

ZERO-PARTY USER DATA

Unlocking the power of direct customer relationships in a post-cookie world

of German internet users would share more personal data with a brand if they had the ability to manage the data themselves.

The way we match user needs with brand offerings shifts to the better



Optimising conversions through tracking & prediction technology



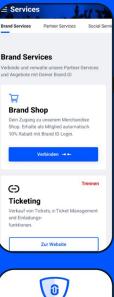
"Ask"

Optimising conversions through direct user feedback

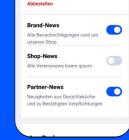
Why should we know?

UNIDY provides a white label identity solution





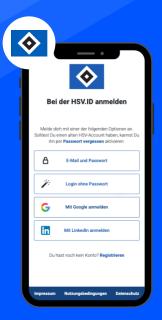






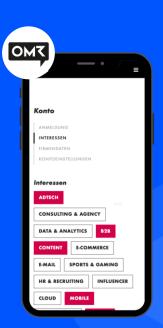


UNIDY provides a white label identity solution to collect, connect and monetize Zero-Party User Data











talking about Zero-Party Data...

What is Zero-Party Data?

"Data that a customer intentionally and proactively shares with a brand, which can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize her."

Forrester, 2020

But why ZERO-Party?

Zero-Party data is <u>owned by the user</u>. The user can anytime update or revoke given user data and consents.

So what is Zero-Party Data in a nutshell?



Email, name, address, demographics, ...



Interests, preferences, search profiles, ...



Email newsletter, messenger, push, , ...

Zero-Party Data comes with highest accuracy and trust

ZERO-PARTY DATA FIRST-PARTY DATA SECOND-PARTY DATA THIRD-PARTY DATA User voluntarily shares data The brand collects data Data that is used jointly by Aggregated data from thirdwith the brand business partners, for party providers that they through interaction with the example in the context of a collect themselves or buy in user cooperation. bulk Proactively given, owned **Direct user relationship** No direct user relationship Aggregated, consent varies, Individual consented data, with high accuracy low accuracy

Why optimizing on Zero-Party Data?



Brand Trust



Direct Customer Relationships



Data Quality



User Opt-ins



Data Privacy

How to capture Zero-Party Data?



Zero-Party Data ROI through better conversions and higher CLVs



The Zero-Party Data funnel: Converting reach into trusted direct customer relationships

Follower

Potential reach based on target group (e.g. own social media channels)

Visitor

Anonymous users that engage with your platform (e.g. website users)

ID

First touchpoint on consented data (e.g. newslettersubscription)

Opt-in

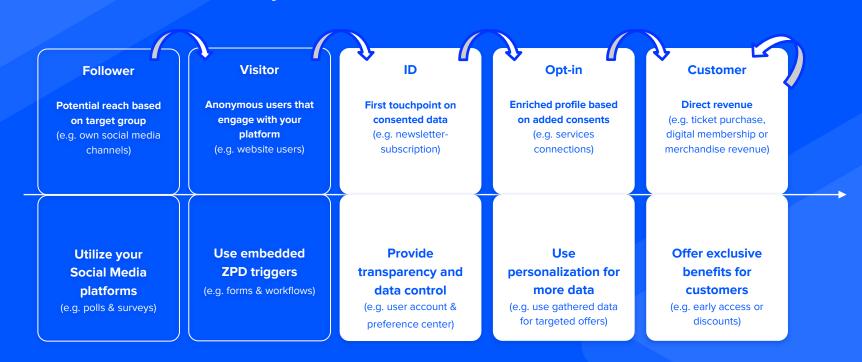
e.g. services
connections)

Customer

Direct revenue(e.g. ticket purchase, digital membership or merchandise revenue)



The Zero-Party Data funnel: Converting reach into trusted direct customer relationships







APPINO & UNIDY

Zero-Party Data Research Panel - Previews

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* **25-35** years old

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* Online Shopper (>1 order / week)

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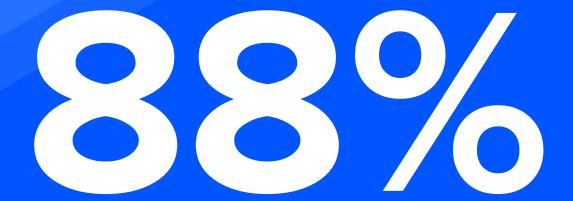
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In a nutshell

USERS WANT
BRANDS TO KNOW
THEIR PREFERENCES
AND COMMUNICATE
ACCORDINGLY

USERS EXPECT DATA
TRANSPARENCY AND
WANT TO OWN THEIR
DATA

USERS ARE WILLING
TO PAY FOR DATA
TRANSPARENCY AND
OWNERSHIP



... and all those effects will increase in the future.

Get your ZPD strategy ready!

...to unlock the power of direct customer relationships in a post-cookie world!

UNIDY

Interested in our exclusive market study and more data?
Feel free to get in touch!



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any questions...?