

Best Of: Activating & Optimizing First-Party Data.

Martha Cohen, VP, Client Services

First-Party Data

Data *your company* has collected directly from your audience

vs.

Third-Party Data

Data collected by a company with *no direct connection* to the consumer





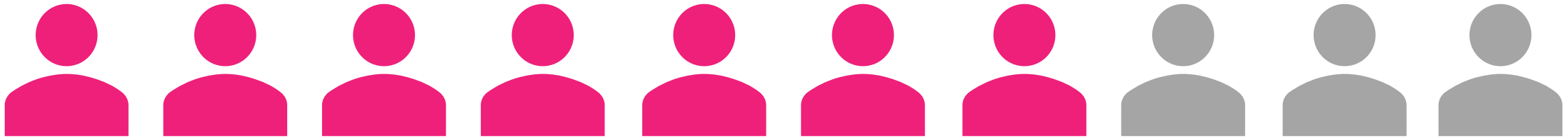
How Will The Change In Support For Third-Party Audience Cookies Affect The Use Of Data?

Increase spending / emphasis on use of first-party data.

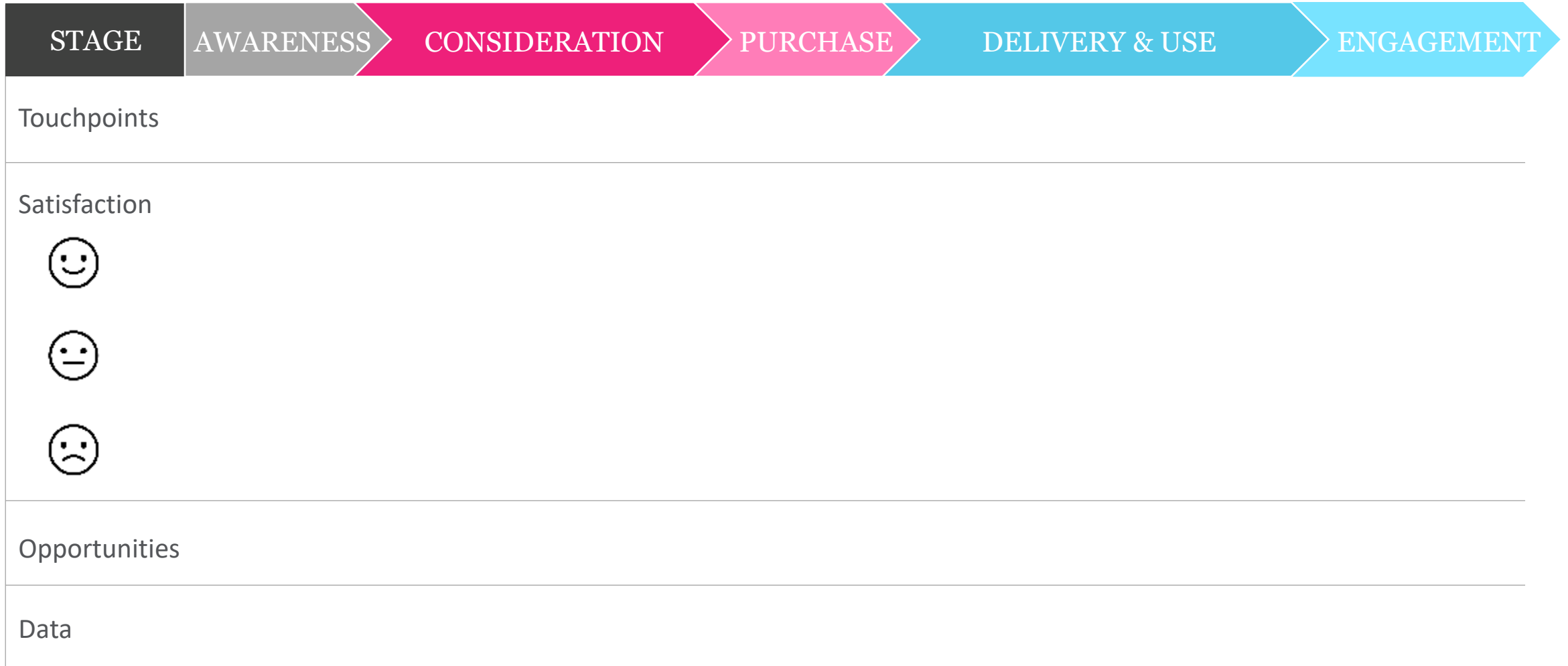
- eMarketer, July 2020

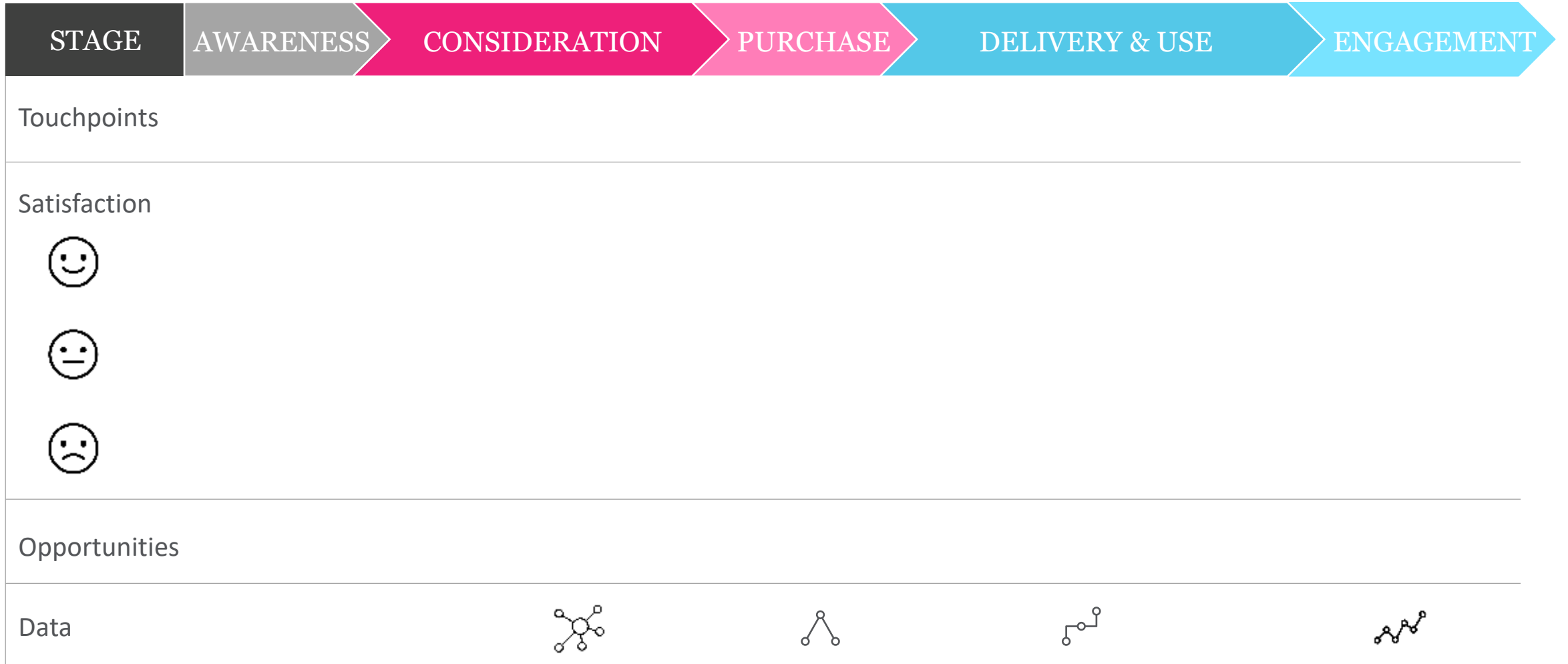
7 In 10 Americans

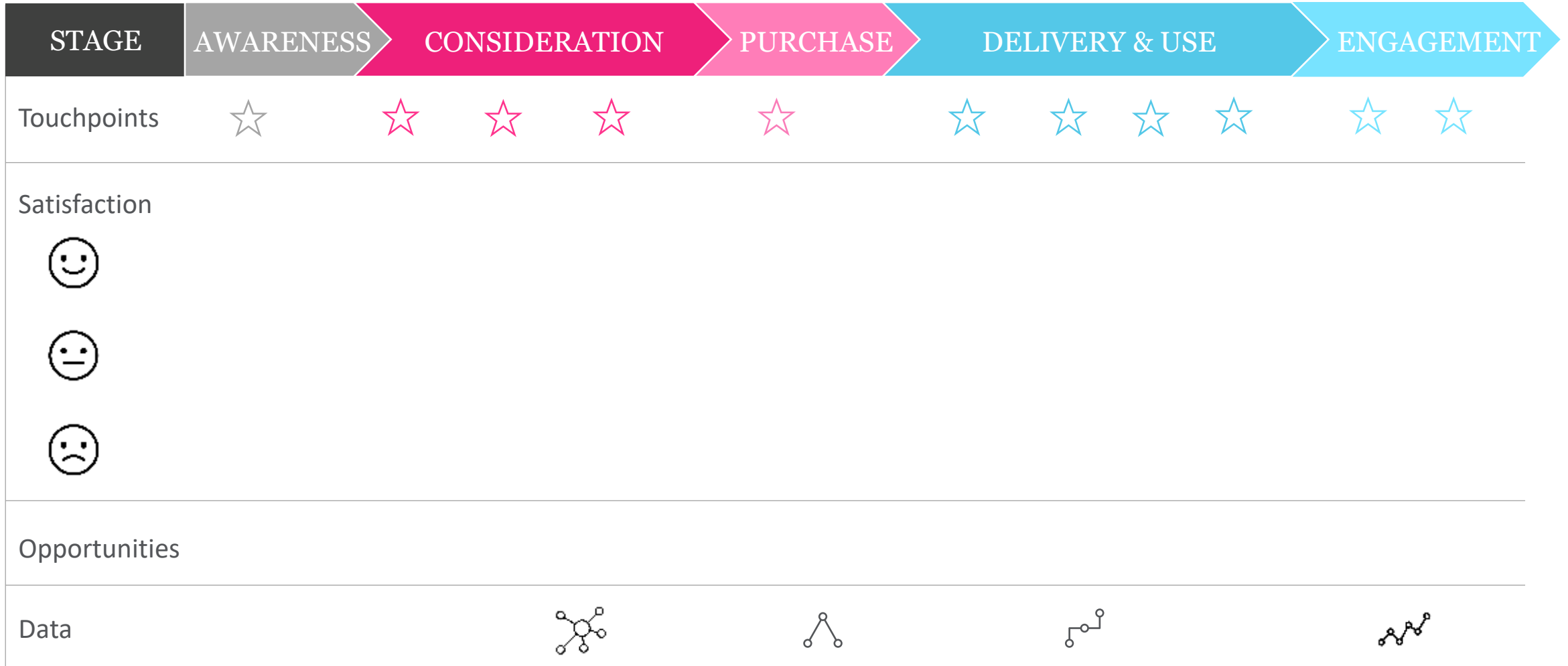
Would like to see **tighter regulations**
from the government **on data usage**¹

