

acne



WHY SHOULD I SHARE MY DATA WITH YOU?

How to create a brand that people want to share their first party data with.

Third party data has been crucial to how brands have previously worked. Relying on that sweet spot of fine-grained digital ad targeting and audience segmentation that cookies have enabled.

As browsers end their support of third party data, to provide greater privacy to consumers, marketers are having to shift their dependence on it.

Where previously people haven't had the choice to hand over their data to businesses, they do now.

It's clearly in a brand's best interest to have as much first party data as possible, but it's much less obvious why it's in the consumer's interest to share it.

Especially after the way some brands have been previously using third party data; the lack of transparency and violation of privacy has left a bad taste in consumer mouths.

This has contributed to a broader context where trust is so central for consumers yet so difficult to achieve for brands.





“From a study last year, we saw that while 79% of B2C business leaders think their customers have somewhat or very high trust in their brands, only 52% of consumers report feeling those levels of trust in the brands they interacted with.” [\(source\)](#)

LIBBY COUSINS, PARTNER, ADVERTISING,
MARKETING & COMMERCE PRACTICE LEADER AT
DELOITTE DIGITAL

But the value of trust is huge because...

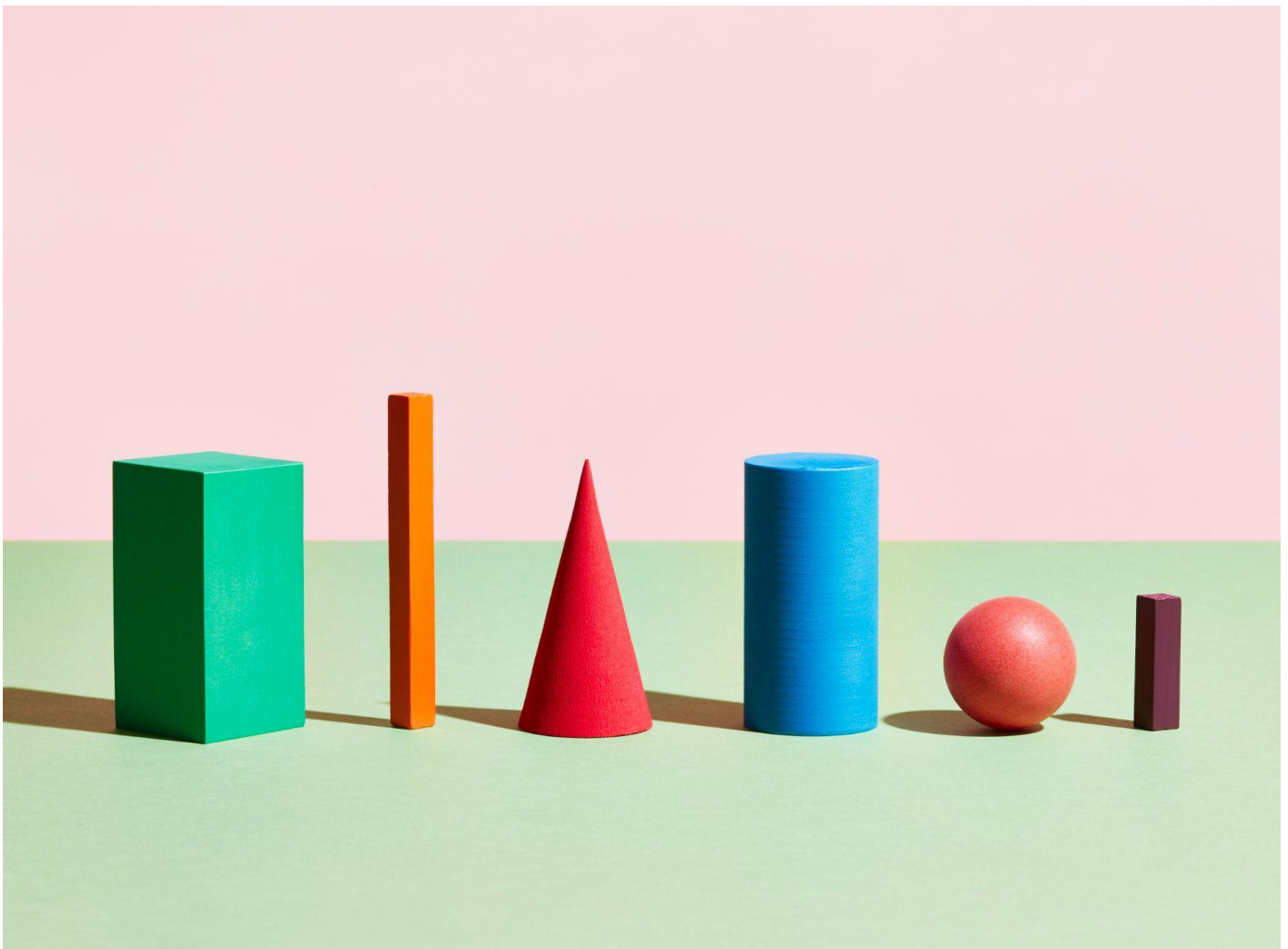
62% of customers who report highly trusting a brand buy almost exclusively from that brand (Deloitte TrustID™ Survey May 2020 [source](#)).

