

STRATEGIES FOR MAKING YOUR FIRST PARTY DATA WORK FOR YOU

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1ST PARTY DATA **VS** 3RD PARTY DATA

1ST PARTY DATA

First Party Data is **YOUR** data and comes in various forms. This data can be used to strategically retarget to your customers based on their specific behaviors - shopping cart abandoners, past purchasers, etc. Here are a few examples of 1st party data:

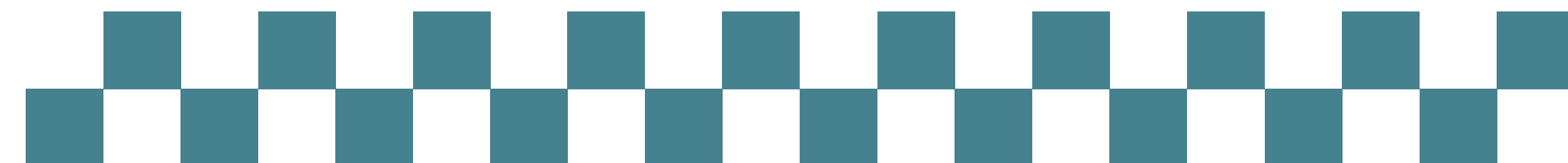
- *Website Visitors*
- *Customer Lists*
- *Channel Subscribers*
- *Profile Followers*



3RD PARTY DATA

Third Party Data is any data that is gathered by a company, organization, website, etc., **OUTSIDE OF** the company that is utilizing the data. Third-party data comes in numerous forms, and is collected in various ways, including the following:

- *Keyword Search Data (Google, Bing, etc.)*
- *Transactional Data (VISA, AMEX, etc.)*
- *Location Data (where people live, etc.)*
- *Home/Car Ownership (Types, Value, etc.)*
- *Demographics (Age, Gender, HHI, etc.)*





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COOKIES & GOOGLE UPDATE

WHAT ARE 3RD PARTY COOKIES?

- Third-party cookies are placed on a user's browser when they visit a website, tracking user behavior while on the site.
- This data (along with other third-party data) is then used by Google, DSPs, and other Audience Providers to create different intent based and in-market audiences.



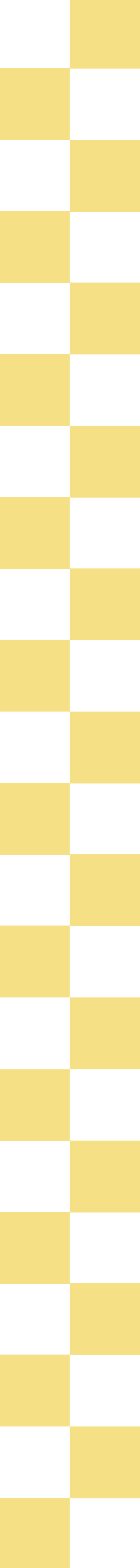
CHROME 3RD PARTY COOKIES

- Due to demand in data privacy, Chrome has now disabled third-party cookies for 1% of users as of Q1 2024, and had plans to ramp up to 100% of users by the end of the year.
- Google first promised to phase out cookies in 2020, then pushed that date back to 2023 and delayed it again to the end of 2024.
- At the end of April, Google announced that they will no longer be disabling cookies by the end of 2024, but now have moved this date to sometime in 2025.



WHAT DOES THIS MEAN FOR YOUR BUSINESS?

WE WILL LOSE:	WE WILL KEEP:
Consumer Behavioral Data when derived from third-party cookies.	Any consensual consumer data not derived from third party-cookies
Content the users engaged with	Keyword Search Data (Google, BING, YouTube, etc.)
Websites the users visited	Transactional Data (AMEX, VISA, etc.)
Purchase/Transactional behavior	Purchase Behavior
	Location Data
	Ownership Data (Homes, Cars, etc.)
	Psychographic Data
	Demographic Data





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EXAMPLES OF **FIRST PARTY DATA**

FIRST PARTY - REMARKETING LISTS

- Retargeting to consumers that have visited your website is a great way to increase your returning users to your website in a cost effective way.
- Examples of Remarketing Lists:
 - All Visitors
 - Product Page Viewers
 - VDP Viewers
 - Shopping Cart Abandoners
 - Past Purchasers
 - Lead Form Visitors
- Not only do we target these lists, but we also utilize these lists for various exclusions strategies.