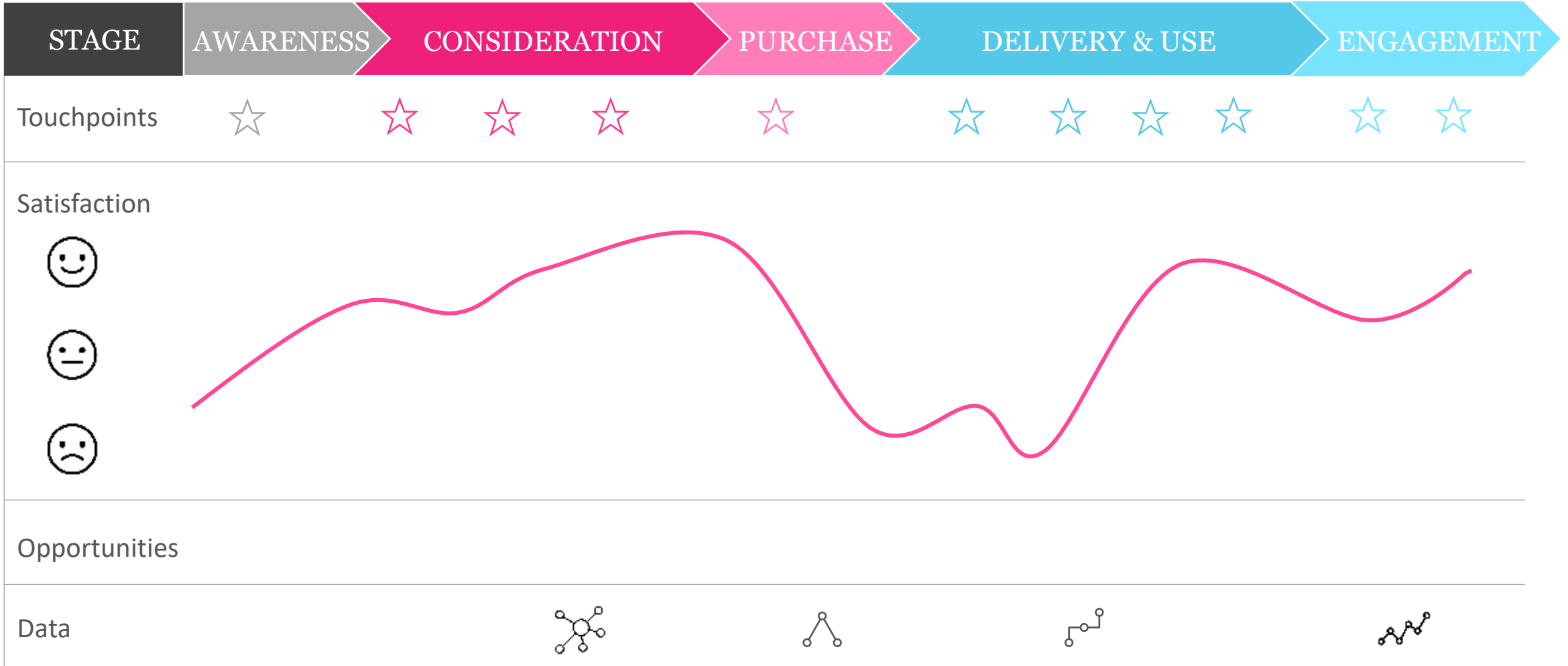


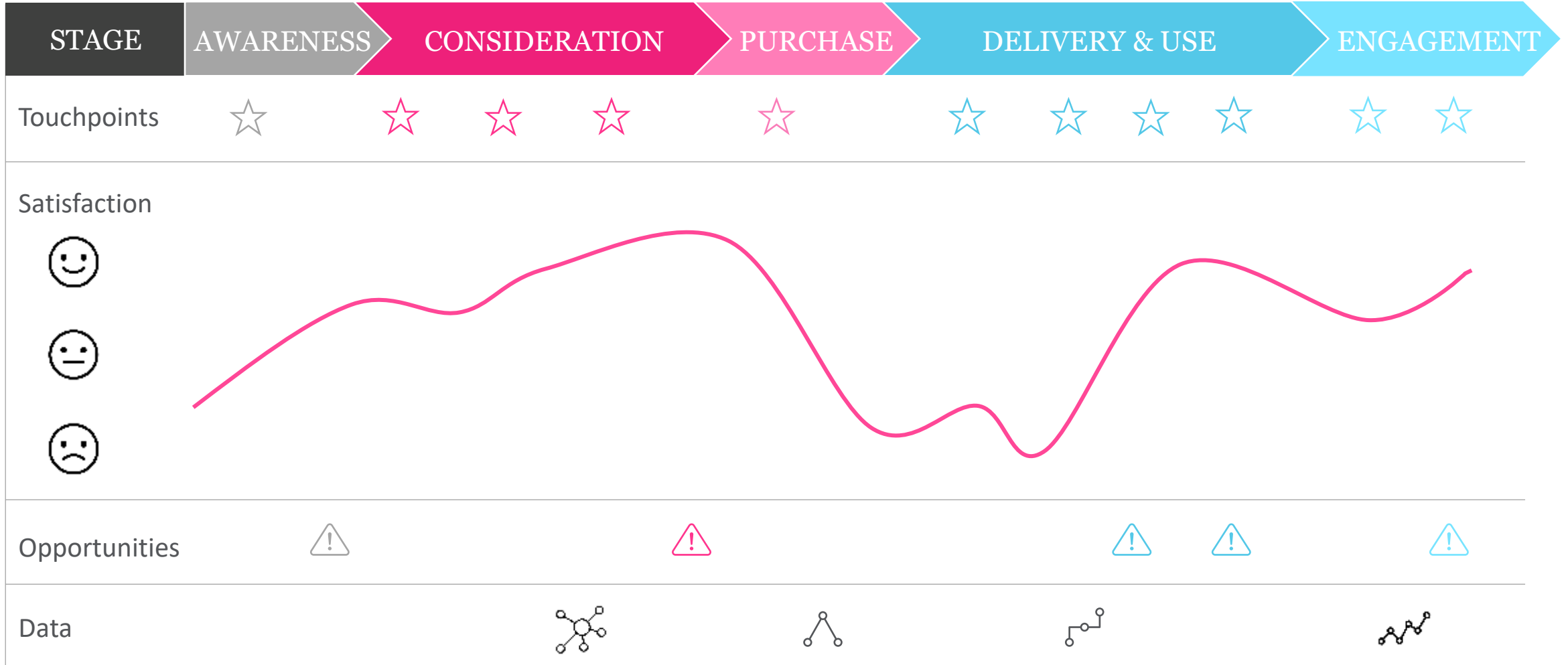
Yet are willing to provide more information
to businesses for a perceived benefit²













