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The Importance of First-Party Data for Advertisers in 2022

This year, privacy has taken center stage for consumers and advertisers. Consumers have become more aware of how advertisers use data, and 86% of U.S. adults indicate that data privacy is a growing concern for them.¹

As we shift to a more privacy-centric world, advertisers are leveraging first-party data to power their TV streaming ad campaigns. Here, we'll walk you through the differences between first and third-party data. We'll also show how Roku makes it easier for brands to use their first-party data and reach more consumers on the biggest screen in the home, as well as on their phones, tablets, and computers.

What's the difference between first-party and third-party data?

First-party data is data a company collects directly from its customers. This data provides more accurate customer insights because it comes straight from the source. Common sources of first-party data include surveys, customer feedback, and product registrations.

Third-party data, on the other hand, does not come from a direct relationship between a company and its customers, but a third-party entity that has collected such data. It's not always clear how third-party data is gathered, which means this data provides insights that often can be less precise and timely. For example, third-party data can be collected from website tracking cookies. These cookies may indicate a user's browsing patterns, but they require inferences and assumptions about who's browsing.

For these reasons, first-party data and its sourcing from direct consumer relationships provides a more precise way to build audiences and measure campaigns effectiveness.

Third-Party Data	VS	First-Party Data
Less accurate		Precisely accurate
Purchased data from other sources		Data collected directly by organization
Shared with other organizations		Not shared with other organizations
Aggregated insights; less timely		Individual insights; timely

First-party data for TV streaming advertising

It should come as no surprise, then, that first-party data is the key to consistent media performance in a privacy-centric economy. Advertisers are using first-party data to fuel their ads since it is the most valuable source of information about their customers. In fact, 60% of advertisers are planning to increase spending on first-party data in response to cookie deprecation.²

First-party data is essential for more than just traditional digital advertising; it has become a valuable input to TV streaming advertising, too.

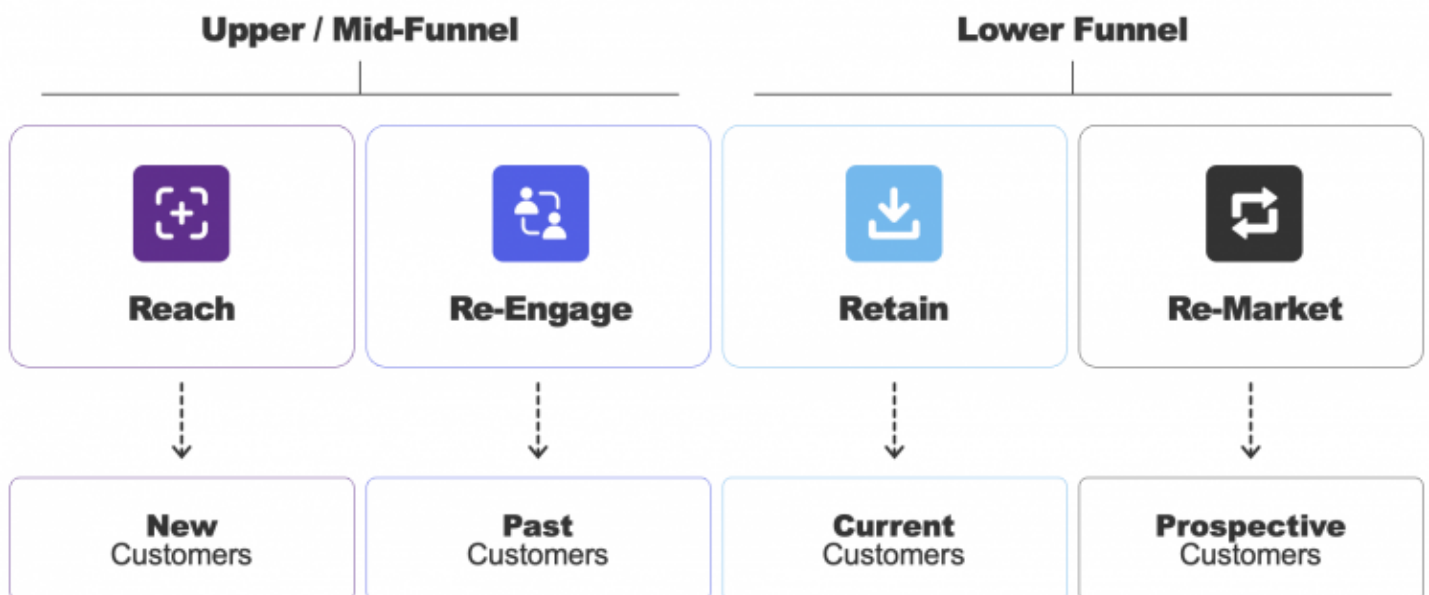
Utilizing first-party data in OneView by Roku