And on average, consumers spend 25% more money on trusted brands. [\(source\)](#)

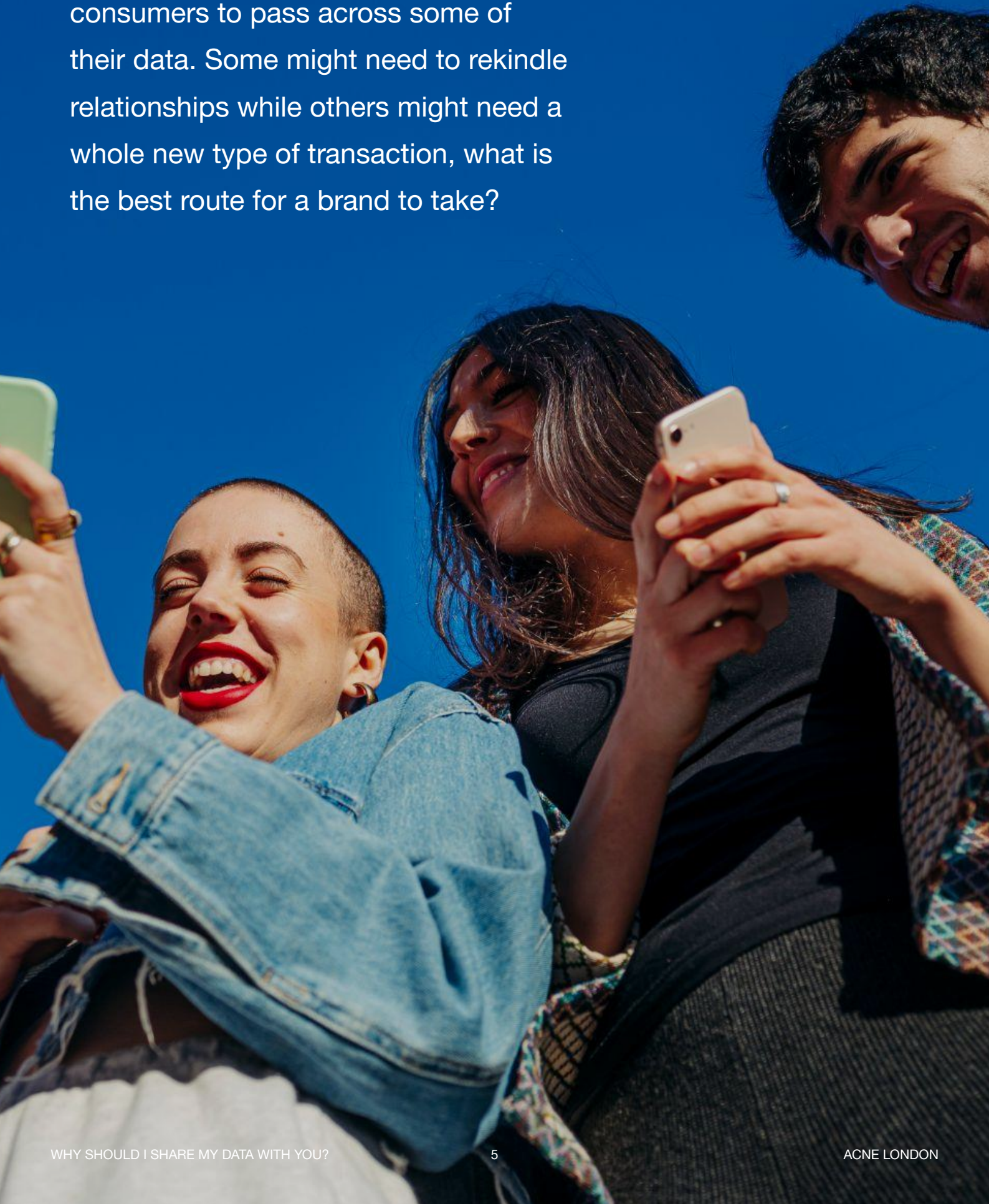
Therefore, brands will need to address consumer concerns by rebuilding that vital trust, and finding ways to make the first party data transaction worthwhile for consumers.

