" and "Email\*" containing "jane.doe@gmail.com". Below the fields is a blue "Buy" button.

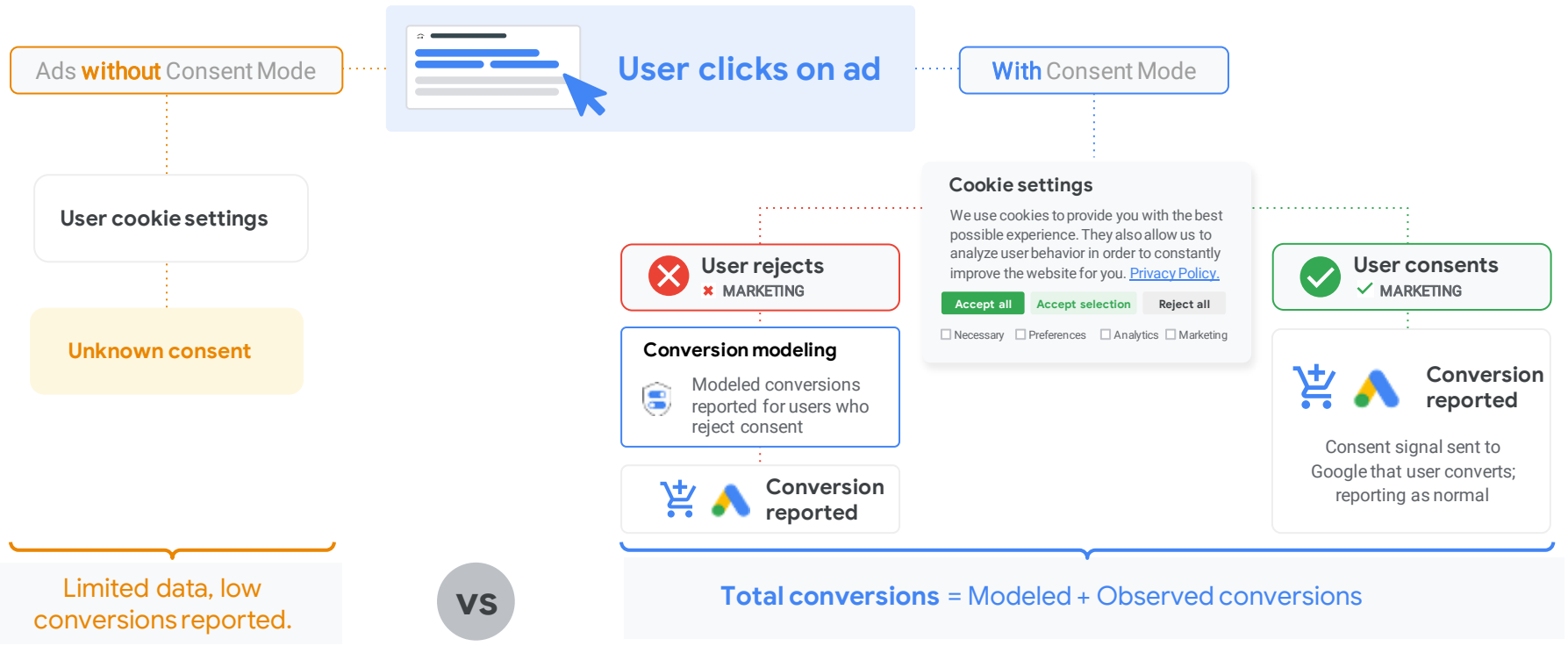
xxxx.xxx@gmail.com

Email address is anonymized and securely matched against anonymized Google login data









