



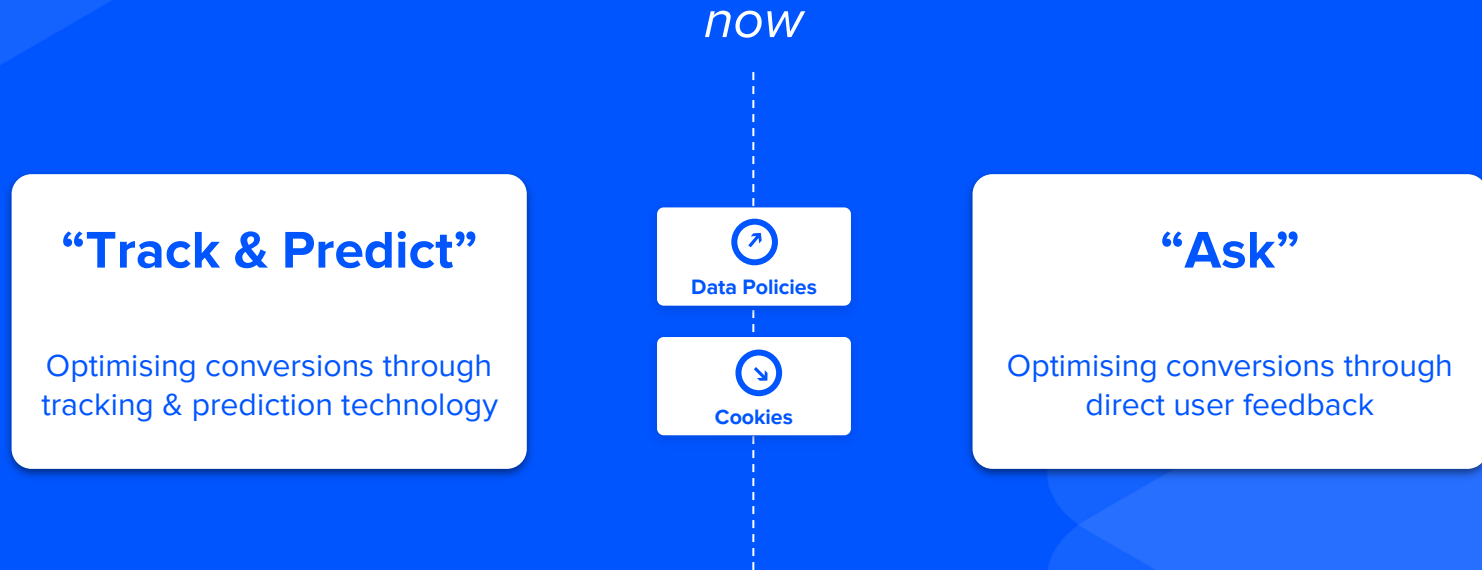
ZERO-PARTY USER DATA

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

76%

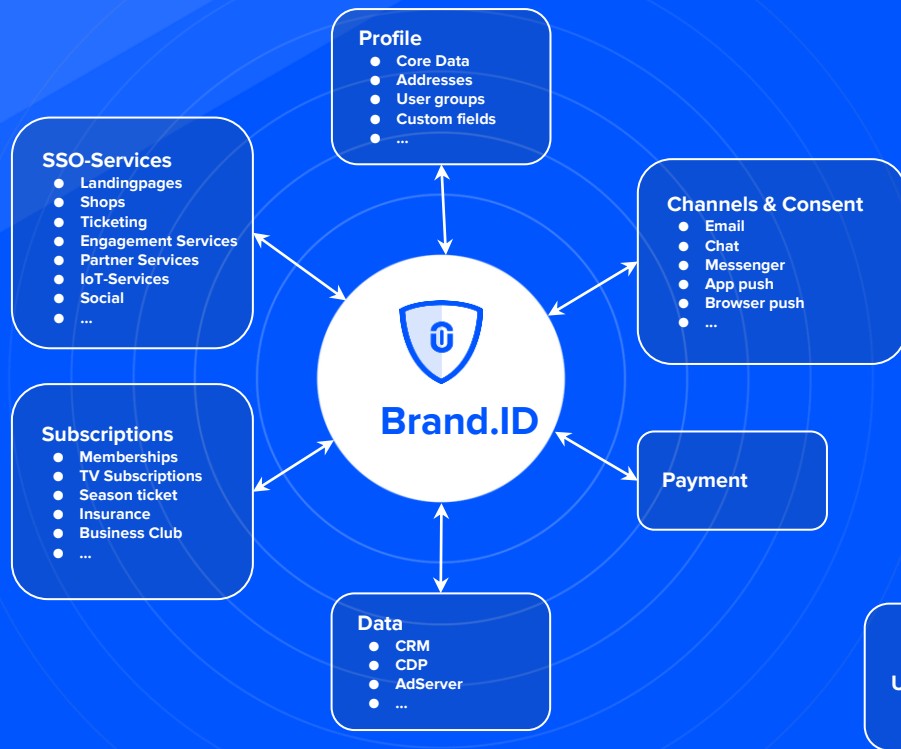
of German internet users would share more personal data with a brand if they had the ability to manage the data themselves.