ALL VISITORS

PRODUCT PAGE VIEWERS

SHOPPING CART ABANDONERS

CHECKOUT ABANDONERS

PURCHASERS



FIRST PARTY - PAGE FOLLOWERS

- Targeting Page Followers of Channel Subscribers is a great way to get your social following to take action on your website
- Examples of these lists:
 - IG Page Followers
 - YouTube Channel Subscribers
 - Facebook Page Likes
 - TikTok Followers
 - Pinterest Followers
- Not only do we target these lists, but we also utilize these lists for various exclusions strategies.



YOUTUBE



SOCIAL MEDIA



FIRST PARTY - CUSTOMER LISTS

- Utilizing customer lists (name, phone number, email, etc.) to retarget consumer based on specific behaviors
- Examples of Customer Lists:
 - Vehicle Purchasers
 - Product Purchasers
 - Customers that have contacted your business
 - Newsletter sign ups
- Not only do we target these lists, but we also utilize these lists for various exclusions strategies.

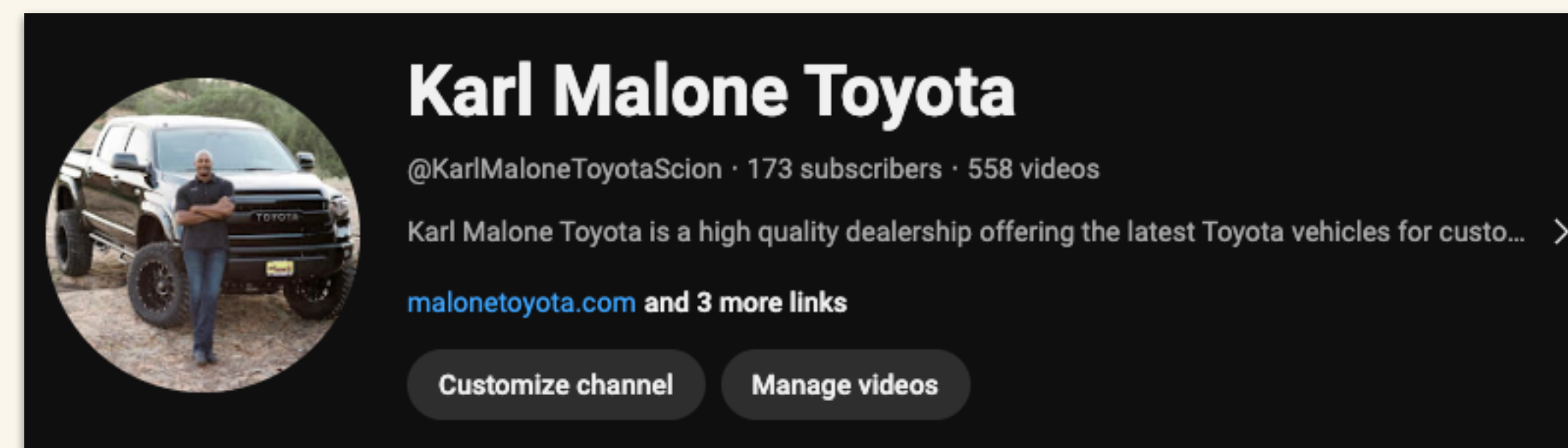




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FIRST PARTY DATA **STRATEGIES**