OneView by Roku, the ad-buying platform built for TV streaming, enables advertisers to use their first-party data to build highly effective ad campaigns that span TV streaming (sometimes known as CTV or OTT), mobile, and desktop. In fact, OneView can help advertisers reach an estimated 4 out of 5 homes in America without relying on IP addresses or third-party data.³

Also, using first-party data in OneView will be familiar to anyone who advertises using social media platforms.

By combining an advertiser's first-party data with Roku's first-party data, advertisers can see data driven performance that drives business outcomes. A leading retailer did just that on Roku. The brand used first-party data to drive purchase intent 4.7x above Roku norms.⁴

Here are four ways you can use first-party data and OneView to help your business:



- **Reach new customers:** Leverage your first-party data as a prospecting strategy to broaden your audience scope and create incremental reach.
- **Re-engage with past customers:** Strategically segment audiences or launch an omnichannel strategy to stimulate engagement among and boost lifetime value (LTV) among your lapsed or current customers.
- **Retain your current customers:** Keep customers coming back for more with messages built just for them, allowing you to increase lifetime value and build brand loyalty
- **Re-market to prospective customers:** Use first-party data to reach website visitors with TV streaming ads and acquire more first-party data based on who sees the ads.

By combining your brand's and Roku's first-party data from over 60M active accounts, you can build a personalized strategy that reaches the exact customers you want.⁵ On Roku, advertisers can effectively personalize audience messages and measure the impact of their campaign with OneView.

As we progress through the streaming decade, first-party data is key to success, and Roku makes it easy for advertisers to drive powerful media performance on America's #1 TV streaming platform.⁶

Want to learn more? Download *The Performance Marketer's Guide to Maximizing the Value of 1st-Party Data* to learn more about data onboarding and best practices.

[Download the Guide](#)

¹ 2021 KPMG survey: "Corporate Data Responsibility: Bridging the Consumer Trust Gap"

² eMarketer, May 2021 via Innovid and Digiday's "The State of CTV Advertising"

³ Roku Internal Data, 2021

⁴ Kantar Millward Brown Brand Lift Insights, 2022

⁵ Roku Internal Data, Q4 2021

⁶ America's #1 TV streaming platform claim is based on hours streamed (Hypothesis Group, October 2021)

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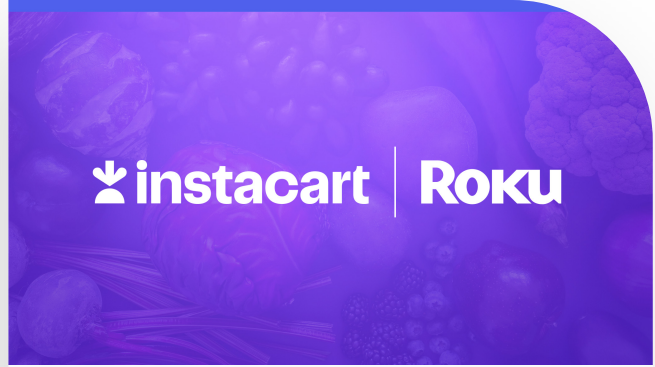
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3 marketers that used first-party data to drive growth on Roku



