



Digital Behaviors: Enhance the VoC Through Zero-Party Data

BONNIE BRESLAUER

Chief Customer Officer
Bonnie.breslauer@disqo.com



AGENDA

- 01 **What is zero-party data?**
- 02 **Why it's so important in today's world**
- 03 **How brands are capitalizing on it**
- 04 **The power of observed behavioral data**
- 05 **Final thoughts**



WHAT'S ALL THE BUZZ ABOUT?

Brands that want to reduce their reliance on third-party data will need to decide how much they are going to invest in acquiring "zero-party" data-information that consumers explicitly share with a company-and first-party data, such as purchase information.

McKinsey
& Company

Is zero-party data the way forward for personalized marketing?

While personalized marketing presents growing challenges, zero-party data may be the solution that balances consumer wants with marketer needs.

Forbes

How to capture zero-party data with holiday promotions

Promotions fuel consumer data collection and drive identity, resulting in personalized experiences, messaging and product recommendations

AdAge

What is zero-party data?

Fuel your personalized marketing efforts with zero-party data.



What is zero-party data?



Zero-party data is that which a customer **intentionally** and **proactively** shares with a brand. It can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize them.“

FORRESTER®

WHAT'S THE DIFFERENCE?

Zero-party data: get close to your customers



THIRD-PARTY



SECOND-PARTY



FIRST-PARTY



ZERO-PARTY

**WHY ZERO-PARTY
DATA NOW?**

**Current
conditions are
forcing brands
to evaluate
how they
capture
consumer data**



Increasing need for
data control &
transparency



Changing data
privacy laws



Phasing out third-
party cookies

PRIVACY AND VALUE



The trick to understanding what zero party data is lies within two words: privacy and value.

People want more control over their data now. They are sharing that data for a purpose, like for better personalization, or for a reward."



VANESSA MITCHELL

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ZERO-PARTY DATA USED BY BRANDS TODAY



We treat zero-party data as the voice of the customer. [It] is incredibly valuable in accelerating our goal of one-to-one personalization.”

EMILY ESSNER

Chief Marketing Officer
Saks Fifth Avenue



WHAT'S MISSING?

The blind spot



DISQO Zero-Party Audience Platform



Built in 2015 and fully
managed by DISQO



Consumers join to share
their opinions and behaviors



100% zero-party,
permission-based



We never aggregate
with third-party sources

VISION

**A world where
people trust in
sharing information
to improve the
human experience**

ZERO-PARTY PLATFORM
Applications



MARKET RESEARCH

Research API

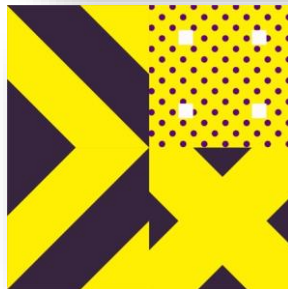
Managed Services



AD MEASUREMENT

Brand Lift

Behavior Lift



DATA SOLUTIONS

DataStream

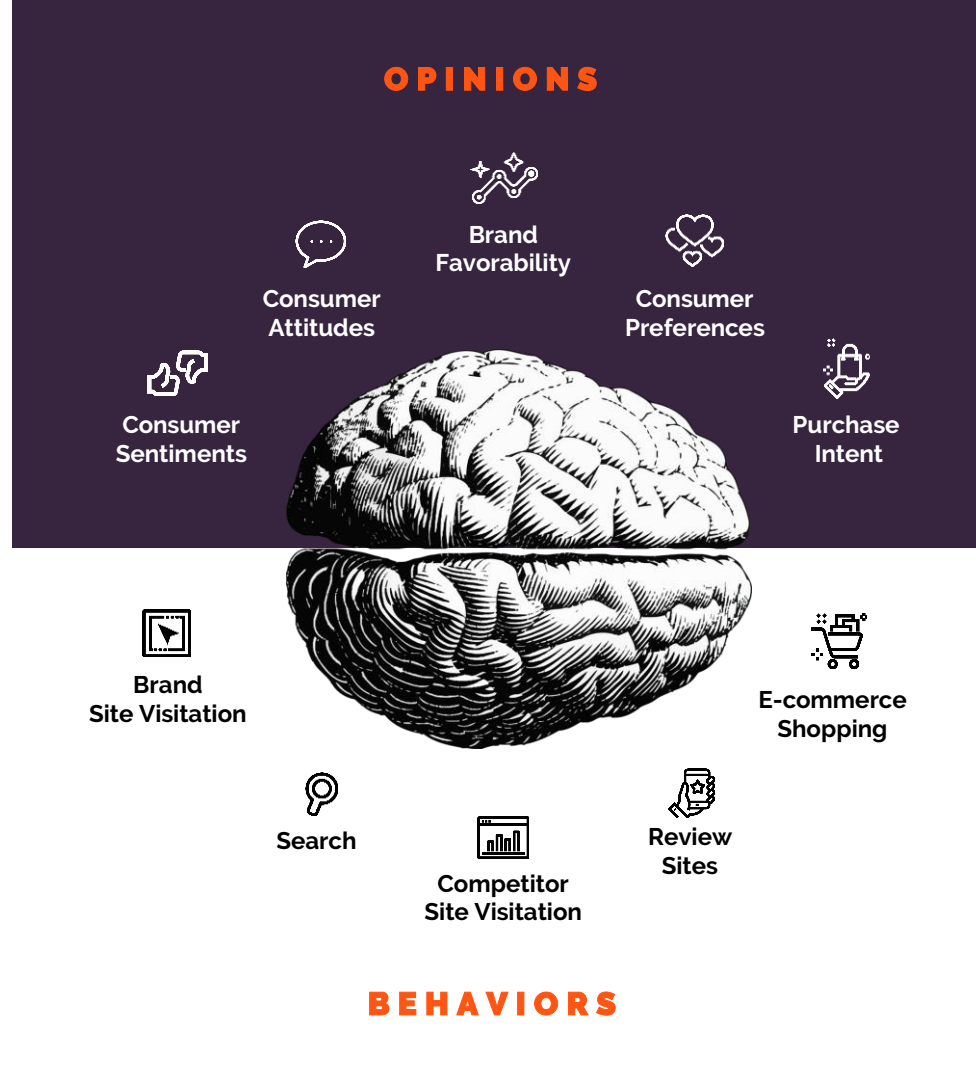
Behavioral Data

OBSERVED BEHAVIORAL DATA

DISQO expands Forrester's definition of zero-party data



Zero-party data for every touchpoint in your consumer's journey



IMPACT MARKET SHARE

A major grocery retailer leveraged zero-party behavioral data to understand their customers' and competitors' customers' voices



ENGAGE THE RIGHT CONSUMERS

**A snack food
company increased
the qualification rate
for a concept test
through observed
behavioral targeting**



TARGET MARKETING DOLLARS TO
THE SEGMENTS THAT MATTER MOST

**A digital app
company optimized
their advertising
plan through data
enrichment**



THE ZERO-PARTY DATA ADVANTAGE



**Strengthen
relationships
between brands
and consumers**



**Tap into the power
of sentiment
plus observed
behavioral data
for the full picture**



**Ultimately make
the right
decisions to fuel
brand growth**



Thank you!



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