

2024 Webinar

Up your Agency Game: With First Party Data

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December 19, 2024

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audienceaudit

Introduction & background

Up your data game using front-end data to enhance back-end results.

In this webinar you'll learn:

- What is first-party audience data and how does it differ?
- Why it's essential today for business, marketing and branding
- How to apply learnings to your business strategies, marketing and messaging
- Understanding examples of the research results – connecting the dots

Each participant will receive AMI's 2024 Agency Edge™ research about how agencies are getting hired today and a Custom Audience Profile (CAP) report that deepens and extends the audience insights to directly inform agency leaders how to reach and speak to their ideal segments.

Types of audience data and how they differ

- **First-party data** – you collect your own data or use specialized platforms (proprietary)
 - Surveys, assessments, website data, focus groups or interviews
 - First-party data platforms (GWI, Resonate)
 - a company who creates and sends survey data to REAL people who answer questions about a whole list of information
 - Platform allows for deep queries of beliefs, affiliations and thousands of other specifics on demand
 - Updated with fresh content and new topics or trends
- **Second-party data** – a collaboration with a first-party data collector through a custom survey (proprietary)
 - Example: using data from an Agency Edge survey conducted by Audience Audit and AMI
- **Third party** – Aggregated data collected by a third party, usually purchased from another provider. Generally, from public sources/third parties.
- **ChatGPT** – Gathered information readily available or shared on the internet.

Why first-party data matters

Self reported specifics from real people more accurately show internal motivators.

- First-party data is YOURS – not reliant on a platform owned by someone else
- Deeper understanding with accurate self-reported information on a multitude of subjects
- More reliable information to use in creating marketing/business strategy
- Insights that you can't get from other sources help differentiate your messaging and creative and other strategies
- Curiosity at scale allows you to identify and reach more of the right-fit prospects
- More accurate targeting for digital marketing

Uses of first-party data

First-party data can be used to hone strategies for business, branding and marketing.

- **Relevance:** You can establish the parameters for the data, providing insights relevant to your organization
- **Alignment:** Use unique attributes of your audiences to align agency goals and values to your best clients
- **Engagement:** Better understand the needs of your client segments for higher engagement
- **Differentiation:** Find “Blue Ocean” niches or areas of need that will separate your agency from the masses
- **Return on Investment:** Improve branding, messaging, strategic goals, and media targeting in your own marketing and/or marketing for your clients and their customers

Uses of first-party data

- **Connection:** Help your clients deeply understand their industry, customers and clients
- **Synergies:** more compelling internal communications, culture and values development
- **Helpful insights** into the audiences:
 - What they believe about themselves and want others to believe
 - What charities or social causes they support
 - How they view finances and other emotional subjects
 - How they spend their time online and the apps they're on
- **Engagement:** First-party opt-in contacts allow you to build engagement with ideal prospects through owned content

Uses of first-party data

Audience activation on ad platforms*

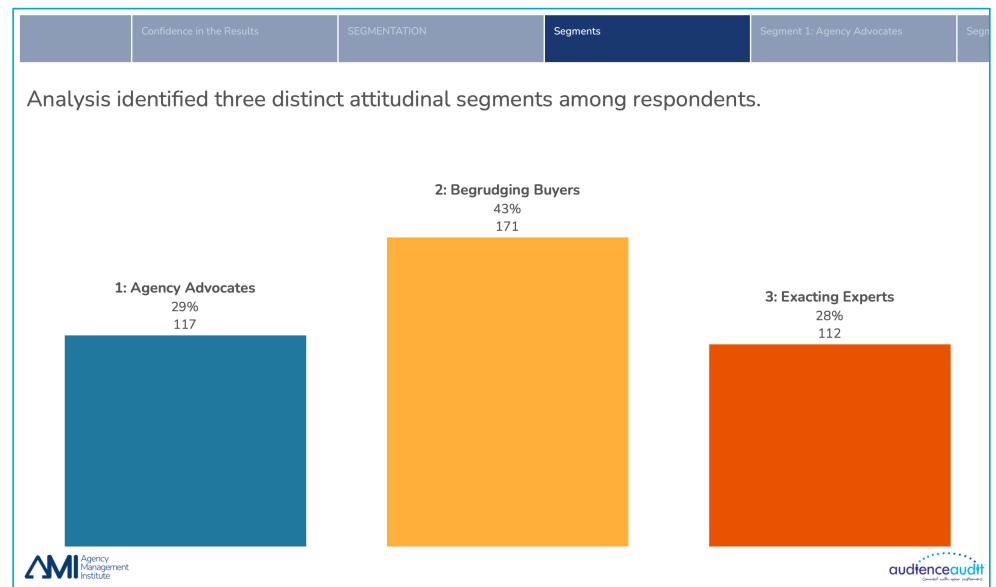
- **Accurate targeting:** Taking an audience and use it on an ad platform for targeting
 - Build an audience in the platform
 - Push to Dynata for audience modeling for activation on an ad network
 - Model the audience, if possible (some are too small), or expand segment
 - Push model to the audience activation platform of your choice