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the 1990s, the number of people in the United States who are 65 years of age or older has increased by 50 percent, and the number of people 75 years of age or older has increased by 75 percent. The number of people 85 years of age or older has increased by 150 percent. The number of people 95 years of age or older has increased by 300 percent. The number of people 100 years of age or older has increased by 500 percent. The number of people 105 years of age or older has increased by 1,000 percent. The number of people 110 years of age or older has increased by 2,000 percent. The number of people 115 years of age or older has increased by 4,000 percent. The number of people 120 years of age or older has increased by 8,000 percent. The number of people 125 years of age or older has increased by 16,000 percent. The number of people 130 years of age or older has increased by 32,000 percent. The number of people 135 years of age or older has increased by 64,000 percent. The number of people 140 years of age or older has increased by 128,000 percent. The number of people 145 years of age or older has increased by 256,000 percent. The number of people 150 years of age or older has increased by 512,000 percent. The number of people 155 years of age or older has increased by 1,024,000 percent. The number of people 160 years of age or older has increased by 2,048,000 percent. The number of people 165 years of age or older has increased by 4,096,000 percent. The number of people 170 years of age or older has increased by 8,192,000 percent. The number of people 175 years of age or older has increased by 16,384,000 percent. The number of people 180 years of age or older has increased by 32,768,000 percent. The number of people 185 years of age or older has increased by 65,536,000 percent. The number of people 190 years of age or older has increased by 131,072,000 percent. The number of people 195 years of age or older has increased by 262,144,000 percent. The number of people 200 years of age or older has increased by 524,288,000 percent. The number of people 205 years of age or older has increased by 1,048,576,000 percent. The number of people 210 years of age or older has increased by 2,097,152,000 percent. The number of people 215 years of age or older has increased by 4,194,304,000 percent. The number of people 220 years of age or older has increased by 8,388,608,000 percent. The number of people 225 years of age or older has increased by 16,777,216,000 percent. The number of people 230 years of age or older has increased by 33,554,432,000 percent. The number of people 235 years of age or older has increased by 67,108,864,000 percent. The number of people 240 years of age or older has increased by 134,217,728,000 percent. The number of people 245 years of age or older has increased by 268,435,456,000 percent. The number of people 250 years of age or older has increased by 536,870,912,000 percent. The number of people 255 years of age or older has increased by 1,073,741,824,000 percent. The number of people 260 years of age or older has increased by 2,147,483,648,000 percent. The number of people 265 years of age or older has increased by 4,294,967,296,000 percent. The number of people 270 years of age or older has increased by 8,589,934,592,000 percent. The number of people 275 years of age or older has increased by 17,179,869,184,000 percent. The number of people 280 years of age or older has increased by 34,359,738,368,000 percent. The number of people 285 years of age or older has increased by 68,719,476,736,000 percent. The number of people 290 years of age or older has increased by 137,438,953,472,000 percent. The number of people 295 years of age or older has increased by 274,877,906,944,000 percent. The number of people 300 years of age or older has increased by 549,755,813,888,000 percent. The number of people 305 years of age or older has increased by 1,099,511,627,776,000 percent. The number of people 310 years of age or older has increased by 2,199,023,255,552,000 percent. The number of people 315 years of age or older has increased by 4,398,046,511,104,000 percent. The number of people 320 years of age or older has increased by 8,796,093,022,208,000 percent. The number of people 325 years of age or older has increased by 17,592,186,044,416,000 percent. The number of people 330 years of age or older has increased by 35,184,372,088,832,000 percent. The number of people 335 years of age or older has increased by 70,368,744,177,664,000 percent. The number of people 340 years of age or older has increased by 140,737,488,355,328,000 percent. The number of people 345 years of age or older has increased by 281,474,976,710,656,000 percent. The number of people 350 years of age or older has increased by 