

Master First-Party Data Strategy to Win in Retail



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First-party data is essential in retail media for its ability to drive accurate targeting, personalised experiences, predictive analytics, and optimised inventory management. It also plays a key role in enhancing customer satisfaction, retention, and providing value to advertisers. By leveraging first-party data, retailers can create a more engaging, efficient, and profitable retail media environment.

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**Rob Odd, Regional CEO,
Epsilon**



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Introduction

Did you know,
87%

of APAC brands consider first-party data critical to their marketing efforts? With privacy rules tightening up, businesses are shifting to first-party cookies to sharpen their marketing and build better customer connections.

In this eBook, we will explore how first-party data is opening new possibilities for creating personalised experiences and optimising your retail media strategy. From real-time personalisation to actionable insights, you will learn how to harness first-party data to stay ahead in a world where privacy is front and centre.



Embracing First-Party Data

First-party cookies offer unique opportunities for targeted and personalised approaches that can significantly enhance customer engagement and drive business success adding value to advertisers and retailers while positively impacting their marketing strategies.

Let's look at the different types of first-party cookies that retailers can harness to engage with their customers.



Types of First-Party Cookies

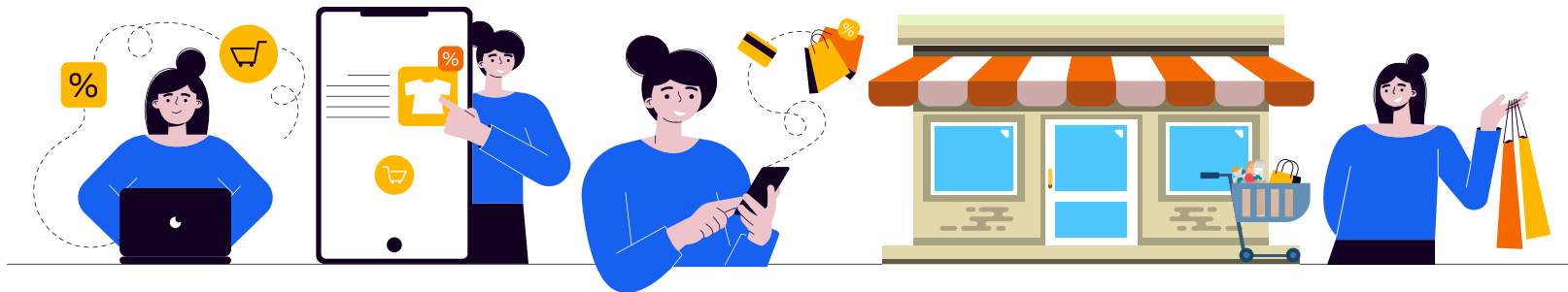
Type	What they do	Retailer Benefits
Session cookies	Temporary identifiers assigned to users during individual browsing sessions. Uses: Maintain continuity, store information like items added to shopping cart.	Personalised recommendations: Analyse data in real-time and offer personalised recommendations based on items viewed or added to the shopping cart. Cart Abandonment Recovery: Track abandoned items in a user's cart and send targeted follow-up emails or display retargeting ads to remind users of their abandoned items and encourage them to complete the purchase.
Persistent cookies	Have a longer lifespan and can track user behavior across multiple sessions. Uses: Gather insights into long-term browsing patterns, preferences, and purchase history	Cross-Device Tracking: Track user activity across different devices and channels. Result: Enables a seamless and consistent shopping experience, as retailers can recognise returning customers regardless of the device and deliver personalised content and recommendations based on their browsing history.
Authentication cookies	Ensure secure access to user accounts. Uses: Streamline the login process for returning customers while safeguarding sensitive information	Enhanced Security: Authentication cookies play a crucial role in ensuring the security of user accounts by verifying the identity of users during each session. Result: Helps retailers protect sensitive customer information and build trust.

First-Party Cookies in Action

Imagine a retailer, TechGadgets, that operates an e-commerce website selling electronic gadgets. Here's how they utilise each type of first-party cookie:

Session Cookies: When a customer visits the TechGadgets website, session cookies are employed to track their interactions during that specific browsing session. For example, if a customer adds items to their shopping cart, session cookies remember these selections as the customer navigates different pages on the site.