FIRST PARTY VIDEO STRATEGIES



Type ↓	Membership status	Size: YouTube
YouTube Channel Subscribers - 30 Days	YouTube users Rule-based	Open 78,000
YouTube Channel Visitors - 30 Days	YouTube users Rule-based	Open 28,000
YouTube Channel Video Viewers - 90 Days	YouTube users Rule-based	Open 990,000
YouTube Channel Visitors - 90 Days	YouTube users Rule-based	Open 93,000
YouTube Channel Subscribers - 90 Days	YouTube users Rule-based	Open 150,000
YouTube Channel Video Viewers - 30 Days	YouTube users Rule-based	Open 360,000



- YouTube Subscribers, Channel Visitors, and Video Viewers



FIRST PARTY DISPLAY STRATEGIES

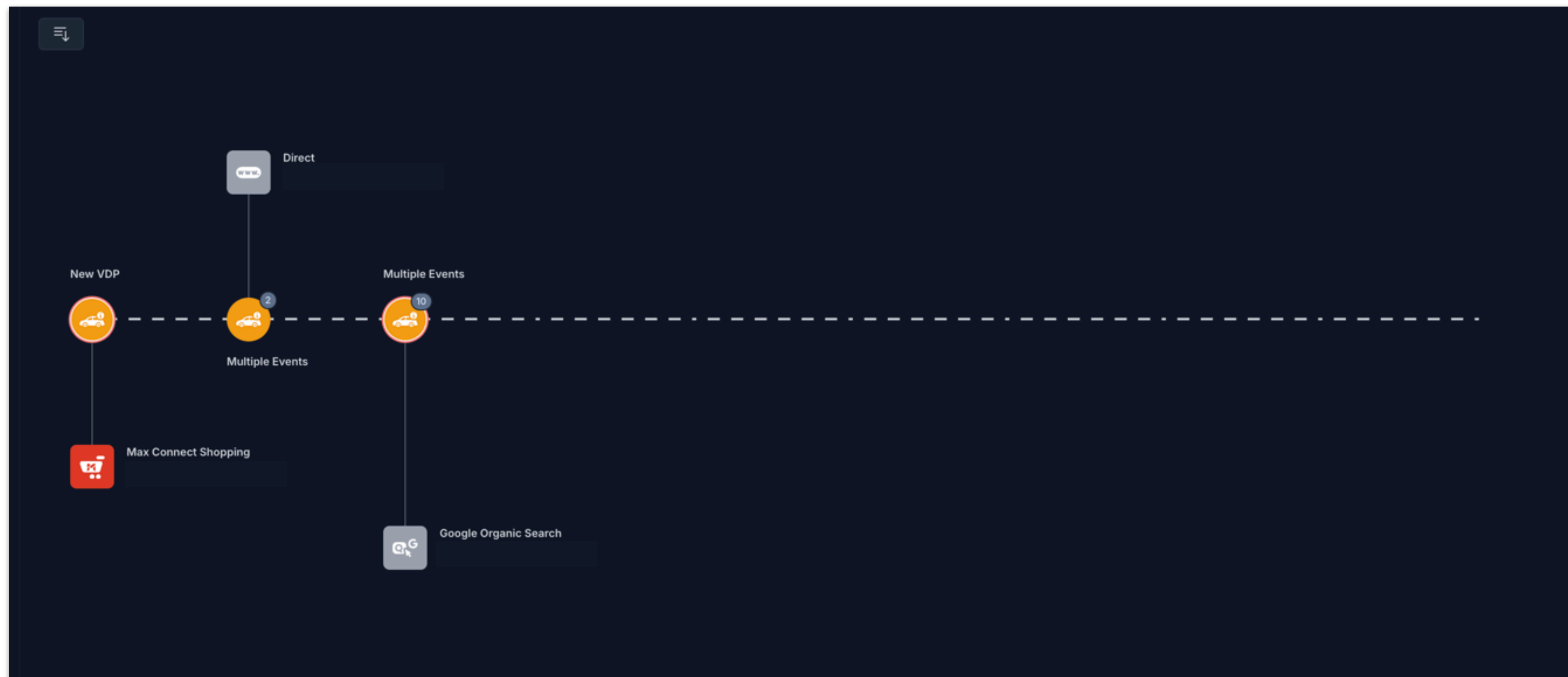
The image shows a screenshot of a Toyota website interface. On the left side, there is a dark navigation menu with a hamburger menu icon at the top. Below it, there are two main items: 'New VDP' with a car icon and 'Max Connect Shopping' with a shopping cart icon. The main content area features a large banner for a white Toyota SUV. The banner has a red navigation bar at the top with the following links: Home, Shop Online, New Vehicles, Used Vehicles, Finance & Specials, Service & Parts, About Us & Research, Rent a Toyota, and Body Shop. The main headline of the banner reads 'WE MADE IT EASY FOR 492 PEOPLE TO GET INTO A CAR'. Below the headline, there are two images of the white SUV: one showing the front view and another showing the rear view. The background of the banner shows a Toyota dealership building with the 'TOYOTA' and 'KARL MALONE' logos. In the top right corner of the banner, there is contact information for 'Rent a Toyota' including phone numbers for Sales, Service, Parts, and Body Shop, and a location address in Draper, UT. A 'CLICK TO SPEAK WITH LIVE PERSON' button is also present.



