



USING DATA TO FUEL YOUR MARKETING MACHINE

Make sure your business has the information it needs to identify, target, and connect with your customers.

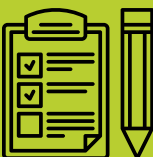
SEE INSIDE FOR:

Best uses for first-party data | How to organize and analyze audience information | Using data to create a great marketing strategy



ARE YOU MAKING THE MOST OF ALL AVAILABLE DATA?

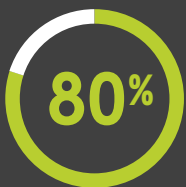
Marketing has become a numbers game. You can count website visitors, pinpoint where they spend their time, and learn who clicks on your ads and how many people see your social media posts. But raw information is useful only if it helps you get your business closer to its goals. Here's what you need to know.



STEP 1: GATHER YOUR DATA

FIRST-PARTY DATA

Your business generates lots of data, even if that's not exactly how you think of it. Information on customers at a brick-and-mortar store, visitors to your website, and followers of your social media accounts; survey results; and even customer phone numbers all count as first-party data. This is data you collect yourself. First-party data is extremely valuable because it is accurate—you know its sources and how it was collected.



of marketers collect and use first-party data.¹

MARKETERS USE FIRST-PARTY DATA FOR:

Retargeting	88%
Banners	60%
Email	60%
Mobile	51%
Search Targeting	43%
Video	42% ²



Let's say a small business, *Lucy's Finer Furniture*, consists of a physical store as well as its website. Both can serve as sources of first-party data.

LUCY'S FIRST-PARTY DATA:

- Customer lists from in-store sales
- Email addresses of online customers and in-store customers
- Results from satisfaction surveys
- Information collected via Google Analytics on website visitors
- Social media followers

The store could use this data to send any of these customers advertisements or other marketing, including special offers, sales announcements, and promotions. It could also “retarget” recent visitors to its website with information about the furniture items they were researching.

STEP 1: GATHER YOUR DATA *continued*

SECOND-PARTY DATA

Second-party data is collected directly from an external source—it's another company's first-party data. Second-party data is often extremely reliable. Depending on the reach and focus of the other source, you can cross-reference your data to fine-tune your audience targeting. Partners such as a premium publisher, whose bonds with its audience enable it to collect valuable information, can be sources of targeted, accurate second-party data to support your business goals (see "Unlocking the Value of a Premium Publisher," page 9).

Over the **next two years**, advertisers' use of second-party data is predicted to **grow by 26%**, to be used by **64% of all advertisers**.³



YOU CAN USE SECOND-PARTY DATA TO:

- Reach new audiences
- Extend your reach with accurate data
- Explore new markets



At *Lucy's Finer Furniture*, suppose the store owner connects with a local newspaper publisher to access the publisher's data—all of it collected accurately and with respect for the privacy of its readers—to see where in the country furniture sales are highest, for example, or the types of furniture people look at online.

SECOND-PARTY DATA THAT THE PUBLISHER OFFERS:

- Web users who have searched for furniture
- Geographic locations of furniture searchers
- Types of furniture popular in the area served by the store
- Specific likes and dislikes of the reader base

The owner could cross-reference this data with the store's data to get a clearer picture of its customers as well as its potential customers. It could also target a "look-alike" audience among the publisher's readers that matches the characteristics of the furniture store's best customers.

STEP 1: GATHER YOUR DATA *continued*

THIRD-PARTY DATA

Third-party data is purchased from outside sources, such as an advertising network or a vendor that specializes in data. Some firms may be collecting data without users' permission or in a way that you're not comfortable with. Be sure you know how the data you're purchasing is sourced. Third-party data comes from many sources, giving it greater scale but potentially less accuracy. Use it to give your other data context and identify larger audience groups to target.

Having a broader scope of information can offer insight not only into current and potential customers but also into possible ways to expand marketing approaches.



of marketers say they use first- and third-party data in their media plans.⁴

YOU CAN USE THIRD-PARTY DATA TO:

- Gain context for your first-party data
- Expand your audience and marketing efforts
- Fine-tune your audience targeting



The owner of *Lucy's Finer Furniture* might want to expand her website's reach into other locations that have similar furniture buyers. She could contact a third-party data source or have a marketing partner help her find a source with regional or national data on a wider variety of people and their preferences.

THIRD-PARTY DATA MIGHT INCLUDE:

- People who bought similar furniture in different geographic areas
- Other behavioral characteristics of her current audience and similar audiences
- Furniture-buying habits of other groups of customers

Lucy could use this third-party data with her other data to determine what to stock, whom to market to, and where a new location might go.

STEP 2: ORGANIZE YOUR DATA

Once you have great information, don't let it sit there. Your data needs to be organized and understood to be useful. Usually a business will use a data management platform (DMP) to help manage its data, or it will work with a marketing partner who can help manage it. A DMP allows you (or your marketing partner) to combine your different groups of data—first-, second-, and third-party—and compare relevant data from each group, helping you make more informed decisions about where, how, and whom you are trying to reach, and the best ways to do so.