*GWI data platform process

Research-driven first party data

Custom quantitative research

- Attitudinal segmentation – understand the mindsets prevalent in the audience
- Behaviors and preferences – what they do and what they prioritize
- Resources – where they get information and what sources they most trust
- Assumptions – explore the validity of perceptions
- Awareness and equity – understand visibility and associations with your brand



Research-driven first party data

Online assessments

- Provide site visitors with valuable insight into their status around topics you choose
- Automatic scoring and feedback from you based on their score
- They can provide an email address to receive a report and additional resources
- Builds your first-party database
- Hands-off after development
- Provides valuable insight into prospects
- Provides data you can analyze and use for content purposes

13. Luxury and Self-Care Score

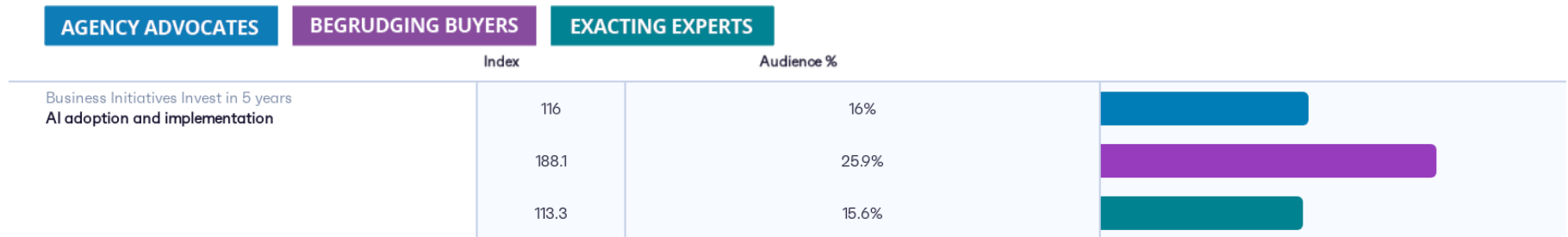
Value	Percent	Responses
8	0.9%	2
9	1.3%	3
10	3.5%	8
11	3.1%	7
12	3.9%	9
13	4.4%	10
14	8.8%	20
15	12.3%	28
16	7.0%	16
17	17.5%	40
18	15.8%	36
19	13.6%	31
20	7.9%	18

Average

16.1

Platform driven first party data example

When asked to list business initiatives for the next 5 years, all three of these audience segments are significantly more likely than the baseline (US online population) to choose “AI adoption and implementation” but only **16%** of Agency Advocates and Exacting Experts chose this option, and **26%** of Begrudging Buyers.



*GWI platform data

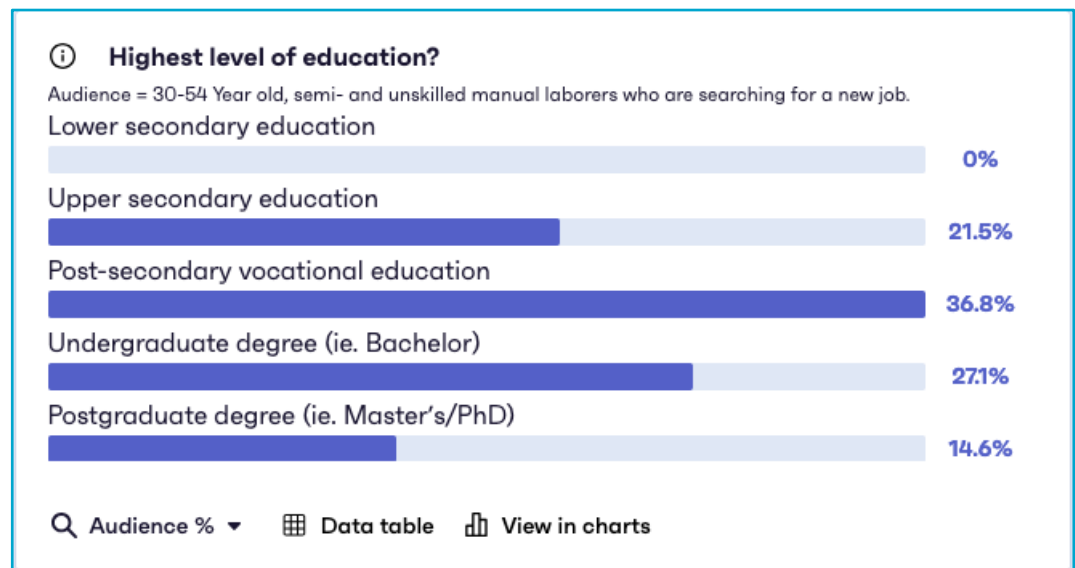
Platform driven first party data example

QUESTION:

What experience do semi- and unskilled manual laborers between the ages of 30 and 54 who are prospects for a new kind of vocational school have with education?

