

Panel Discussion | [First-Party Data] Build a Trust-Based First-Party Data Asset to Enter the Cookieless Future

### Traditional Digital Marketing

- Third-party data from external sources
- Targeting broad demographics
- Using cookie-based tracking
- Lacks accuracy & transparency



### Digital Marketing with First-Party Data

- Information collected directly from your customers or website visitors
- Through website interactions, email subscriptions, purchase history & more
- Personalisation & customer-centric



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## 1. How do you gather and manage first-party data?

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## **2. How do we use the first-party data within the organisations or with our partners?**

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### **3. How to monetise the first-party data and go beyond?**

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## Key Takeaways

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## Q&A



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