Moving from Third-Party to First-Party Data

How it affects your business, the data strategies to implement, and the importance of mail data integration

Speakers:

Lauren Banks, Brand Mail Marketing Specialist, United States Postal Service

Joseph Boyce, VP Account Director, McCann Worldgroup

DELIVERING FOR AMERICA | NPF CHARLOTTE 2023

Today's goal.

Help you successfully transition to a first-party strategy that tracks, connects, and delivers more meaningful data.
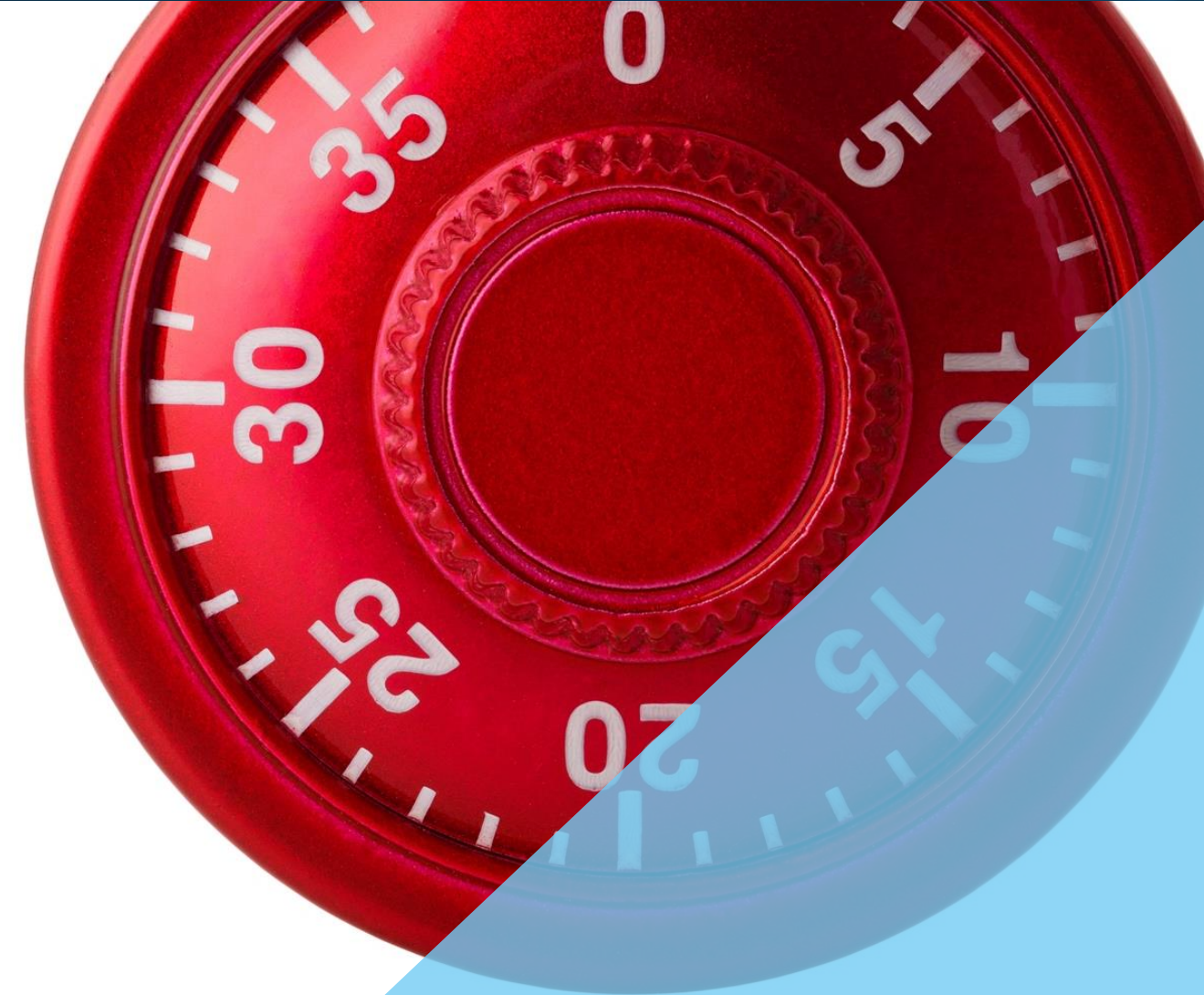
UNITED STATES POSTAL SERVICE®

What's driving the shift?