78.5%

of this audience have some post-secondary education (vocational, undergrad, or graduate), including 14.6% who have a Master's or PhD.



*GWI platform data

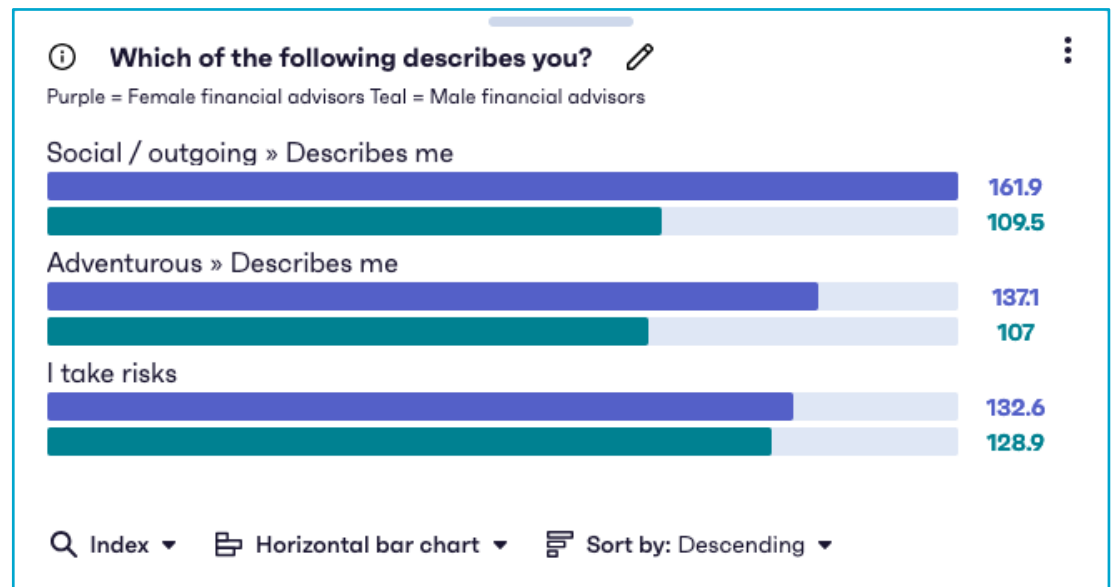
Platform driven first party data example

QUESTION:

How should we differ our approach for a male vs. a female audience of financial advisors?

Female financial advisors are much more likely than their male counterparts to describe themselves as outgoing and adventurous.

Both groups are 28.9%+ more likely than the baseline to describe themselves as risk takers.



*GWI platform data

Platform driven first-party data example

QUESTION:

How well is Plymouth gin being received by regular gin drinkers?

While regular gin drinkers are more likely than the average to have tried Plymouth gin in the past year, **91.1% of the audience of regular gin drinkers has not drunk Plymouth in the past year.**