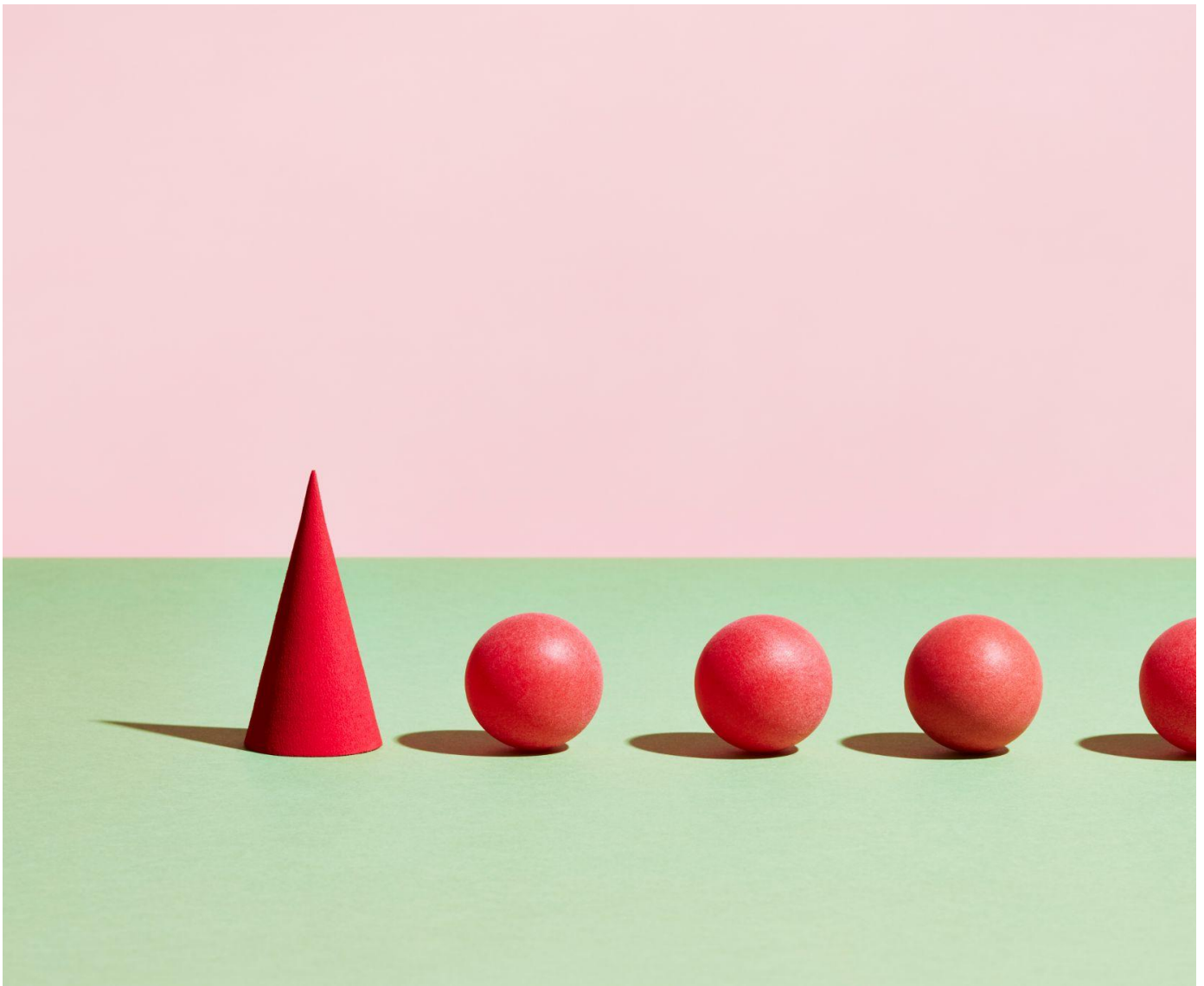
“Brands need to ask themselves, what is the value exchange we can offer; could it be convenience in the customer journey; access to functionalities, products and services; or a personalised experience to enhance that journey further?”

