



Fashionably Late to First Party

Presented October 12th 2016
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Things we'll touch on



1

What is first party data? *And how third party is different*

2

Why have a data strategy? *And is there an ROI*

3

How can we use it right now? *Review of Listener use cases*

4

Audience segmentation *with your 1st and 3rd party data*

5

We get it, so how do we get more? *next steps in data strategy*

6

Closing the Loop *connecting with customers and their customers too*

What is first party data?

And what is third party?

And who's on second???

The Mobile Marketing Association called *first party data*, your own data straight from the most valuable source: *your customers*

Third party data is defined by Digiday as... “information that’s collected by an entity that doesn’t have a direct relationship with consumers”

What’s second party data?
We’ll get to that in a bit...

Applications

[illegible]

Open Source

The banner displays the following logos and categories from left to right:

- Framework:** Hadoop, Hadoop MapReduce, YARN, Spark, Mesos, Tez, CDAP, Apache Kudu.
- Query / Data Flow:** SLAMDATA, Apache Drill, Google Cloud Dataflow, Hive.
- Data Access:** Cassandra, Accumulo, MongoDB, CouchDB, Riak, OpenTSDB, Kafka, Nifi, Apache Ambari.
- Coordination:** Talend, Zookeeper.
- Real-Time:** Storm, Spark, APEX, Flink, Tachyon, Druid.
- Stat Tools:** Scalalab, Numbly, SciPy.
- Machine Learning:** mllib, Aerosolve, Caffe, SINGA, Madlib, CNTK, TensorFlow, Weka, Jupyter, DL4J, DIMSUM.
- Search:** Elasticsearch, Solr, Lucene.
- Security:** Apache Ranger, Visualization, Zeppelin.

Incubators & Schools

The banner displays logos for various companies, categorized into six industry groups:

- Health:** Apple, Jawbone, Garmin, Practice Fusion, Fitbit, Withings, iKinsa, Validic, Human API, Nii, Niiatmo.
- IOT:** Uptake, Helium, ThingWorx, Samsara, August, Estimate.
- Financial & Economic Data:** Bloomberg, Thomson Reuters, Dow Jones, S&P Capital IQ, Yodlee, Premise, CB Insights, Quantil, Xignite, Maquard, StockTwits, Gesticize, PLAID.
- Air / Space / Sea:** Planet Labs, Spire, Windward, Cruise, SkyCast, Airware, DroneDeploy.
- Location / People / Entities:** Axiom, Experian, Epsilon, InsideView, Garmin, Foursquare, Streetline, Esri, Crimson Hexagon, CartoDB, Factual, PlaceIQ, Circulate, Placemeter, Basis, Sense.
- Other:** Qualtrics, GA, Pluralsight, DataCamp, Data Elite, The Data Incubator, Panjiva, Data.gov, Metis.

Wow...

**We are late to
the party...**

But not too late!

Location, Location, Location



Location data for digital advertising continues to be a big industry problem – especially hyperlocal.

“The problem with the location data set on the exchanges is **95% to 97% of it is bad.**”