Lucy's Finer Furniture uses a DMP to sort its customer lists into discrete audiences.

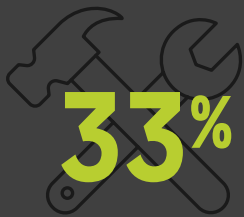
DATA SHOWS:

- Lucy's Finer Furniture has three main customer groups
- Of Lucy's in-store customers, only 42% are in the geographic area
- 72% of its website customers also follow it on social media

Lucy's Finer Furniture realized it had a wider opportunity outside its geographic location and could potentially target its audience more effectively on social media.

STEP 3: ANALYZE YOUR DATA

Once a DMP has organized your data, usually by grouping it into audiences, it can start generating valuable insights about your customers, their habits, and their interests. The DMP can process multiple sources of information at once—first-, second-, and third-party data, for instance—and come up with insights into potential audiences as well as analytics to help you make key spending and marketing decisions. This information can help you understand when and why your potential customers make purchases, how to maximize the effectiveness of your campaigns, and where you can find future customers by analyzing the data points that help define your current ones.



33% of elite marketers say having the right technologies for data collection and analysis is the most useful in understanding customers.⁵



By analyzing its data, the owner of Lucy's Finer Furniture may learn that her customers like to purchase home goods along with furniture, or that people similar to her most loyal customers can be reached through design stories on Instagram, giving her access to a whole new audience.

DATA ANALYSIS CAN IDENTIFY:

- A group exhibiting her best customers' qualities that she hasn't marketed to before—a new target audience
- New information—that 72% of her customers own swimming pools
- That her customers and others like them respond best to Instagram stories

Lucy's Finer Furniture learned that its social media targeting should be focused on Instagram and that including images of pools might help her connect with her customers. A close analysis of your data can help you make more informed media-buying and marketing decisions.

STEP 4: PUTTING IT ALL TO WORK

Now that you have a clearer understanding of your data and your audience and customers, you can use that information to make decisions and implement marketing solutions. SEO, SEM, social media marketing, content marketing, email and mobile marketing, targeted advertising, and display advertising all could play a part in a complete, well-rounded marketing campaign.

With your turbocharged data, you can target specific audiences with marketing tailored to what you know about them—that they go out to see live music, for instance, or that they prefer to watch videos explaining what they're buying, rather than reading text.

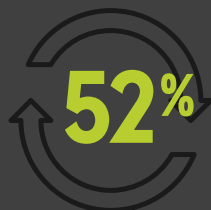


The owner of Lucy's Finer Furniture bases her marketing on what she gleaned from her data.

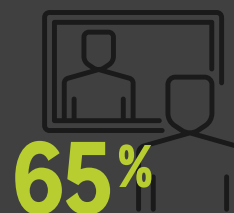
DATA-FUELED MARKETING:

- Partnering with its second-party data provider to target similar local audiences with Instagram postings featuring home goods
- Retargeting existing customers with pool furniture, based on data analysis
- Display advertising targeted at similar audiences for its web store using data overlay

ACCORDING TO ADWEEK,



of consumers say they are likely to switch brands if a brand does not make an effort to personalize communications.



say that personalization influences their loyalty to a brand.⁶

STEP 5:

UNLOCKING THE VALUE OF A PREMIUM PUBLISHER

It's a brave new marketing world, with targeting options and data mining capabilities that were unimaginable just 10 years ago. As a trusted source of quality journalism, a premium publisher can help you make the most of these powerful tools. A premium publisher has:

- Access to unparalleled first-party data—second party to you—and the expertise to help you target and expand your audience.
- Premium content in the form of compelling stories in a respected form, to give your marketing message added impact. Businesses that advertise with premium publishers have shown 67% higher brand lift than those that don't.⁷
- Marketing expertise in sifting through, organizing, and analyzing data to help you find and connect to your audience.

Data can offer you a powerful tool in your quest to target your audience and market your business. Take your own marketing to the next level by organizing your data, finding a partner to broaden your reach and enhance your skills, and creating your own powerful, targeted solutions. Data is everywhere, and it can power your business. Find the right partner and help your business succeed.



Thank you for taking the time to download this guide. Learn more about how to measure and assess your digital marketing strategy. Contact an NJ Advance Media Marketing Consultant at (800) 501-2100 or email marketing@njadvancemedia.com.

ENDNOTES

1. <https://katana.media/blog/research-study-marketers-first-party-data/>
2. <https://katana.media/blog/research-study-marketers-first-party-data/#content>
3. <https://www.salesforce.com/blog/2018/01/salesforce-digital-advertising-2020-report.html>
4. <https://www.bazaarvoice.com/press/bazaarvoice-and-ad-age-research-reveals-increased-data-usage-but-lack-of-transparency-in-digital-advertising/>
5. <http://www.v12data.com/blog/25-data-driven-stats-2018/>
6. <http://www.adweek.com/digital/evan-neufeld-l2-guest-post-personalized-marketing/>
7. <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2016/The-Halo-Effect-How-Advertising-on-Premium-Publishers-Drives-Higher-Ad-Effectiveness>