GILLIAN SIMPSON,
DIRECTOR, DELOITTE DIGITAL



We're curious about the strategies that brands might use to persuade consumers to pass across some of their data. Some might need to rekindle relationships while others might need a whole new type of transaction, what is the best route for a brand to take?

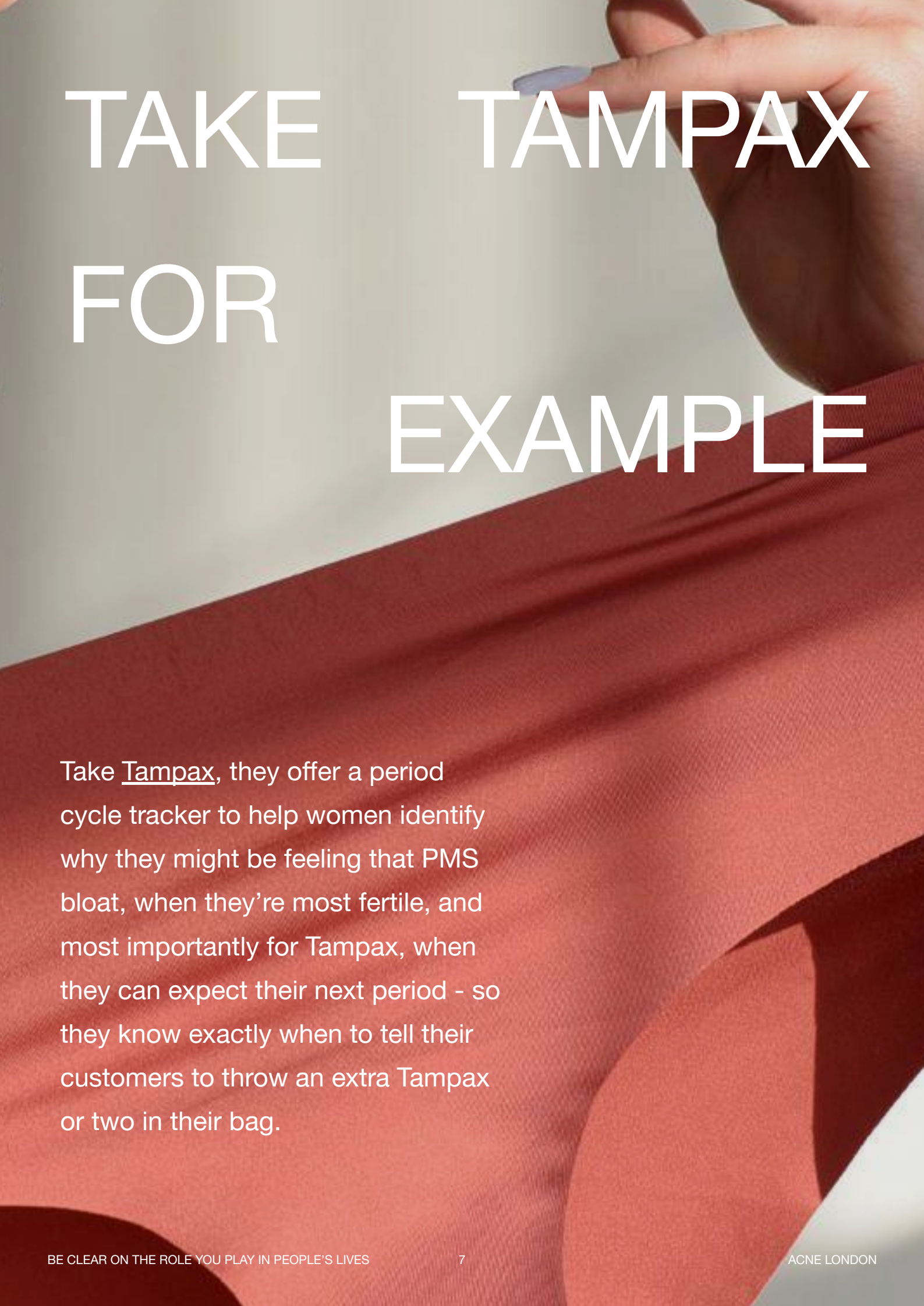




Be Clear On The Role You Play In People's Lives

Consider the role your brand has in people's lives. It will allow you to decide on what value first party data has on your business, because first party data is only as valuable as your ability to benefit from it. So if it's not necessary or relevant to your product or category, it may not be as critical for your brand.

