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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.

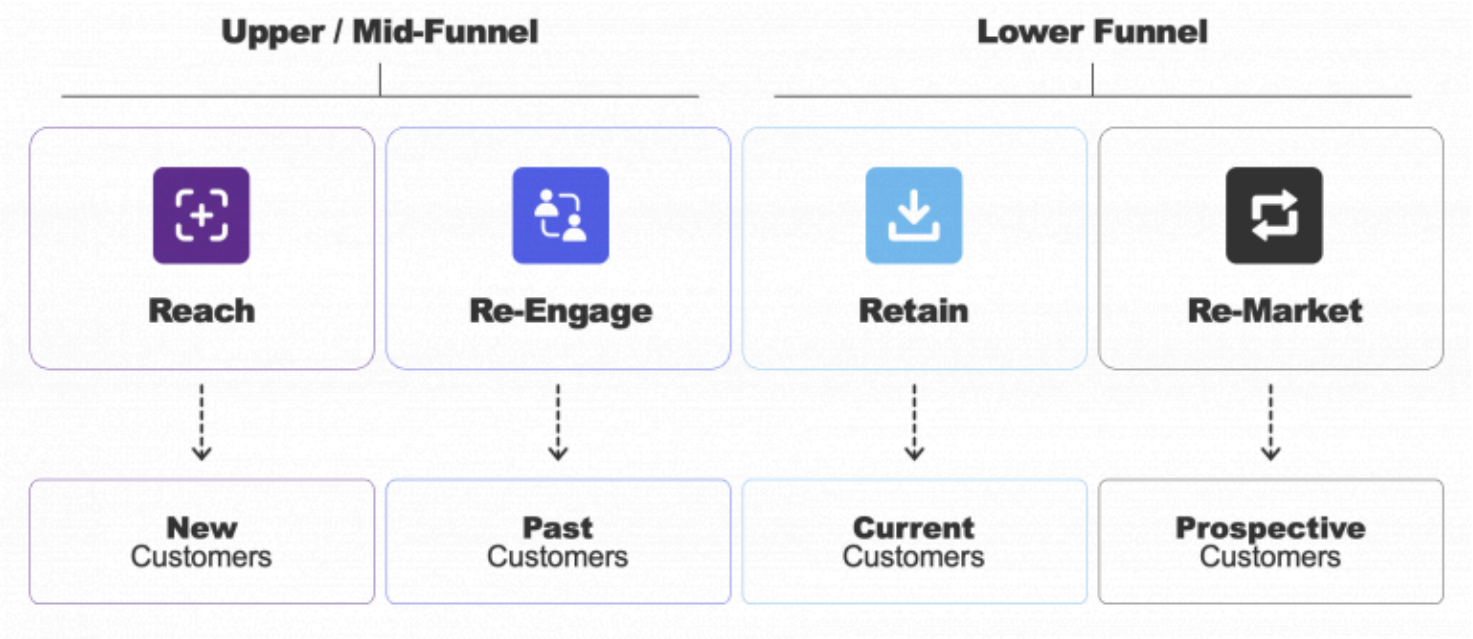
Utilizing first-party data in OneView by Roku

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

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[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)*

Written by:

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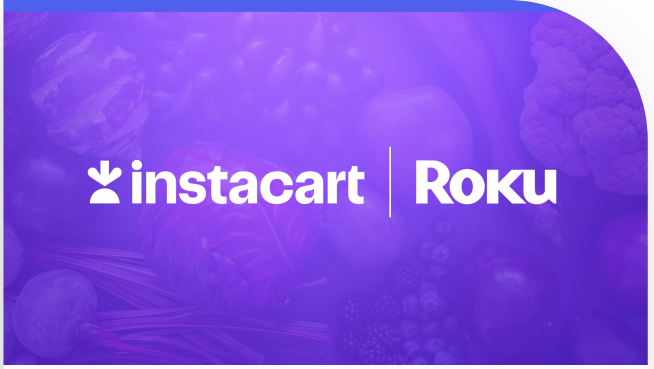

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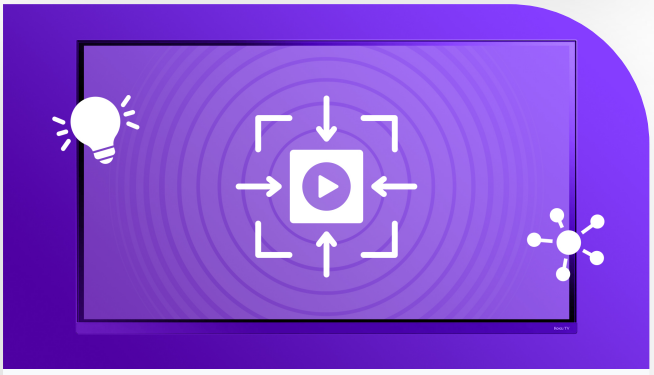

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