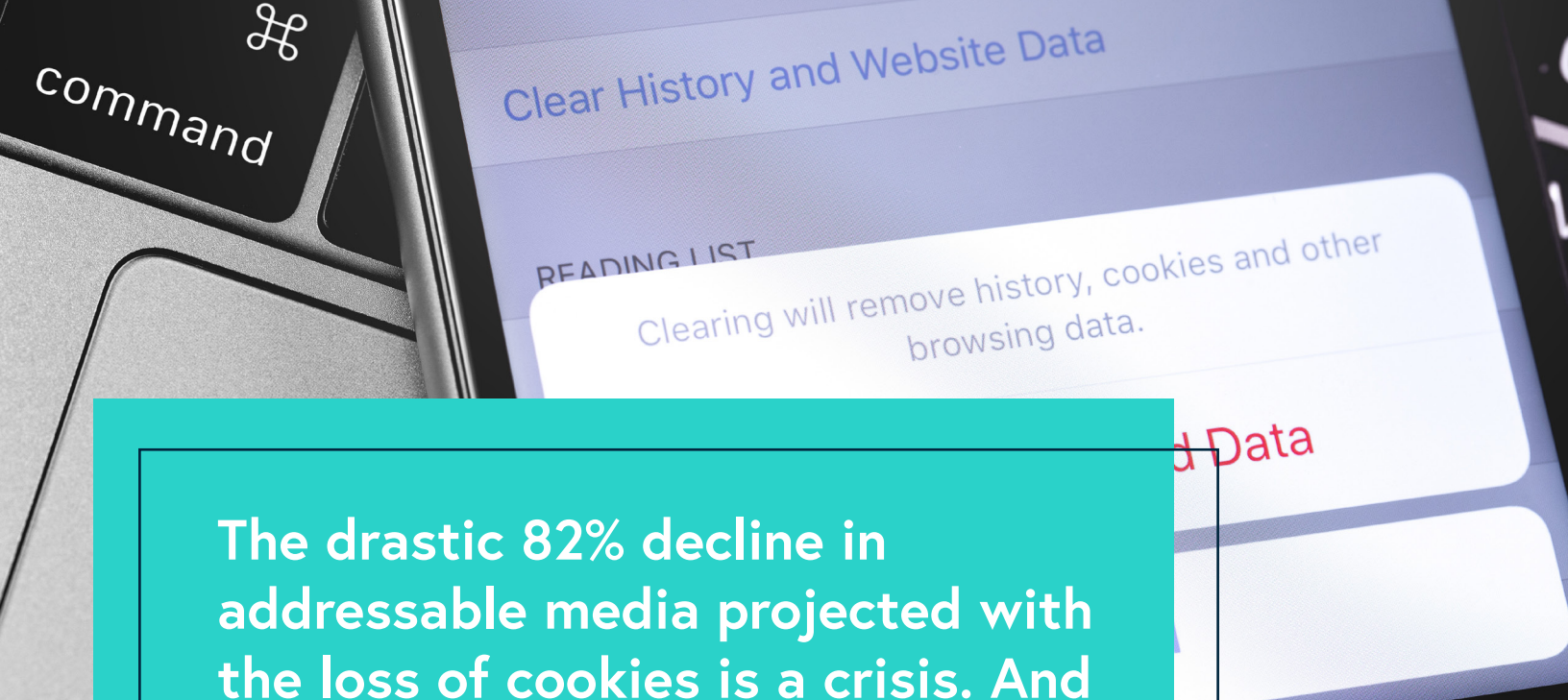




# Prepare for the Cookieless Future: Agencies Innovate with Local First-Party Data

## 2021 | A Local+ Report

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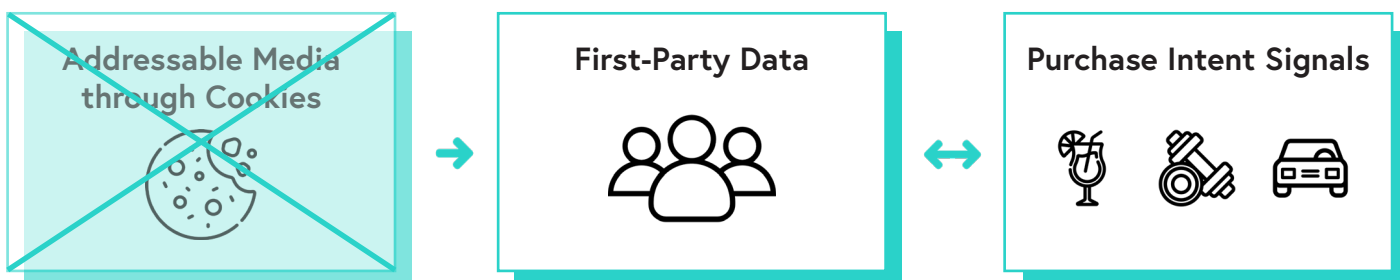


The drastic 82% decline in addressable media projected with the loss of cookies is a crisis. And it's creating more opportunities than obstacles for marketers.

In a future without cookies, creating relationships with customers completely changes for brands. When third-party cookies disappear, opt-ins intensify and privacy regulations are more rigorous, gathering first-party data becomes the solution that liberates agency value propositions and brand strategies.

For agency innovators, leading the market and brands through these changes means integrating first-party data collection into client data strategies.

A prime example is how first-party permissioned data is shaping new and expanded views of customer intent signals, which increase personalization capabilities closer to the point of sale. When the captured intent signals include personal details like favorite beverage, workout of choice, and what they want to drive, customers can be led even further down the purchase journey with locally relevant content.