FIRST PARTY DISPLAY STRATEGIES



FIRST PARTY DISPLAY STRATEGIES



FIRST PARTY DISPLAY STRATEGIES



FIRST PARTY DISPLAY STRATEGIES

The image displays two components related to a marketing strategy. On the left is a funnel diagram on a dark background. It starts with 'New VDP' (represented by a car icon with '0'), leading to 'Multiple Events' (car icon with '2'), then to another 'Multiple Events' (car icon with '10'), and finally to 'Max Connect Shopping' (shopping cart icon with '2'). Other sources shown include 'Direct', 'Max Connect Shopping', and 'Google Organic Search'. On the right is a 'Make an Inquiry' form with the following fields: First Name^{*}, Last Name^{*}, Contact Me by^{*} (dropdown menu showing 'Email'), Email^{*}, Phone, and Comments? OK to Text?. A 'SUBMIT' button is at the bottom right. A large red 'X' is overlaid on the form, suggesting a critical issue or a failed step in the process.



FIRST PARTY DISPLAY STRATEGIES

Make an Inquiry

First Name*

Last Name*

Contact Me by*
Email

Email*

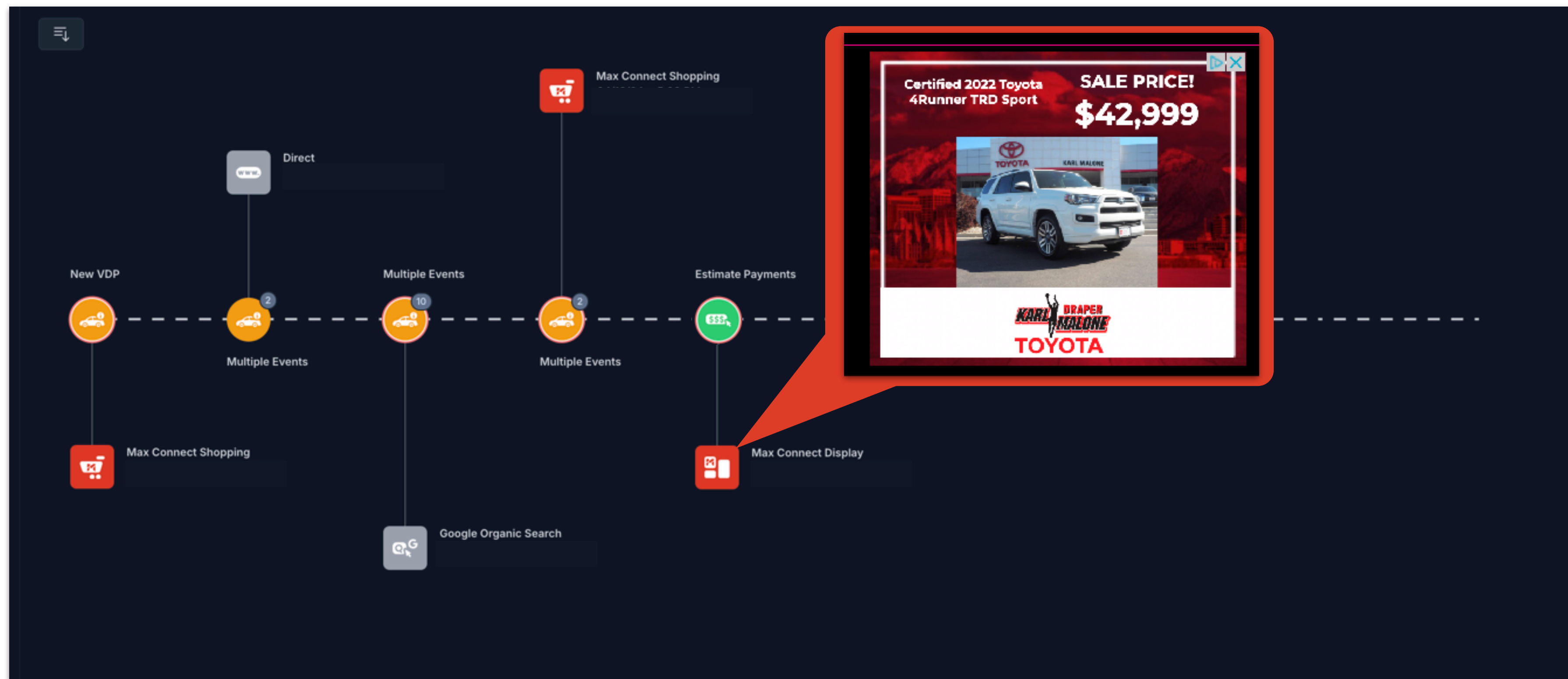
Phone

Comments? OK to Text?

SUBMIT



FIRST PARTY DISPLAY STRATEGIES



FIRST PARTY DISPLAY STRATEGIES

