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Leverage Your Data

FIRST-PARTY DATA IS AN ASSET, HERE'S HOW TO TREAT IT LIKE ONE

Use live consumer data to personalize user experience

We've long been told that <u>Content Is King</u>, but with respect to Mr. Gates, content is challenging for the crown.

Do you still need quality content? Absolutely. But is your content more effective when you can use live consumer data to personalize their experience on your site and show them what they want to see, at the right time? Yes. That's how first-party data can become an asset for your company.

Smart marketers know that data, when activated, can improve your return on investment (ROI) and make every campaign more successful. And when it comes to data — your first-party data is king, and it's free of the baggage of third-party cookies.

While the sheer amount of data available can be overwhelming to the untrained eye, all you really need is to have a system/process outlined in order to make use of all this information. Data like knowledge is nothing without application, and that's where Fulcrum comes in.

First-party data is the future of marketing. It helps marketers make better decisions around marketing activities, allowing for faster conversions and more significant ROI. Fulcrum helps collect, unify, and apply your first-party data to engage with segmented audiences in ways you never thought possible. Before we dive into the how, you need to understand what first-party data is, and why your company needs to treat it as an asset.

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What is First-Party Data?

First-party data refers to information that you gather directly from your prospects, users and customers. From a marketing perspective, first-party data is the most valuable for your business to leverage. It's also available for free, but understanding the data and taking the appropriate actions takes careful tact.

First party data includes:

- Behaviors, actions or interests demonstrated across your website(s) or app(s).
- Data stored in your customer relationship management (CRM) platform, such as completed surveys, customer feedback, and more.
- Subscription and social data.

Unlike third-party data, which is data on users supplied by other companies who track users across the web, first-party data isn't shrouded in mystery. This type of data is collected from user activities while on your website and with the proper disclosures (there are standard notices across websites and pop-ups to have customers accept first-party data collection).

You can use this information to create a better customer experience for them. Effective marketing using first-party data can help you improve the user journey to build relationships, drive conversions, and smartly engage your target audience in a customized manner to speak one-on-one with customers and display real-time intelligence.

Best of all? It's cost-effective and easy to implement. But before you learn how to make your first-party data an asset, let's look at why your business needs it to succeed.

Why is First-Party Data an Asset?

First-party data is unmatched in terms of quality, yet most marketers admit they aren't using it to its full potential.

With the dissolution of third-party cookies, first-party data has taken center stage as the primary method for targeting and tracking your customers online. First-party data is more trustworthy information, too, since it comes directly from your audience.

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Beyond its safety and reliability, here is a further reason that first-party data is an asset:

- The data is more transparent and updates each time a user visits your site.
- Allows you to gain better insights into your audience, which you can then use to predict future behavior.
- Expand your audience by directly engaging first-time visitors.
- Reach high-value leads and bring greater ROI by reducing your ad spend.
- Track the entire customer journey — from the first visit to repeat purchase, you can track your customer behavior from initial engagement to conversion.
- Create a personalized experience — customize the ads and content you show a specific user based on their actions. We feel strongly that no one should have the same experience time after time.

How Fulcrum Can Help

Fulcrum has created an advanced analytics platform that can be easily deployed on your website to track all the interactions of prospects, users, customers and partners. code sits on your website and tracks the actions of your visitors. Let's say someone discovers your website and browses around but doesn't take any action. Fulcrum's Actionable Intelligence (AI) will know it is this person's first site visit and, based on rules you define, serve them a message that is specific to their stage in the customer journey. For example, a quick tutorial or another overview to make them feel comfortable while on the site.

Fulcrum will track their activity, including what pages they visit, where they've spent the most time, etc. All of this data is pulled into the Fulcrum platform and used to help provide a more relevant customer experience.

By understanding what they have done and using that information, Fulcrum can create a custom user experience for the individual. And with real-time personalization, you don't even have to wait for them to visit your site again. Fulcrum is adept and can react to a user taking a specific action in real-time.

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Whether or not a user takes action, Fulcrum will recognize them for future visits and respond each time with targeted content based on the data gathered from previous interactions. In short, the user's experience on your website will always be personalized to their preferences using the collected information.

Fulcrum also creates a customized on-page experience to direct this person toward taking an action and optimizing conversions. You can modify your personalization approach based on the type of user. For example, if a known customer is on your site you can recommend a specific product/service. This could be on-page content or a personalized email campaign that is in alignment with their past purchases or page view behavior. If the user is anonymous and has shown some interest in a product or piece of content, you can instantly serve up "similar" assets to that user to increase engagement.

In Conclusion

Fulcrum is here to guide your first-party data marketing journey. Our unique real-time personalization model allows you to tap into your first-party data like never before. Give Fulcrum a try today and leverage your data to the fullest.

For more information, please visit https://fulcrumsaas.com or call (303) 223-6510.

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