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



Why should we know?

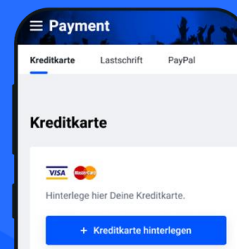
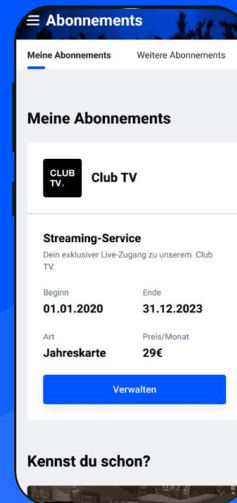
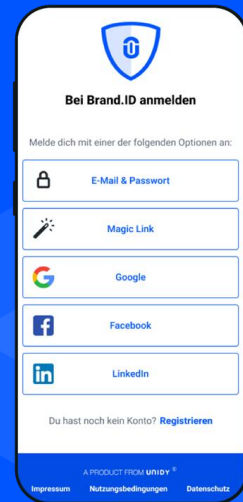
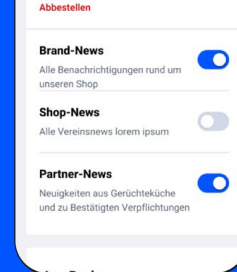
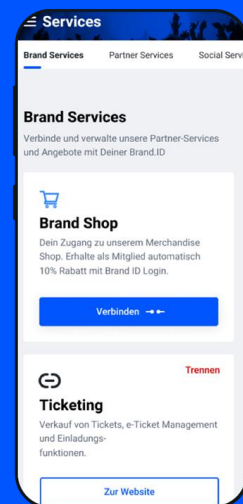
UNIDY provides a white label identity solution



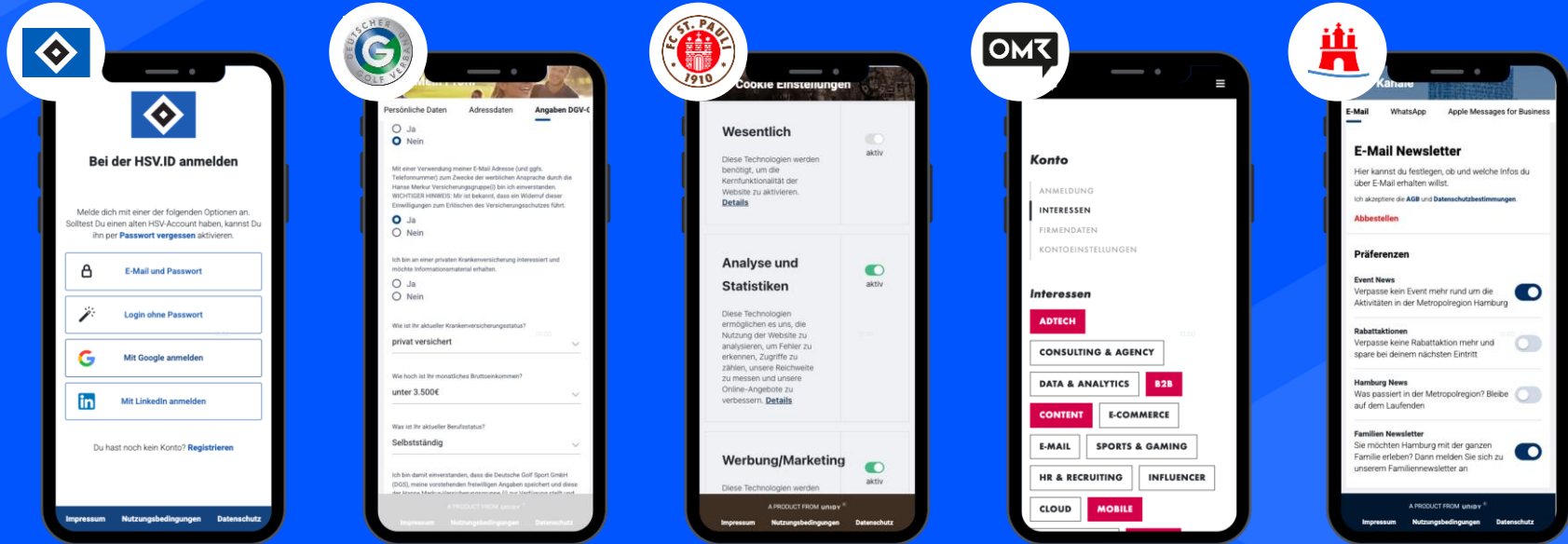
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Unidy User API