The image displays a user journey diagram and a corresponding inquiry form. The diagram, set against a dark background, shows a sequence of steps: 'New VDP' (with a car icon), 'Multiple Events' (with a car icon and a '2' in a blue circle), 'Multiple Events' (with a car icon and a '10' in a blue circle), 'Multiple Events' (with a car icon and a '2' in a blue circle), and 'Estimate Payments' (with a car icon). Touchpoints are indicated by icons: 'Max Connect Shopping' (shopping cart icon), 'Direct' (speech bubble icon), and 'Google Organic Search' (G icon). The 'Estimate Payments' step is linked to 'Max Connect Display' (display icon).

Overlaid on the right is a 'Make an Inquiry' form. A large green checkmark is placed over the form fields. The form includes the following fields and content:

- First Name***: Big
- Last Name***: Spender
- Contact Me by***: Email (dropdown menu)
- Email***: bigspender@INeedACar.com
- Phone**: (empty field)
- Comments? OK to Text?**: Please sell me this car that I saw on a Max Connect ad

A 'SUBMIT >' button is located at the bottom right of the form.



FIRST PARTY DISPLAY STRATEGIES



FIRST PARTY META STRATEGIES

Purchased

No Purchases

2 Years

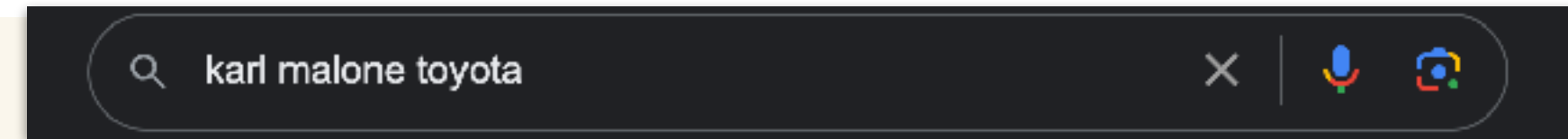
6 Months

Today



- High ROAS from the Winback Opportunities Customer List

FIRST PARTY PAID SEARCH



Make an Inquiry

* Indicates a required field.