562,949,953,421,312,000 percent. The number of people 355 years of age or older has increased by 1,125,899,906,842,624,000 percent. The number of people 360 years of age or older has increased by 2,251,799,813,685,248,000 percent. The number of people 365 years of age or older has increased by 4,503,599,627,370,496,000 percent. The number of people 370 years of age or older has increased by 9,007,199,254,740,992,000 percent. The number of people 375 years of age or older has increased by 18,014,398,509,481,984,000 percent. The number of people 380 years of age or older has increased by 36,028,797,018,963,968,000 percent. The number of people 385 years of age or older has increased by 72,057,594,037,927,936,000 percent. The number of people 390 years of age or older has increased by 144,115,188,075,855,872,000 percent. The number of people 395 years of age or older has increased by 288,230,376,151,711,744,000 percent. The number of people 400 years of age or older has increased by 576,460,752,303,423,488,000 percent. The number of people 405 years of age or older has increased by 1,152,921,504,606,846,976,000 percent. The number of people 410 years of age or older has increased by 2,305,843,009,213,693,952,000 percent. The number of people 415 years of age or older has increased by 4,611,686,018,427,387,904,000 percent. The number of people 420 years of age or older has increased by 9,223,372,036,854,775,808,000 percent. The number of people 425 years of age or older has increased by 18,446,744,073,709,551,616,000 percent. The number of people 430 years of age or older has increased by 36,893,488,147,419,103,232,000 percent. The number of people 435 years of age or older has increased by 73,786,976,294,838,206,464,000 percent. The number of people 440 years of age or older has increased by 147,573,952,589,676,412,928,000 percent. The number of people 445 years of age or older has increased by 295,147,905,179,352,825,856,000 percent. The number of people 450 years of age or older has increased by 590,295,810,358,705,651,712,000 percent. The number of people 455 years of age or older has increased by 1,180,591,620,717,411,303,424,000 percent. The number of people 460 years of age or older has increased by 2,361,183,241,434,822,606,848,000 percent. The number of people 465 years of age or older has increased by 4,722,366,482,869,645,213,696,000 percent. The number of people 470 years of age or older has increased by 9,444,732,965,739,290,427,392,000 percent. The number of people 475 years of age or older has increased by 18,889,465,931,478,580,854,784,000 percent. The number of people 480 years of age or older has increased by 37,778,931,862,957,161,709,568,000 percent. The number of people 485 years of age or older has increased by 75,557,863,725,914,323,419,136,000 percent. The number of people 490 years of age or older has increased by 151,115,727,451,828,646,838,272,000 percent. The number of people 495 years of age or older has increased by 302,231,454,903,657,293,676,544,000 percent. The number of people 500 years of age or older has increased by 604,462,909,807,314,587,353,088,000 percent. The number of people 505 years of age or older has increased by 1,208,925,819,614,629,174,706,176,000 percent. The number of people 510 years of age or older has increased by 2,417,851,639,229,258,349,412,352,000 percent. The number of people 515 years of age or older has increased by 4,835,703,278,458,516,698,824,704,000 percent. The number of people 520 years of age or older has increased by 9,671,406,556,917,033,397,649,408,000 percent. The number of people 525 years of age or older has increased by 19,342,813,113,834,066,795,298,816,000 percent. The number of people 530 years of age or older has increased by 38,685,626,227,668,133,590,597,632,000 percent. The number of people 535 years of age or older has increased by 77,371,252,455,336,267,181,195,264,000 percent. The number of people 540 years of age or older has increased by 154,742,504,910,672,534,362,390,528,000 percent. The number of people 545 years of age or older has increased by 309,485,009,821,345,068,724,781,056,000 percent. The number of people 550 years of age or older has increased by 618,970,019,642,690,137,449,562,112,000 percent. The number of people 555 years of age or older has increased by 1,237,940,039,285,380,274,899,124,224,000 percent. The number of people 560 years of age or older has increased by 2,475,880,078,570,760,549,798,248,448,000 percent. The number of people 565 years of age or older has increased by 4,951,760,157,141,521,099,596,496,896,000 percent. The number of people 570 years of age or older has increased by 9,903,520,314,283,042,199,193,993,792,000 percent. The number of people 575 years of age or older has increased by 19,807,040



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