Conversion reported in Google Ads

# Consent Mode brings accurate consent rates & conversion rates



# Adopt products built on top of the global site tag & Google Tag Manager for enriched first party data

	what?	where?	who?	
<p>Enhanced Conversions </p>	<p>Uses advertiser's hashed customer data to fill in gaps due to browser changes</p>	<p>Google Ads only</p>	<p>Web advertisers in non-sensitive categories with customer data</p>	<p> <b>+3.5%</b> increase in reported Search conversions</p>
<p>Enhanced Attribution </p>	<p>Improves conversion signals for video and display inventory when third party cookies aren't available</p>	<p>CM360/DV360 only</p>	<p>Web Advertisers using CM360/DV360</p>	<p><b>+12%</b> increase in reported YouTube conversions</p>
<p>Consent Mode </p>	<p>Adjust tag behavior and fill in gaps in conversions due to consent banners</p>	<p>Google Ads, Google Analytics, SA360, CM360/DV360</p>	<p>App or web advertisers in the European Economic Area (EEA)</p>	<p> <b>&gt;70%</b> lost ad click to conversion journeys recovered due to user consent choices</p>
<p>Google Analytics 4 </p>	<p>Provides most complete picture of behavior and conversions across Web and App</p>	<p>Google Analytics only</p>	<p>App or web advertisers using Google Analytics</p>	



# The power of first party data

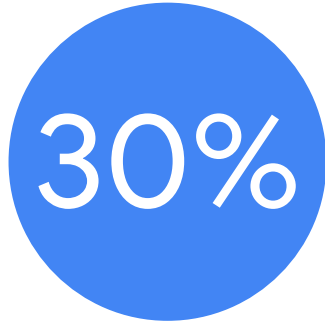
# Marketers and Publishers should **invest** in this privacy-first, user-centric future and **take action now**

Implement best practices and invest in future-proof strategies that respect user choice and transparency

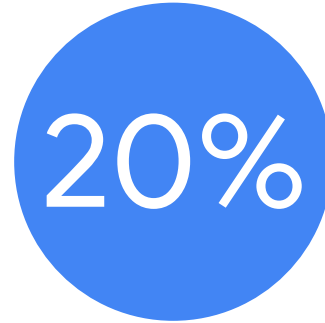


# It's important to have a connected ecosystem

If you are having a clear Audience Strategy



Avg cost savings



Avg higher revenue

How should  
marketers take  
action?

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# Here are **five key things marketers can do** to harness first party data's full potential:

1



Tailor to customer objectives

2



Offer value in exchange for data

3



Invest in tech and organizational enablers

4



Test and learn to determine activation

5



Refine and validate through measurement

# Step 1: Tailor customer objectives



## Why Advertisers Should Care

Without setting **specific quantifiable business goals for their first-party data**, advertisers run the **risk of not utilizing data to its fullest extent or gaining sufficient value.**

## How to take action:

- Create a plan with measurable goals to guide which data to collect & invest in
- Map your first-party data to use cases and [objectives](#)
- Calculate cost of acquiring data as well as related complexities (i.e. compliance with local privacy laws, risks of data breach, impact on consumer trust)
- Build a first-party data roadmap with specific use cases for relevant data sets, determining specific KPIs to track progress

## Step 2: Offer value in exchange for data



### Why Advertisers Should Care

Brands must shift their mindset towards a more privacy-centric approach and ensure the value exchange between customers and brands is clear with transparency at the core.

### How to take action:

- Utilize **consent mode & site-wide tagging** to capture consent signals while maintaining measurement capabilities
- Use these levers to collect data in a way that is **privacy-safe**, allowing customers to ensure their data is being collected in a similar fashion
- **Prioritize the data you most need**; only collect data you can activate against. Focus on identifiers outside of cookies (e.g., email, SKU)

## Step 3: Invest in tech and organizational enablers



### Why Advertisers Should Care

Strategic partnerships can also help you uncover the benefits of first-party data. Agencies and partners bring **external expertise** and a deep understanding of data and technology to better guide your strategy.