*Capitalizing on its proximity to
first-party data*





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You started a **30-day free trial** with MovieStream+. Want an email reminder the day before this trial ends?

Yes, Remind Me



Your free trial ends tomorrow.



If you want to continue with your subscription, you're all set!

If you want to cancel, contact MovieStream+ today.



Did you expect an increase?

Hi there.

I noticed G & L Energy charged you \$140.40 this month on your account ending in 1234. That's \$70.20 more than last month.

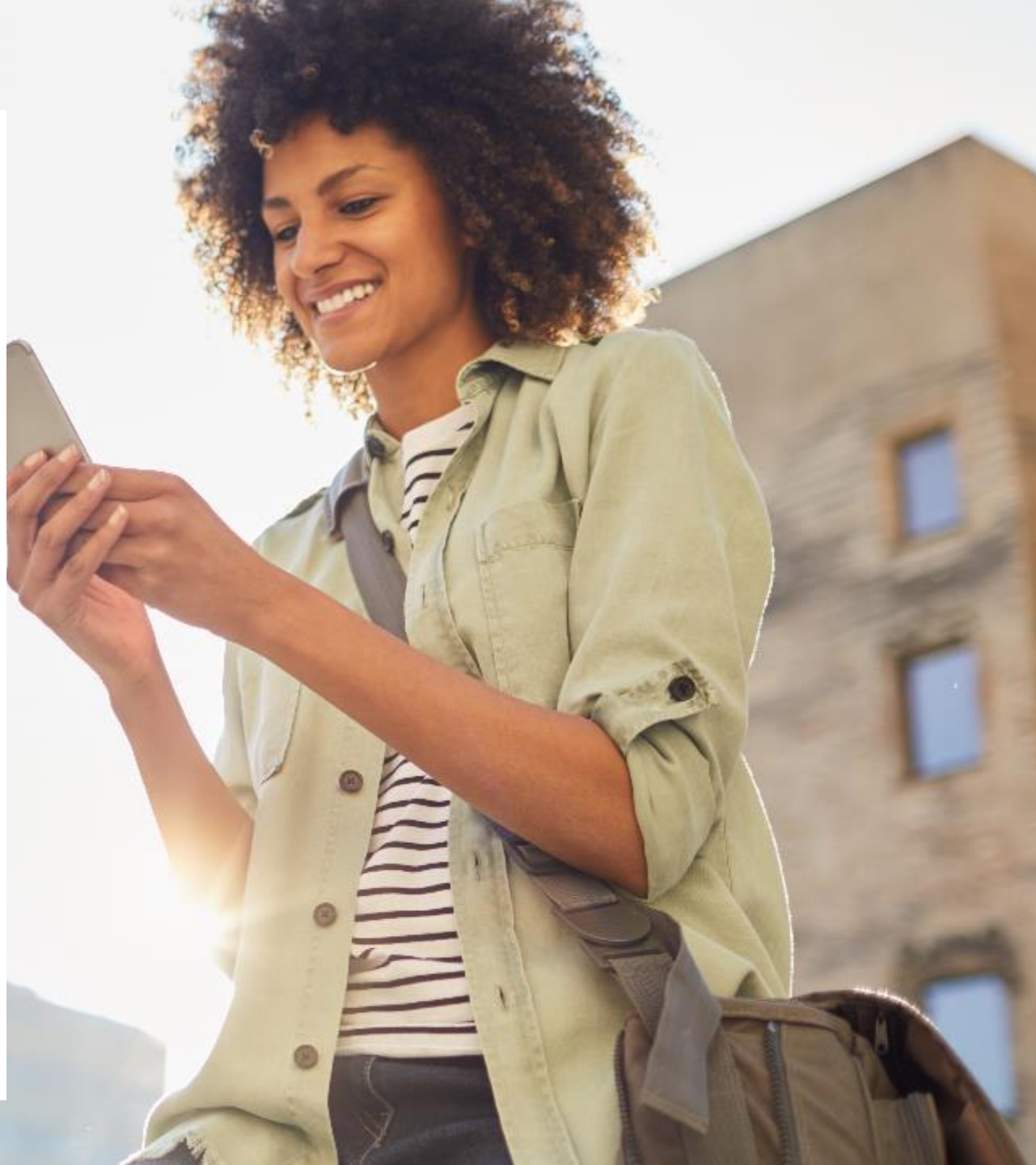
Your Monthly G & L Energy Charges

\$70.20

JULY

\$140.40

AUGUST



K O B I E



STITCH FIX

*Turning the abstract into real,
actionable data*

LOYALTY









Creating Multiple Paths To Personalization.



Buy It Again
Buy new colors, prints and sizes



FORTUNE + IVY
Christelle Button Down Blouse

 +2

[Shop similar pieces →](#)


STITCH FIX [Home](#) [Shop](#) [Style](#)   [Martha](#)

[Your Fit](#) [Fit Inspiration](#)

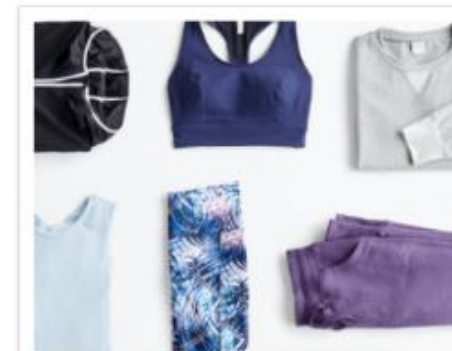
Pin inspiration for your stylist
Your pins and notes will inspire a future Fits.

[Your board](#) [Pin inspiration](#)

Discover inspiration to share with your stylist for your upcoming Fits. Check back every Saturday for refreshed looks.



Martha's Style Profile



ACTIVWEAR QUIZ
Takes about 2 minutes

[Take the quiz](#)



HANDBAGS QUIZ
Takes about 2 minutes

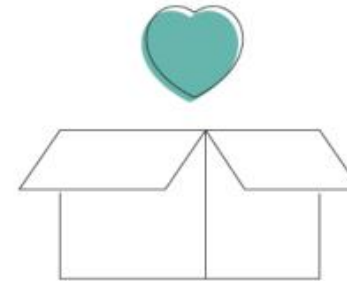
[Take the quiz](#)

75%
Usage Of
"Style Shuffle"

From Nearly

3M
Subscribers

Generating Over
1 Billion
Ratings



Lauren Smiley (2019). "Stitch Fix's radical data-driven way to sell clothes—\$1.2 billion last year—is reinventing retail." *Fast Company*. February 19, 2019, accessed November 3, 2020.

K O B I E

Michael's[®]