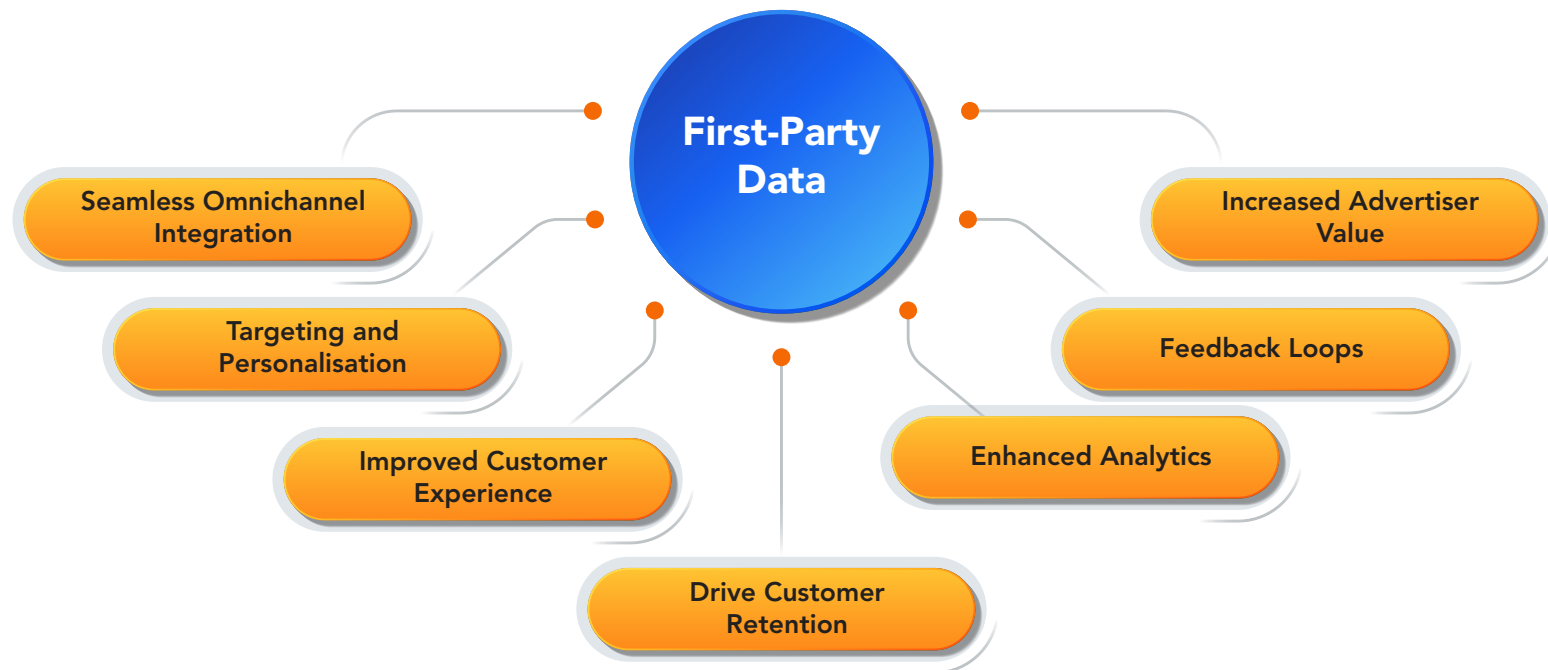
Persistent Cookies: If a customer frequently browses laptops but doesn't make a purchase immediately, persistent cookies remember their interests. Later, when the customer returns to the website, these cookies allow TechGadgets to display personalised recommendations based on their previous browsing history, increasing the likelihood of a purchase.



Authentication Cookies: To provide a secure and convenient login experience, TechGadgets utilises authentication cookies. When a user logs into their account on the website, authentication cookies store their login credentials securely. This enables users to access their accounts without having to re-enter their username and password every time they visit the site, streamlining the login process while maintaining security.

By harnessing the full power of first-party, retailers can drive personalised recommendations through real-time data analysis, re-engage users and boost conversions.

Building a Resilient Retail Media Network with First-Party Data



First-party data is crucial for retail media to drive customised and relevant customer experiences and improve business results. Here are the key benefits:

Seamless Omnichannel Integration: First-party data can be integrated across both online and offline channels, providing a comprehensive view of the customer journey.

Targeting and Personalisation: Retailers can create highly targeted and personalised advertising campaigns using first-party data. This helps in increasing engagement and conversion rates. The Epsilon Digital platform enables this by providing a reliable first-party integration on an advertiser's website, identifying users for up to 13 months, for continuous engagement and retargeting.

Improved Customer Experience: First-party data enables retailers to anticipate and address customer needs more effectively, enhancing personalisation. Retailers can leverage first-party data to develop predictive models that forecast customer behaviour and identify potential issues before they escalate. This makes customers feel valued, significantly boosting satisfaction and loyalty.

Drive Customer Retention: First-party data allows retailers to identify early signs of customer dissatisfaction and take proactive steps to address them. Personalised follow-ups, exclusive offers, and tailored support can help retain customers by showing that the retailer cares about their experience and is responsive to their needs.

Enhanced Analytics: Predictive analytics also helps deliver personalised offers or customer service interventions, to re-engage customers and prevent churn. The Epsilon Digital platform empowers advertisers to measure campaign impact accurately by recognising customers who convert within a designated attribution window.

Feedback Loops: Retail media platforms can gather continuous feedback through customer reviews, ratings, and direct interactions, enhancing the overall strategy.

Increased Advertiser Value: Valuable insights derived from first-party data enables advertisers to run more effective and targeted ad campaigns. This in turn increases ROI as their ads reach the most relevant audiences. By onboarding the retailer's first-party data, Epsilon Digital helps identify customers and deliver ads, maximising the brand's potential reach beyond just website visits.



Conclusion

By relying on first-party data, retailers and brands can sidestep the limitations of third-party cookies and ensure continued reach and targeting capabilities. This empowers them to deliver relevant ads without compromising user privacy, fostering trust and building stronger customer relationships.