New privacy legislation.

Data protection regulations impact most businesses in our interconnected world.

They require that data be collected with transparency, legitimate purpose, proportionality, and sufficient security.

The ripple effect.

To meet consumer privacy demands, leading technology providers are already taking action, including:

- Creating smartphones that require users to opt in for apps to track their web activity.

- Dropping browser features that allow third-party cookies to work.

- Adding browser functionality that prevents brands from tracking pixels or IP addresses.

Many companies are already feeling the pain.

81% are completely or substantially reliant on third-party cookies for their current marketing strategies.[1]

71% expect that a cookieless world will result in lower ROI on ad spend and a decreased ability to measure campaign efficacy.[1]

55% say they are not fully prepared for the impending cookieless world.[1]

1."Twilio's State of Customer Engagement Report 2022," Twilio, 2022.

UNITED STATES POSTAL SERVICE®

What does all of this mean for your business?

It's time to make the shift to first-party data.

Companies can no longer delay preparing for this cookieless world.[1]

Adapting to this shift is imperative, especially as 85% of consumers want brands to make use of only first-party data when creating personalized services.[1]

1. "Twilio's State of Customer Engagement Report 2022, Twilio, 2022.

How and when to shift your data strategy.

DELIVERING FOR AMERICA | NPF CHARLOTTE 2023

Asking questions is the first step.

How do I shift my data strategy?

How much work will it take?

Do I have the right resources in place?

It all starts with reevaluating your data and marketing strategies to focus on earning your customers' trust.

Get ahead of the curve.

Some browsers already block third-party cookies by default and some are phasing out third-party cookies by 2024.

To set yourself up for success, it's important to start your transition now by:

- Implementing a first-party data collection infrastructure.

- Integrating direct mail into your marketing strategies.

7 ways to successfully transition to a first-party data strategy.
—

UNITED STATES POSTAL SERVICE®

Inventory your third-party tags.

Once you've adopted a first-party data strategy:

- Review and remove third-party data connections (pixels, APIs, tags, etc.) from your website.

- Replace them with your own data collection methodologies.

This helps you make the most of the data that consumers share and accurately measure your campaign performance.

1
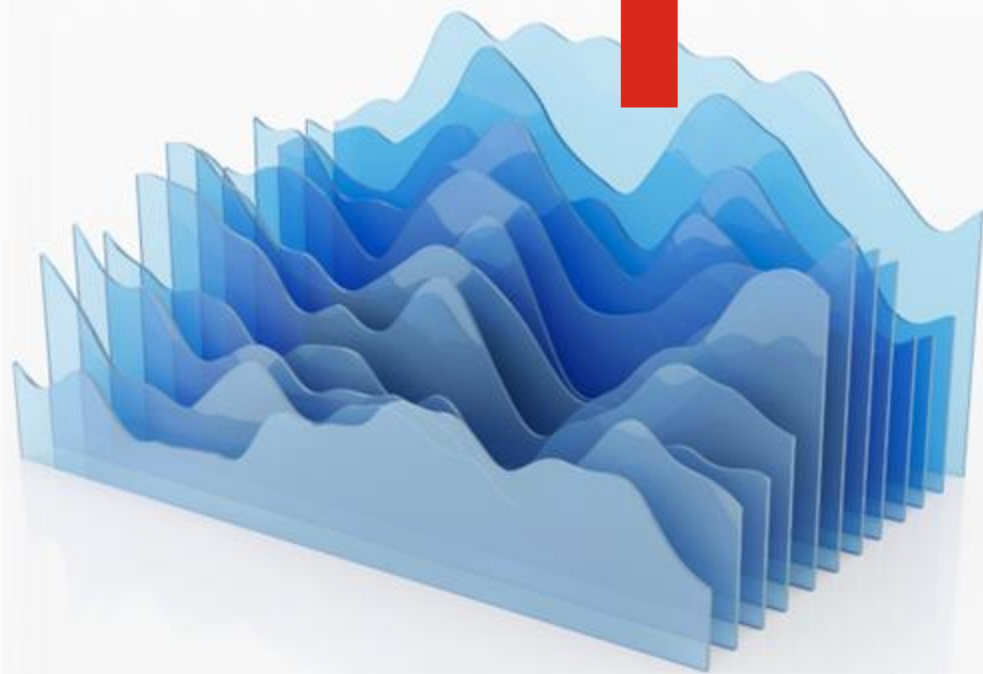
2

Start implementing first-party cookies and tags.