Take bleach for example, a product that although bought regularly, plays an unemotional role in our lives. A company selling bleach could struggle to gather and gain from first party data. On the other hand, a highly emotional category like female hygiene has a lot to gain from first party data.

A hand with light blue nail polish holds a small, round, light blue pill. The background shows a person's legs in red underwear, with the fabric of the underwear visible. The overall tone is soft and intimate.

TAKE TAMPAX FOR EXAMPLE

Take Tampax, they offer a period cycle tracker to help women identify why they might be feeling that PMS bloat, when they're most fertile, and most importantly for Tampax, when they can expect their next period - so they know exactly when to tell their customers to throw an extra Tampax or two in their bag.



Keep It Simple

This is no new news. Everyone knows money talks, especially supermarkets and high-street pharmacy chains, who have been offering transactional exchanges through their loyalty cards for years. Anyone can develop a monetary based loyalty scheme, but the difference between good and bad is simplicity.

Simple in that the incentive structure is easy enough for customers to recall what they will earn, and simple in how they can earn it. This value exchange for customer first party data is not only worthwhile but the customer journey is smooth too.

The original loyalty scheme, Tesco have been offering this for 26 years with their Clubcard. It's free, it's simple in its exchange (one point for every £1 spent instore and online) and there are opportunities to pick up discounts and points with purchases, as well as boosting their value when you spend with their partners.

TAKE TESCO FOR EXAMPLE

In turn, Tesco uses this first party data to build better customer relationships; through relevant promotions and in the last year, feeding the data into their media and insights platform powered by Dunnhumby. A model recently adopted by [Boots Media Group](#).



Personalisation = Quality Data

When people opt in and share their first party data in exchange for customisation, they're knowingly doing so in exchange for a better tailored product. What's particularly appealing is that personalising incentives in exchange for first party data engages audiences in a way that ensures quality data.

Marie Claire uses personalisation and quality data with [Beauty Drawer](#). A free sampling service where members create a personal profile with their hair and skin care needs in exchange for free monthly beauty samples that they then review. As Marie Claire gathers refined data on their audience each month, members get more bespoke suited beauty samples in return.





Valuable Reward Experiences

Exclusive experiences are an incredibly powerful lever to provide value to consumers in exchange for their first party data and insights. Often the more data you input, the richer and more rewarding your experience becomes. Whether you're providing exclusive access to tickets for experiences, building a community around a common interest (eg. sports

apps) or co-creating with your customers to innovate on new products. Rewarding customers with valuable first hand experiences creates a deeper emotional connection with audiences meaning they're more willing to share their data with you.



Data Altruism

In a commerce culture fuelled by ratings and reviews, offering up first party data to improve products and others' experiences of them has become increasingly popular.

More traditional altruistic routes see brands partner with charities to create a benefit trifecta. The exchange for first party data creates value not just for the brand and charity, but allows the consumer to feel positive about the exchange.

TAKE MONZO FOR EXAMPLE

Take Monzo, a bank built on relationship marketing. One reason for its success is that it continues to use first party data for their 'Marketplace Beta' product testing, an approach that resulted in Monzo becoming one of just 16 UK firms to be named a 'unicorn startup.'



In Conclusion

It may well be that all strategies are key to your brand's acquisition of first party data. But, whatever the right approach is for your brand, it's important to remember that trust underpins any willingness to share data. A brand that abuses that trust - for example by pitiless targeting with content that the consumer finds annoying, irrelevant or unmotivating, will rapidly burn through that willingness to share.

Building trust and improving relationships with consumers will be the key to unlocking first party data. Find out more in [Deloitte's 2022 Global Marketing Trends: Thriving through customer centricity.](#)