First Name*

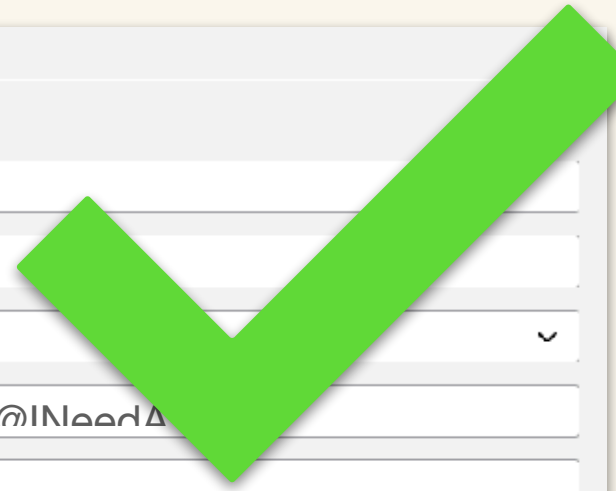
Last Name*

Contact Me by*

Email*

Phone

Comments? OK to Text?



Make an Inquiry

* Indicates a required field.

First Name*

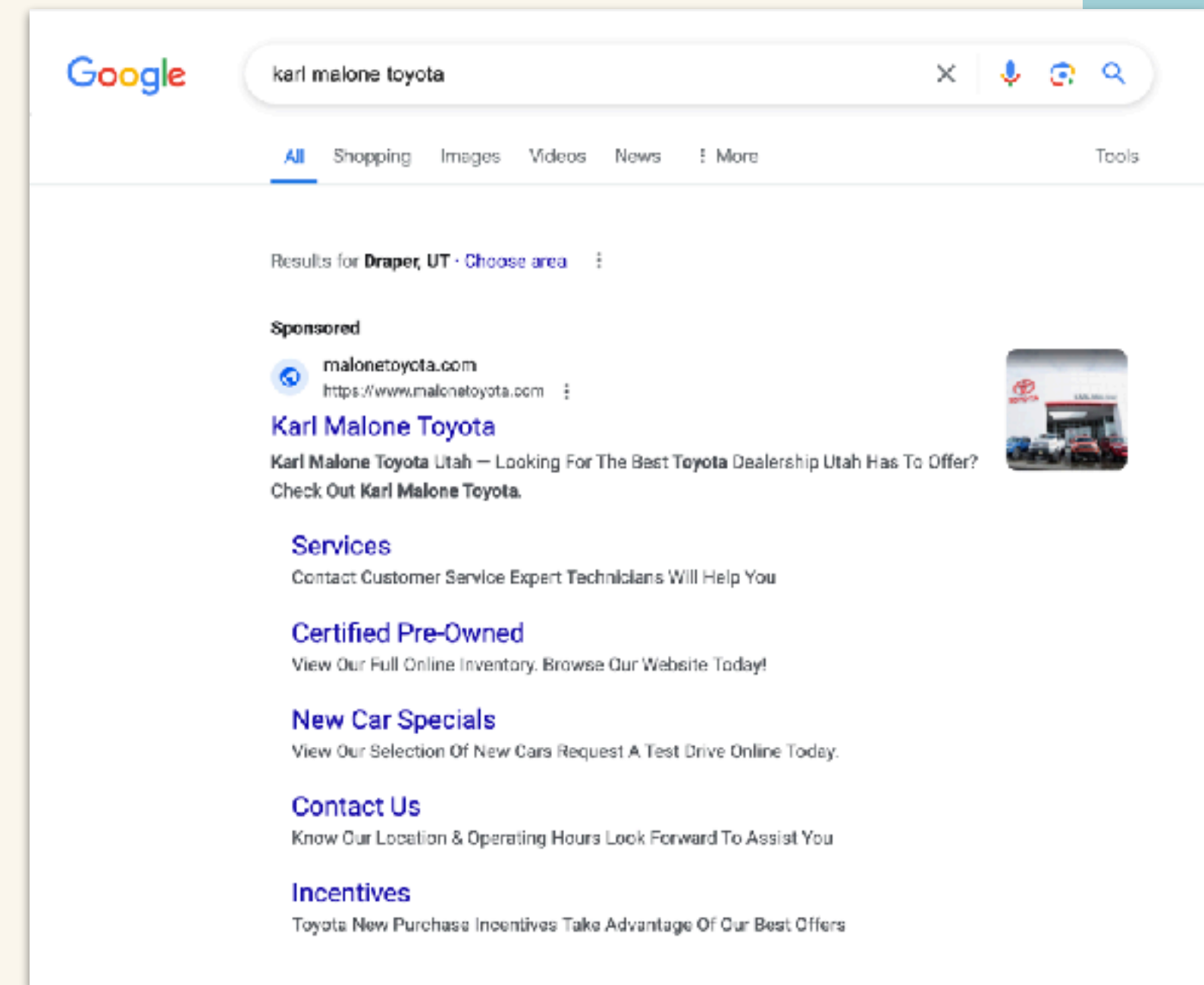
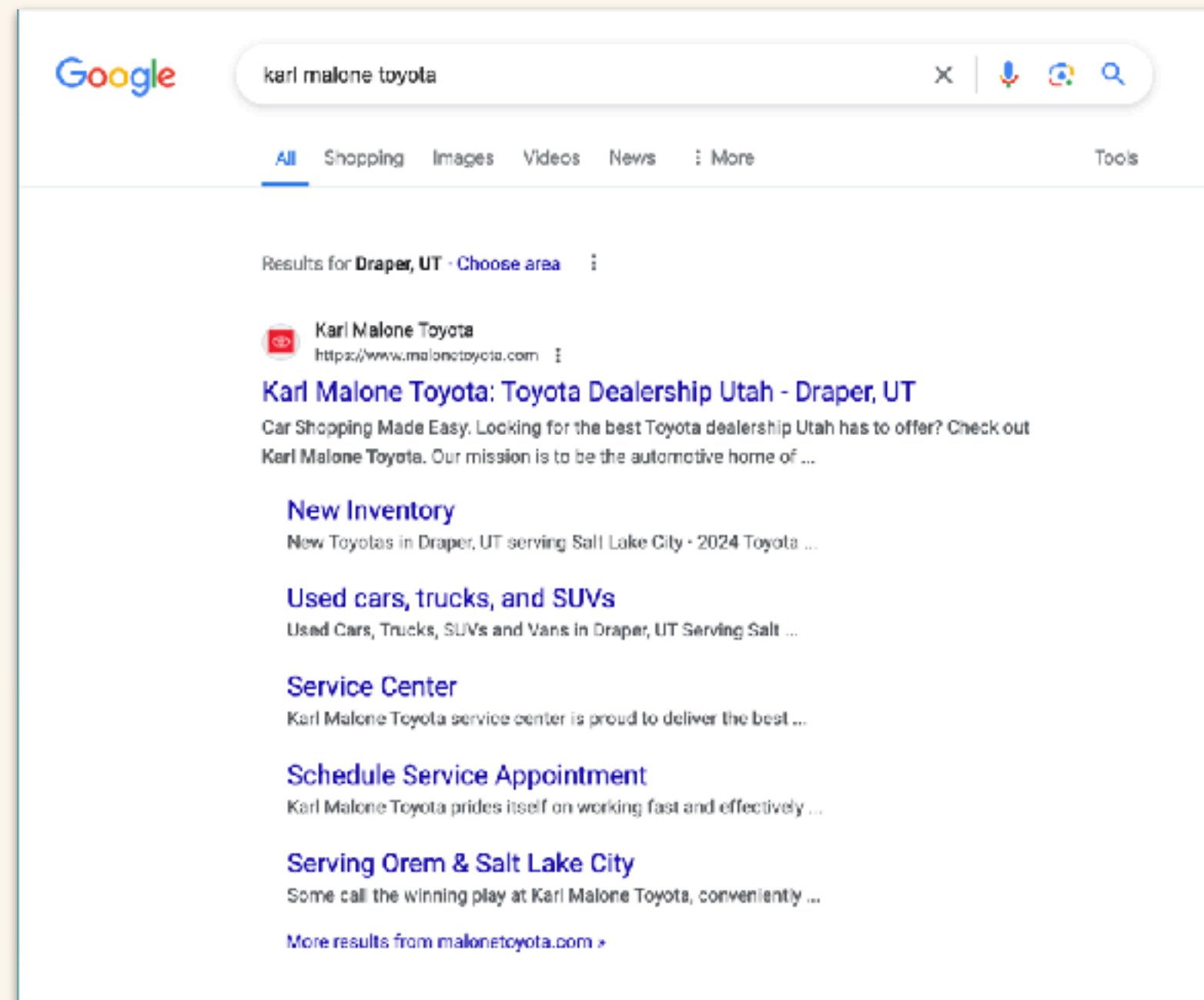