Develop content management system (CMS) queries to:

- Access analytics dashboards that track first-party cookies.

- Tag data.

Note: First-party cookies can only be generated by your website to record activity.

UNITED STATES POSTAL SERVICE®

Add tracking pixels to your website.

3

Tracking pixels empower you to:

- Collect consumer behavior data from website visits.

- Follow browsing tendencies such as click patterns and geographic location.

- Track actions taken and sales conversions.

Build a singular customer ID system.

4

A singular ID system scales and supports living profiles to help you:

- Build out personas and demographics.

- Deliver personalized experiences.

- Avoid leaving current customers behind.

- Match customers to their new online profiles.

Use a customer data platform (CDP).

5

A CDP lets you collect anonymous website data and create a unified profile.

- The data remains anonymous until the user gives the company consent to access it.

- It then delivers the data so you can create targeted and personalized experiences that build trust.

Include channels that deliver first-party consumer data.

6

Taking an omni-channel strategy approach provides more opportunities to:

- Generate first-party performance data from multiple platforms.

- Increase brand awareness and trust.

- Enable customer purchases.

- Deliver a great customer experience across every touchpoint.

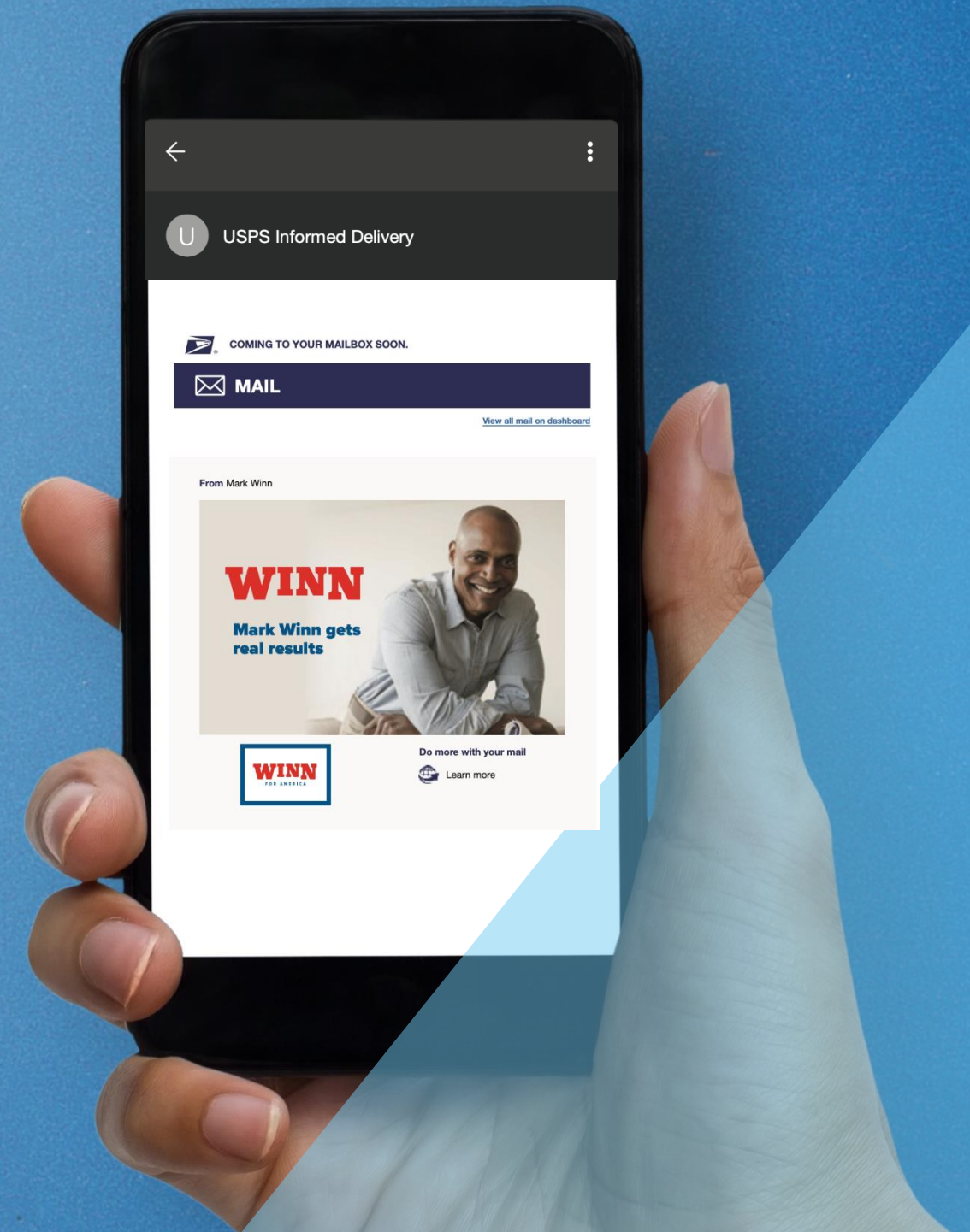# Integrate direct mail into your omni-channel strategy.