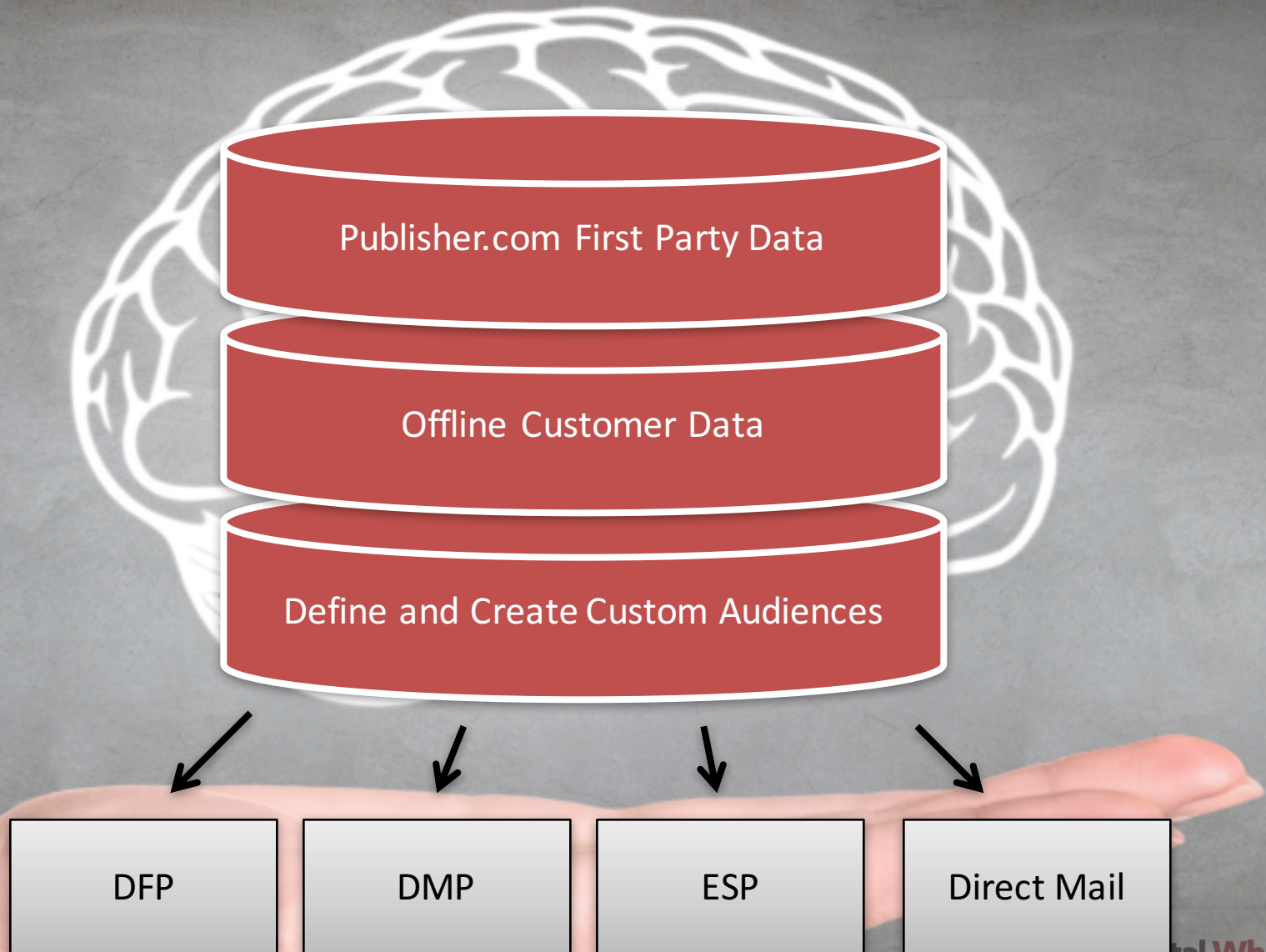
- David Shim, Founder and CEO, Placed

“We **throw out 80%** of data coming from the bid stream because it is completely inaccurate.”

- Steven Rosenblatt, President, Foursquare

Local publishers are experts at knowing where their customers live, and they can pair that through listener with their digital location...

Listener



Listener Data Use Cases Review



**June
2016**

Custom Audience Integration with DFP
(the most common publisher digital display ad server)

**August
2016**

Email Platform Integration with Presslaff
Integration with Simpli.fi (providing display ad serving across the bulk of the Internet)

**Coming
Soon**

Identity Resolution for Publishers and Advertisers

Audience Segmentation

And Lookalike Audience Creation

Listener captures or integrates with solutions that make these data points available at the user level that we use to create audiences:

- Content Type
 - Editorial
 - Advertising
- Keywords
- Frequency of consumption
- Recency
- Daypart
- Device Type
- Prizm Data (logged in audience and zip 5)
- Social (gigya or other profile connection)
- Demographic (age on some, may add axiom or Experian)
- Location (IP, offline to online zip match)

Audience Segment Examples



The Affluent Influencers

- Access News Content 3x per week
- Comment weekly
- Political keywords
- Geotargeted (IP, home address)
- Prizm clusters (1-22)
- Entry / Exit URL (FB, etc)

The Career Climbers

- Accessed jobs content past 30 days
- Entry / Exit URL (jobs)
- Mobile device user
- Demographic data
- Prizm cluster (24-39)



A Venn diagram consisting of three concentric circles. The outermost circle is dark red and contains the text 'Your First Party User Data'. Inside it is a medium red circle containing the text 'Lookalike Users'. The innermost circle is a lighter red and contains the text 'Your Customers Data'. The circles are nested, indicating that customer data is a subset of lookalike users, which is a subset of first-party user data.

Your First Party User
Data

Lookalike Users

Your
Customers
Data

Next steps with your data strategy



- Registration
- Pairing more offline data with your online user accounts
- Incremental data gathering activities that give and receive value
- Personalization
- Loyalty

Closing the Loop

It's who's on second...

Partnering with other entities to share data

- Professional sports teams
- Chamber of commerce
- Retailers with loyalty programs
- Higher Education
- Auto Dealers
- Real Estate Brokerages
- More!



THANK YOU!

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