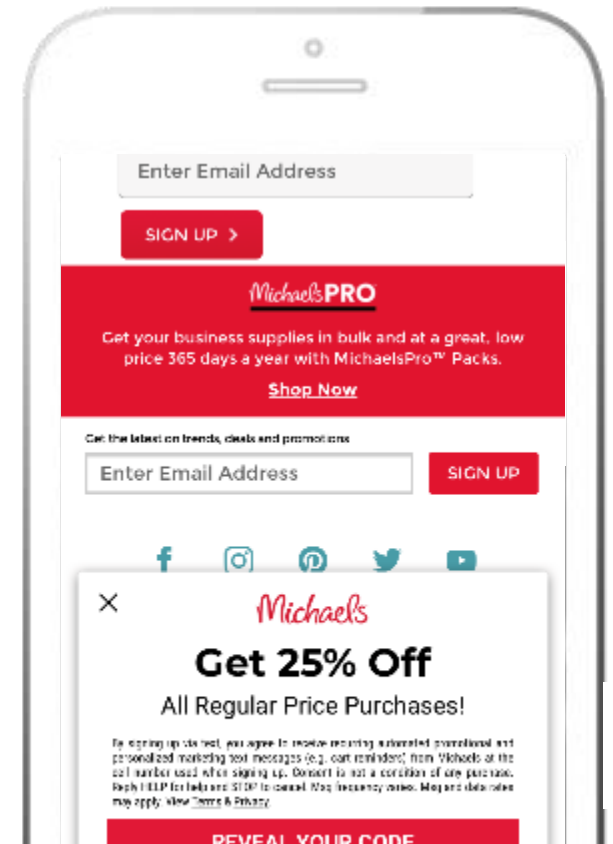
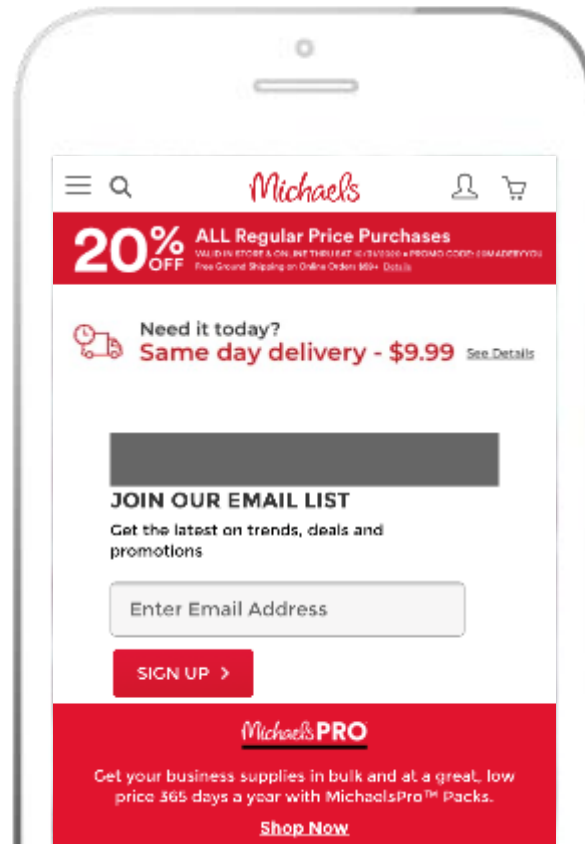
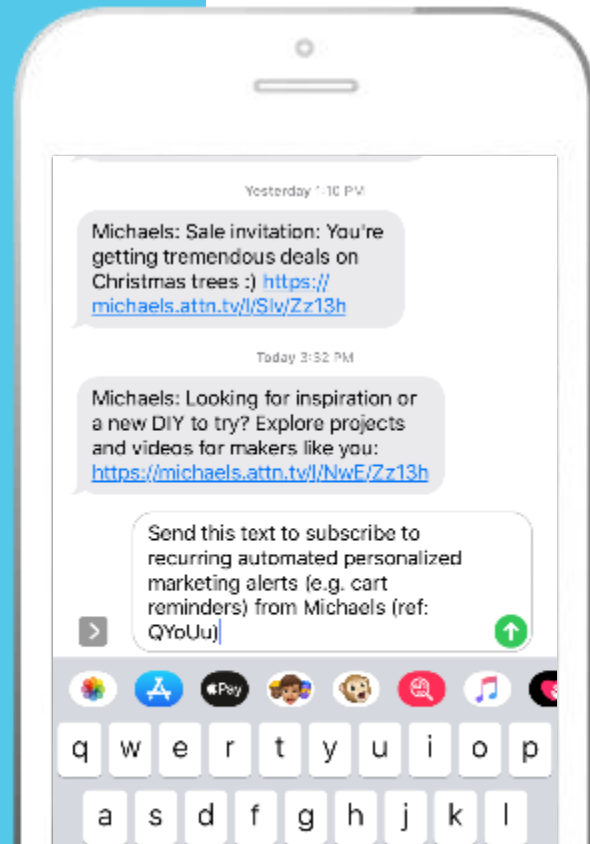
*Creating value to incent data
exchange*

L O Y A L T Y



Identity Resolution.

Creating an easier experience in exchange for data.



Delivering Relevant & Dynamic Content.



Michaels: Re: costumes-your complete Halloween look is just a few taps away. <https://michaels.attn.tv/l/nzv/Zz13h>

Key Takeaways.

Leverage industry leaders in order to activate and optimize your first-party data initiatives



01

Understand your position to access first-party data

02

Identify the most valuable data needed

03

Ensure your teams are equipped to leverage your data

04

Create a compelling value exchange

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