- OpenID Connect
- JSON REST API



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?

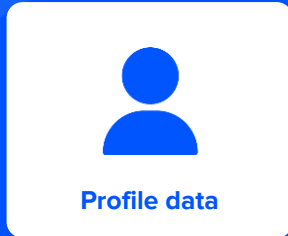
“Data that a customer intentionally and proactively shares with a brand, which can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize her.”

Forrester, 2020

But why ZERO-Party?

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

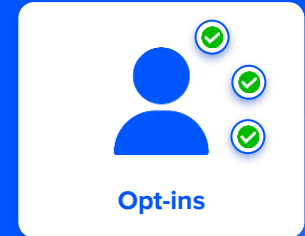
So what is Zero-Party Data in a nutshell?



Email, name, address,
demographics, ...

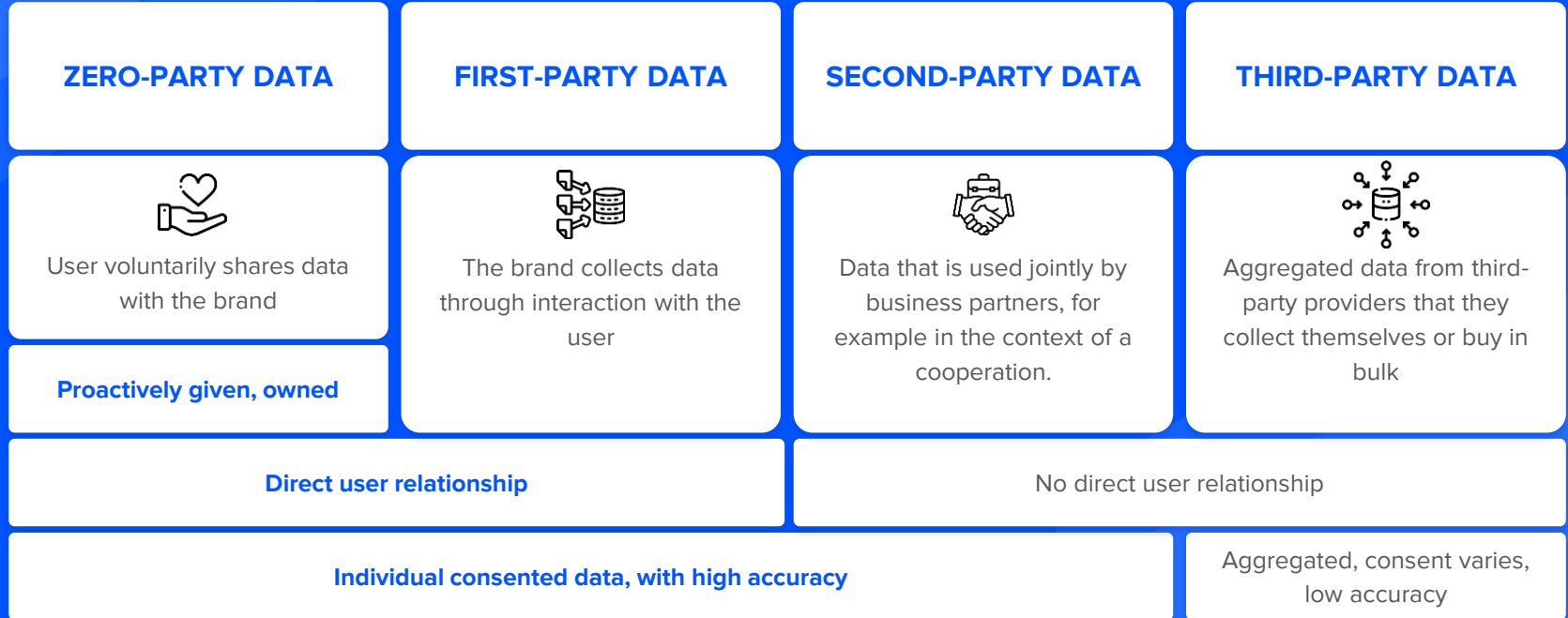


Interests, preferences,
search profiles, ...