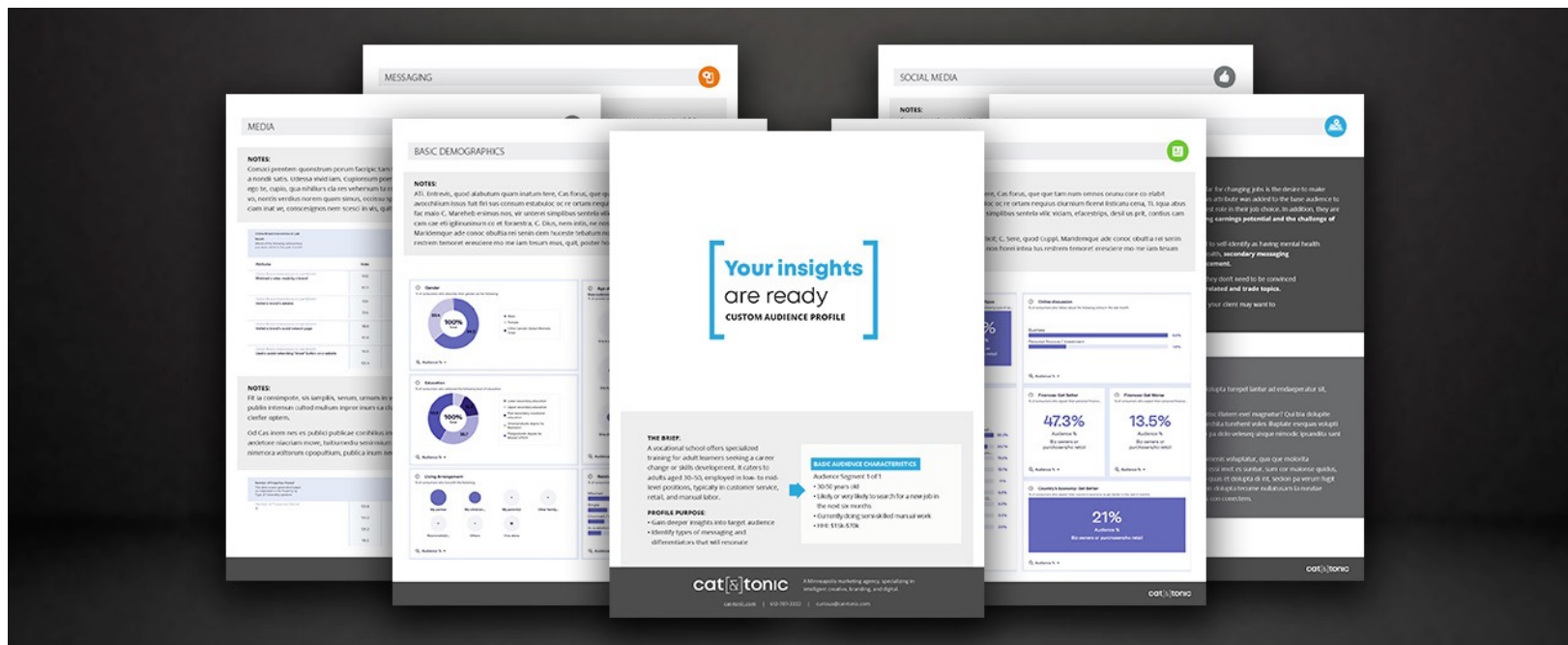
*GWI platform data

When did you last drink these alcohol brands?		Data points	Options
<input type="checkbox"/>	Plymouth Have Not Drunk	99.6	91.1%
<input type="checkbox"/>	Monkey 47 Have Not Drunk	99.2	91.1%
<input type="checkbox"/>	Roku (Japan, UK & USA Only) Have Not Drunk	96.4	87.7%
<input type="checkbox"/>	Bulldog Have Not Drunk	97.5	79.9%
<input type="checkbox"/>	Beefeater Have Not Drunk	85.6	71.9%
<input type="checkbox"/>	Gordon's Have Not Drunk	84.7	71.7%
<input type="checkbox"/>	Hendrick's Have Not Drunk	83.4	71%
<input type="checkbox"/>	Bombay Sapphire Have Not Drunk	79.9	65.4%
<input type="checkbox"/>	Tanqueray Have Not Drunk	77.2	62%
<input type="checkbox"/>	Seagram's Have Not Drunk	77.6	61.7%

Platform driven first-party data

Custom Audience Profile (CAP) example

<https://cat-tonic.com/cap/>



Platform driven first party data

Agency and client uses

- **Validate strategies and/or audience assumptions.** Do your target segments actually behave how you think they do?
- **Define, refine and model audiences.** Accurate targeting for digital marketing initiatives
- **Get their attention!** Use key insights to home in on and talk about things most important to key audiences
- **Target the sweet spot.** See where key audiences are consuming content on the internet and meet them there with relevant ads
- **Nail the creative.** Design creative that will appeal directly to audiences on landing pages and digital ads

Platform driven first-party data

Agency to client benefits

- **Business alignment.** Know how your brand aligns with your key audiences' beliefs for greater loyalty
- **Shared values.** Understand motivators to create agency/brand ambassadors
- **Helpful content.** Speak to the needs and wants of the targeted audiences to be relentlessly helpful
- **Increased engagement.** Your audiences and clients will feel seen (because they are) and want to know more

Advice for collecting & using first party data

Advice on getting started collecting and using first party data no matter your budget:

- Start with a hypothesis or something you really want to know – be curious, but let the data show you what's real
- Collect your own data from websites, emails or other contacts
- Know the bias and data quality considerations associated with your data sources
- Do custom research to understand your niche and the people in it better
- Make sure any data sets you analyze contain a statistically valid sample and that data has been properly cleaned to avoid bot/poor quality responses
- Don't test too many things at once or you'll make attribution impossible

Summary of key takeaways

Custom Research

Conduct your own research first to get insights into motivations, attitudes, and perspectives

Identify ideal target audiences based on those characteristics

Determine if any demographic/firmographic factors are relevant in differentiating audience segments

Gain insights into general sources/resources/platforms used by your audience

Summary of key takeaways

Platform based first party data

Take your agency and client brand to the next level with a deeper understanding of what matters

Find the “Blue Ocean” niche that will make sales easier for your agency or client

Create compelling content that hits the mark with audiences and reels them into the sales funnel

Create connections and loyalty to extend the client/agency relationship beyond the average 2.5 years

Activate audiences with a higher confidence level

THANK YOU

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