Last Name*

Contact Me by*

Email*

Phone

Comments? OK to Text?





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CAPTURING **FIRST PARTY DATA**

CAPTURING **FIRST PARTY DATA**

- Capturing more emails on your website
 - Newsletter sign ups
 - Free eBook
 - Request a Vehicle Quote
- Giveaways to capture customer information
- In-person at your store location
 - “sign up for our email list, get a free stress ball”
- Display Prospecting Strategies
 - Increase new website visitors and push them down the retargeting funnel
 - Having a heavy bottom funnel focus doesn't help this overall strategy
- Follower growth campaigns on Instagram & Facebook



SPORTSMAN'S WAREHOUSE



Sportsman's and Max Connect partnered in June 2021 to grow an engaged follower base for Facebook and Instagram while also generating a strong return on ad spend (ROAS) for Paid Social Ads. Sportsman's Instagram and Facebook following was originally 56K and 160K respectively. The strategy was to **deploy a bi-weekly contest series** called "Follow Fridays" which showcased popular products that consumers could win if they engaged with the content by liking, tagging a friend, and following the account. After seven months of the campaign, Sportsman's Warehouse **achieved a 55% lift in follower growth alongside a 7X ROAS on paid social**. This corresponded with attributable monthly sales reaching over \$1M.

MAX CONNECT





TAKEAWAYS

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KEY TAKEAWAYS

PREPARE FOR THE COOKIES CHANGE

Audience acquisition (as opposed to just audience conversion) will play an even bigger role as targeting becomes more difficult.

TOF channels are **required** to fill the funnel and build the First Party audiences.

UTILIZE YOUR FIRST PARTY DATA

This is what we are here for - helping you strategically think through the best ways to utilize your first party data (website visitors, customer lists, subscribers / followers, etc.)

Remember that strategy capabilities are based on audience sizes and budgets.

GROW YOUR FIRST PARTY DATA

First party data is NOT just your website visitors.

Think outside the box for new & innovative ways to capture more customer information - giveaways, sign ups, etc.

ACCELERATE YOUR GROWTH

VISIT OUR EVENT SITE TO VIEW THE RECORDING AND NOTES OF THIS PRESENTATION

maxconnectdigital.com/marketing/iis-recap



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