# First-party data has three distinct advantages for agency innovators to WIN:

## SUPERIOR

- Brands report 10% increase in campaign viewability using first-party data
- Nearly 50% of brands say better identity recognition will advance their omnichannel marketing efforts (Source: Digiday)
- A technology brand tested a cookie-based campaign against a first-party 'Identity Infrastructure' campaign and achieved 2x higher ROAS, a 34% decrease in cost per page view, and a 13% increase in average order value (Source: LiveRamp)

## ACTIONABLE

- Drive bottom-of-funnel performance by demonstrating results that matter
- Leverage as a proprietary asset - a unique view of this customer not available from other sources - to optimize campaign targeting and creative messaging
- Increase campaign-driven sales that clients can see, resulting in increased media budgets and client lifetime value

## LOCAL

- Provide geography and seasonality for localization, local customer experience, and locally relevant creative and content
- Orchestrate best practices to understand product appeal, customer habits or purchase intent at the local level
- Apply locally customized content with an optimized CTA to collect permissioned first-party data, and augment CRM or CDP data for robust customer profiles and nurturing activities

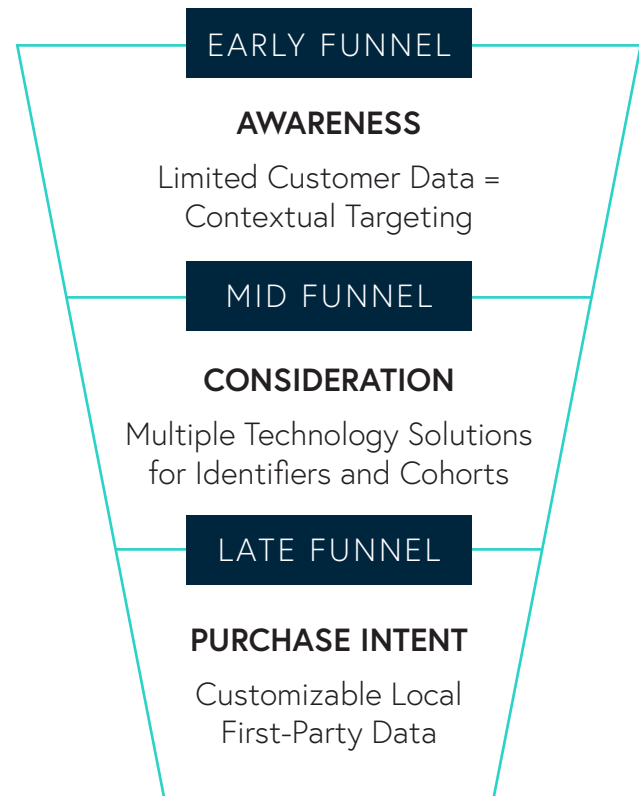
# Agency innovators construct first-party data strategies to WIN for clients:

Innovative agencies collaborate with their clients to develop a strategy to collect and manage first-party data at scale, integrate with identity platforms, inform personalization, optimize campaigns, and seamlessly lead shoppers through the customer journey.

By identifying opportunities to collect first-party data, agencies can build new customer views and intent signals into brand data strategy:

- Outline a process to acquire and manage customer data for personalization tactics, going beyond name and email address, to personal preferences like beverage of choice, favorite workout or car they drive (depending on your category), in exchange for a service or valuable content.
- Plan to enhance customer profiles with appended data acquired through additional first-party touchpoints.
- Aggregate customer profiles in the CDP to create segments of customers who are similar, allowing for targeted loyalty and retention activities.
- Ensure that customer profiles comply with privacy policies and regulations.

## First Party Data Leads the CookieLess Future



First-party data enables locally relevant content and offers based on the customer's local context like location, season, product and brand purchase points



**AGENCY INNOVATORS  
DRIVE PERFORMANCE &  
LOYALTY BY UNLEASHING  
FIRST-PARTY DATA**

**SUPERIOR**

Increase performance and customer connections with customized first-party data.

**ACTIONABLE**

Drive bottom-of-funnel performance by demonstrating optimal campaign results.

**LOCAL**

Collect customized first-party local data to inform personalization tactics. When the right data, messages and budgets are focused on locally relevant campaigns at scale, agencies can create deeper brand relationships, purchases and loyalty with customers.

Imagine creating hyper-targeted campaigns with the personalized information agency innovators wish they had, driving shoppers to customized data collection forms to learn more. From a customer's beverage of choice, to their favorite workout, to why they bought what they drive, building a robust first-party data strategy allows innovators to enhance customer profiles, impact the shopping journey, collect more customized data, and optimize sales leads.

Best-in-class technology solutions support collecting first-party data. Now's the time to evaluate each step in the customer journey, and define how to leverage technology to customize the right first-party data collection at the right time to supercharge conversions.

Connecting brands with local customers by deploying locally relevant content and data is the winning way to turn cookieless obstacles into unprecedented opportunities. Permissioned and customizable first-party data provides agency innovation in the cookieless future.



## AGENCIES INNOVATE TO WIN WITH LOCAL + DATA

### Learn More

Not ready for a demo? Head to [PowerChord.com/localplus](https://PowerChord.com/localplus) to learn more about us!

### Schedule a demo

To make innovation real with customizable first-party local data, request a demo today - Visit [PowerChord.com/localplus](https://PowerChord.com/localplus) or call 800-350-0981.

Local+ is a bottom of the funnel enabler of first-party data to drive insights, performance, leads, and customer loyalty. Our platform allows agencies to capture, manage and distribute local leads and content at scale, through localized websites and landing pages.