### How to take action:

- Start with assessing your [digital marketing maturity](#) to identify opportunities to move up the scale
- Partner with a third-party for data onboarding, both for measurement and targeting purposes
- Engage with the [Certified Partners](#) who can bring the competences and the local perspective



## Step 4: Test and learn to determine activation



### Why Advertisers Should Care

Testing with a personalized approach may lead up to increase of the **ROI between 12-35%**, depending on marketing channel

### How to take action:

- Leverage one of Google's many targeting solutions such as **Customer Match, Similar Audiences**
- Utilize automated solutions where possible: **custom bidding, smart bidding on Google Ads, Goals in GA360, value based bidding on Google Ads.**

# Step 5: Refine and validate with measurement



## Why Advertisers Should Care

**Measurement is an investment** into your business because it enables key business activities that **create value** and **contribute** to business outcomes.

### How to take action:

- Utilize Google's measurement solutions: **Site-wide tagging, Store Sales Direct, offline conversions API, enhanced conversions, Data Import for Google Analytics, Measurement Protocol**

How can we turn these insights into  
opportunity

# What does an audience strategy look like:

Proprietary + Confidential

## Activation:

Harvesting results

## Insights:

Growing relevant reach

## Source:

Seeding  
First Party  
Data



Activate source and audience insights data at scale

Recognize key patterns and opportunities

Ensure all available data is integrated

# Roots



	Description:
<b>CRM</b>	Collection, management and analysis of customer interactions and sales data
<b>Web/App Analytics</b>	Measurement, collection, analysis and reporting of web data
<b>Lifetime Value</b>	Estimate of the average revenue that a customer will generate throughout their lifespan as a customer.
<b>Customer Data Platform</b>	CDP build customer profiles by integrating data from a variety of data sources.
<b>Omnichannel Data</b>	Combined data from digital and physical stores
...	Any data which is valuable to your business and marketing outcomes.

Confidential

# Stem



Description:

Confidential

## **Analytics 360 Audience Reports**

Interest information gives you context for expanding your advertising into related markets (Affinity Categories), and for focusing your advertising on exactly the users who demonstrate a likelihood to consume your content or purchase your products

## **DV360 Audience Profile Analysis**

The audience profile analysis lets you understand the composition of your selected audience based on its overlap with all other audiences in Display & Video 360

## **Google Ads Audience Manager**

Audience insights use Google's network data to help you to break down the audiences in your remarketing lists by affinity categories, in-market categories, age, gender, geography, devices, and more. This tool provides insights that can be translated into practical campaign decisions to attract new people or optimize creatives.

## **Insights Finder**

Explore external browsing data from the web and YouTube to discover your audience's passions and interests.

# Fruits



## Google Audiences

Google Audiences are a host of predefined audiences in either Affinity, In-Market, Life events or Detailed Demographic Segments created by Google based on user behaviors.

## Similar Audiences

Similar audiences takes the guesswork out of your search for new audiences, by automatically finding new customers similar to your existing customers.

## Remarketing Audiences

Remarketing is a way to connect with people who previously interacted with your website or mobile app. You can do standard or Dynamic remarketing. Or Smart ML lists from GA360

## Customer Match

Customer Match lets you use your online and offline data to reach and re-engage with your customers across Search, Shopping, Gmail, YouTube, and Display.

## Conversion Probability

Conversion probability is the first forward looking estimate of the future likelihood of conversion for an individual user based on their signals from your site.

## Session Quality

Session Quality is a propensity based audience based on metrics like time on site/page views etc, which gives you a score on a users likelihood to convert.

## Loyalty Audiences

LTV modeling is the forward looking measurement using Google Tools to predict the value of your customers based on data sets you choose.

# Summary



# Key takeaways



Build a tailored data strategy to guide investment and garner buy-in



Create a compelling value exchange to collect data & securely manage it



Enable the strategy with the right platforms, processes and people



Test and learn to determine the most valuable methods of activating your data over time



Measure the value created to prove ROI and adjust your data strategy

Questions?