Mail delivers streams of beneficial first-party data that add value throughout the customer journey.

Companies are integrating direct mail into their existing omnichannel strategy with email, marketing automation, and data from their CRMs.[1]

1. "2022 State of Direct Mail," Lob, 2022.

Mail has evolved.

It's now a hypertargeted marketing tool powered by digital intelligence.

Mail makes a tactile connection that stands out.

74%

of marketers agree that direct mail delivers the best ROI, response rate, and conversion rates of all other channels used.[1]

1. "2023 State of Direct Mail," Lob, January 2023.

DELIVERING FOR AMERICA | NPF CHARLOTTE 2023

UNITED STATES POSTAL SERVICE ®

NPF
NATIONAL POSTAL FORUM

Bringing it to life.

How direct mail helps you collect
first-party data in action.

Example 1:
Gather first-party data using digitally integrated mail.

HOW

- Add digital elements like a QR Code®, coupon code, and augmented reality to your direct mail pieces to drive traffic to your website, mobile apps, and social pages.

- From there, you can capture useful first-party data such as names, email addresses, purchase activity, shopping behaviors, and more.

- Then use this customer data to create or refine personalized URLs (PURLs) with prepopulated information, cross-sell and up-sell messaging, and single-click purchases.

QR Code® may not be compatible with all phone models and operating systems. QR Code® is a registered trademark of Denso Wave Incorporated.

Example 2:
Track and improve campaign performance using first-party data from mail.

HOW

- Send two direct mail campaigns, each with different offers that you can track.

- If one of them gets more response than the other, that's first-party data telling you what your customers respond to the most.

- You can then remove the underperforming offer and/or change the copy to improve your ROI.

UNITED STATES
POSTAL SERVICE®

The future of data.

Where do we go from here?

First and foremost: Always consult with your legal and privacy team on anything data or privacy related.

In addition:

- Stay up to date on relevant news so you can adapt quickly.

- Vet software solutions that can help ease your transition.

- Use the enhanced conversions-tracking feature.

- Integrate mail innovations that deliver actionable first-party data.

UNITED STATES
POSTAL SERVICE®

Wrapping it up.

—

By developing a strong first-party mail data strategy, you can survive, and even thrive, in this changing landscape.

NOW is the time to get started.

VISIT

uspsmailjourney.com

to learn about innovative tools and technologies that can help you optimize your customer journey—and your ROI.

UNITED STATES
POSTAL SERVICE®

Q&A

Thank you.

DELIVERING FOR AMERICA | NPF CHARLOTTE 2023

UNITED STATES POSTAL SERVICE®

NPF NATIONAL POSTAL FORUM