

First-Party Data Readiness Evaluation

Assisting organizations as they navigate the transitions from third-party to a first- and zero- party approach

The Challenge

As third-party cookies and traditional mobile device tracking methods become deprecated, these moves mean that brands need to increase their reliance on first- and zero- party data collection methods.

A first-party data strategy means that you can design the collection of the data to include exactly what you need. Allowing for better insights, higher quality personalized experiences, and ensuring greater compliance.

While this shift has the potential to disrupt marketing and advertising targeting, measurement, and attribution. First-party data has many benefits as it is generally better data, because your brand is the party collecting it, controlling the methods, the quality, and the exact way it is used.

Our solutions for these challenges help you

- Stay ahead of changing industry requirements in order to ensure top marketing performance
- Increase marketing performance by improving your customer first- and zero- party data collection
- Improve your customer data quality across channels

Overview of offering

A first-party data readiness evaluation that consists of discovery and culminates in a report with recommendations and next steps that helps you determine the impact the third-party cookie deprecation will have on your audience targeting, measurement, and attribution.

The evaluation will consist of evaluating the following:

- Current marketing & advertising methods and their reliance on third-party data sources
- Current customer data infrastructure, including reliance on third-party data sources
- Current CDP/CRM platforms and/or plans for current/future CDP implementation

You will receive a report that will include recommendations for the following:

- First- and zero-party data collection enhancements
- Customer 360 data infrastructure enhancements
- Measurement and attribution enhancements

Key Phases, Goals & Deliverables

Discovery (2-3 weeks)

We will talk with key stakeholders from your marketing, customer data, and technology teams in order to get a better understanding of your current and planned approaches in relation to a move away from third-party data reliance, and a more towards a customer-centric data approach. This will include teams involved in your Customer Data Platform, digital marketing and advertising, and others as determined by your organizational structure.

Analysis (2 weeks)

Based on our discovery sessions we will take the information gathered from your teams and enhance that with research on your current and potential platforms and approaches that will be used to create a set of recommendations.

Recommendations (2 weeks)

A report will be provided that outlines our recommendations for enhancements to first- and zero-party data collection, approach to customer data platform, as well as marketing measurement and attribution approaches.

This report will outline our assessment of your organization's readiness for a first-party only approach to customer engagement.

Get in touch



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