Email newsletter,
messenger, push, , ...

Zero-Party Data comes with highest accuracy and trust



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



**Better Conversion
Rates**



**Higher
CLVs**



**Better Look-a-like
audiences**



**Better Onsite
Personalization**



**Better Communication
Personalization**

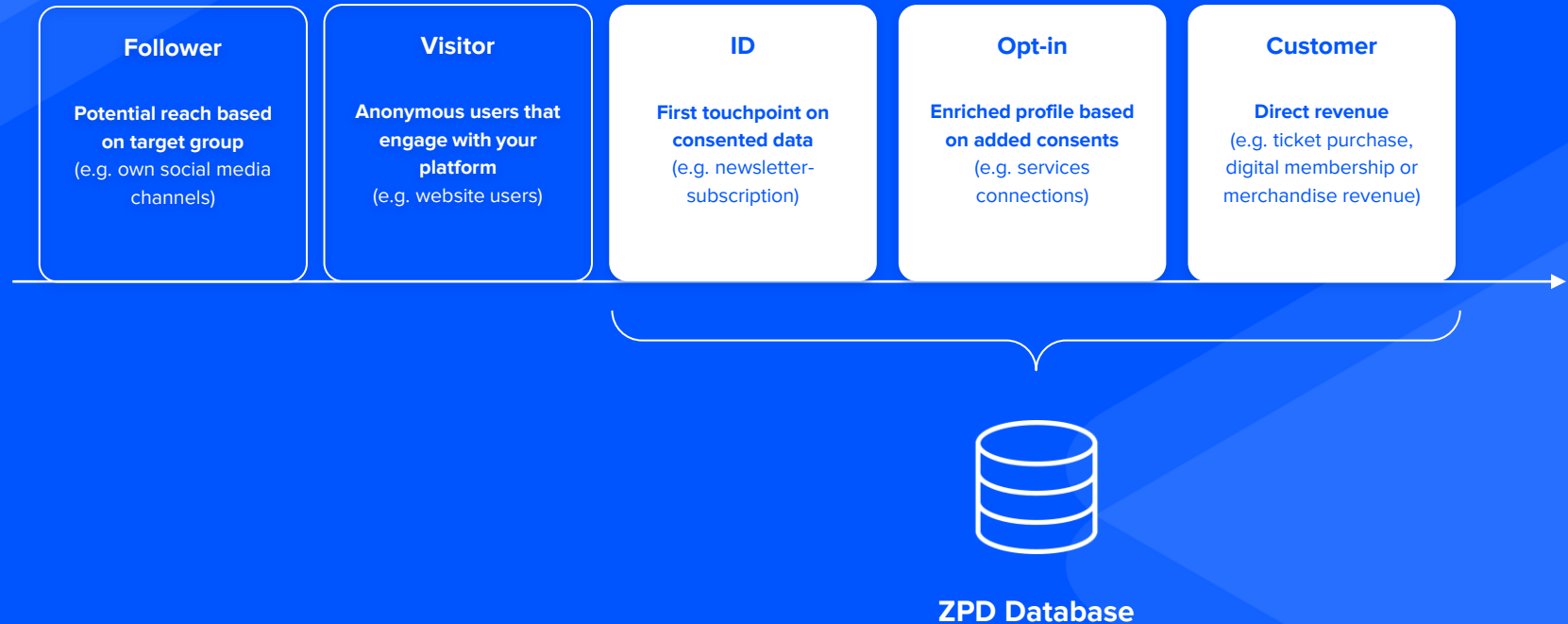


**Better Offsite
Personalization**

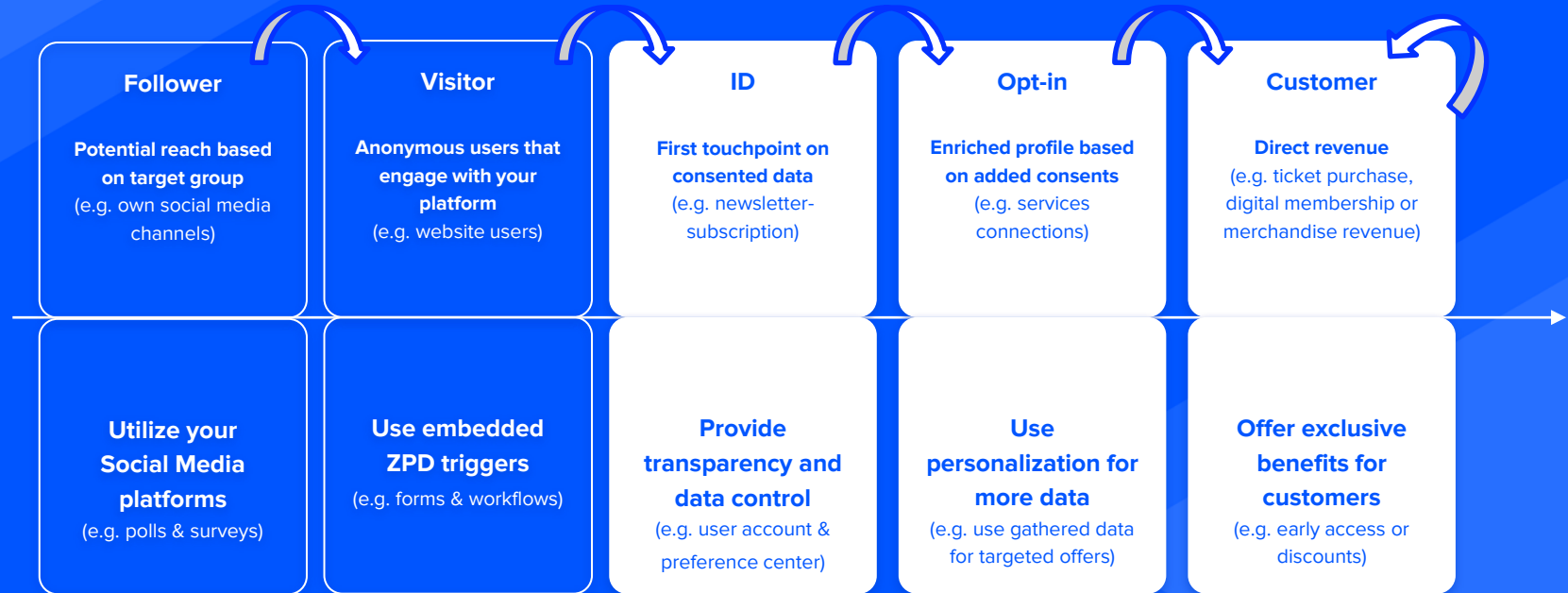


**Clean-Room
Monetization**

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



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





APPINO & UNIDY

Zero-Party Data Research Panel - Previews

83%

of German internet users find it important that brands understand their preferences and interests.

85%

** 25-35 years old*

of German internet users* find it important that brands understand their preferences and interests.

90%

** Online Shopper
(> 1 order / week)*

of German internet users* find it important that brands understand their preferences and interests.

66%

of German internet users would share more personal data with a brand if they get more personalised offers in return.

70%

** 25-35 years old*

of German internet users* would share more personal data with a brand if they get more personalised offers in return.

86%

** Online Shopper
(> 1 order / week)*

of German internet users* would share more personal data with a brand if they get more personalised offers in return.

76%

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

82%

** 25-35 years old*

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

88%

** Online Shopper
(> 1 order / week)*

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

87%

of German internet users are more likely to trust a brand that is transparent about on how it utilizes personal data.

92%

** 25-35 years old*

of German internet users* are more likely to trust a brand that is transparent about on how it utilizes personal data.

93%

** Online Shopper
(> 1 order / week)*

of German internet users* are more likely to trust a brand that is transparent about on how it utilizes personal data.

70%

of German internet users would pay more for a product if offered from a brand that is more transparent about user data usage

74%

** 25-35 years old*

of German internet users* would pay more for a product if offered from a brand that is more transparent about user data usage

79%

** Online Shopper
(> 1 order / week)*

of German internet users* would pay more for a product if offered from a brand that is more transparent about user data usage

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!



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



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