



# Mastering zero-party data:

unlocking the power  
of customer insights  
with Playable



**playable**

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## Chapter 1

# Introduction

Marketing today is reliant on having good data at its heart. Spray-and-pray marketing techniques or campaigns based on inaccurate data won't work as effectively and can also erode customer trust. In contrast, targeted and personalized marketing campaigns, based on insights that your customers have trusted you enough to share in the first place, will work and help you to build even deeper customer relationships.

Zero-party data is at the heart of doing this well and has been hailed as the future of marketing. Playable campaigns which offer gamification can be one of the most effective ways of getting the zero-party data you need to get closer to your customers and boost your business.

## The importance of data in marketing to stand out

In a noisy marketing world, it's increasingly important to do something different to stand out from competitors, with campaigns that not only excite and engage but also show just how well you know your customers. However, that requires a source of good, clean, and relevant data about the customer. But how do you ensure that efficient and accurate data source when the opportunities for collecting customer data are more challenging than ever?

## The future: Marketing in a cookieless world

One of the biggest challenges that brands face is the way that data collection is evolving. [In January 2020](#), Google announced it was to phase out support for third-party cookies in Chrome within two years. The idea was that the blocking of these third-party cookies by major browsers would increase web privacy and security for users.

This is coupled with new industry regulations such as GDPR and the CCPA which focus on protecting customer privacy but which have impacted how customer data is sourced and collated. These mounting restrictions around third-party data have forced marketers to reassess data strategies and look for alternative sources.

## Chapter 2

# Understanding the different types of data

There are four different data types that can be considered:



### Zero-party data

Zero-party data is the holy grail of data sources since it comes directly from consumers and doesn't need to be analyzed to be understood. It's honest and true, rather than a diluted, indirect view of the customer.

Because of its direct nature, it's sometimes referred to as explicit data. It is data that a customer "intentionally and proactively" shares with a brand, according to Forrester Research who coined the term in a [zero-party data report](#) back in 2018.

Since zero-party data is gleaned directly from the customer it's also a great reflection of how trusted your brand is. The more trusting customers are the more likely they are to voluntarily share meaningful data – although a reward for doing so increases that willingness further. The beauty of this is that once customers share zero-party data – and brands use it responsibly – then there is a golden opportunity to build even closer, more trusted relationships with customers as a result.

Zero-party data can include a range of data types – from first names to answers in a personality test – that will help to reveal much more about your audience, and which can be used to better target customers. It could include details about the customer's lifestyle, hobbies, or communication preferences, for example.



## First-party data

First-party data also comes directly from the customer, only it's generally gleaned from what they are doing, rather than saying and customers don't necessarily realize they are sharing it. It is behavioral data that is based on how the customer is interacting online or through your app – such as how they are browsing, clicking, and engaging.

This is an honest data source since it's unaffected by opinion or bias. It's a true representation of customer actions which can support your zero-party data and be used to tailor experiences and marketing more succinctly to them.

But it needs analysis to deliver the insights a marketer needs to be useful, so while it can help with retargeting, as well as to improve the customer experience, this can only happen after work has gone into understanding what the data implies.

As well as general site activity, first-party data also includes transactional data, providing a rich purchase history that can also be used in developing marketing strategies and selling to consumers.



## Second-party data

Second-party data is the result of partnerships between two companies and is essentially first-hand data collected by one company about their audience and sold directly to another party – thereby becoming second-party data.

In this way, it has the same benefits and uses as first-party data, so may include website activity, in-store purchase history, or survey responses – it's just that its ownership is different.

Second-party data can be a valuable additional source of insight. Getting another viewpoint of the customer's second-party data can help to uncover new trends or customer needs that might have otherwise been overlooked.

An example of second-party data could be a food delivery app that partners with a grocery store chain to share customer purchase data, allowing the app to offer personalized recipe suggestions based on the groceries customers buy.



## Third-party data

As it suggests, third-party data is the data source that is furthest removed from the customer. Unlike zero-party data which comes directly from the customer's response and first-party data which comes directly from their behavior, third-party data is sourced externally.

This makes it similar to second-party data except the owner is usually an aggregator who collects such data from a variety of sources and then sells it on, thereby becoming the third party in the equation. That means that unlike with second-party data, it's harder to go to the organization that owns the data and ask for more information or insights.

This greater distance between the information and its source can also mean that the results might not be as useful to your data-driven marketing strategy. It's also the data source that has been most hampered by changing privacy regulations.

An example of third-party data could be a digital advertising company that obtains data from a third-party data provider that collects information from various sources, including Facebook, to create audience segments for targeted advertising campaigns.

## Chapter 3

# Why should you re-focus on zero party data?

With its enhanced value, zero-party data has become an obvious and useful source of customer information for marketers and a great way to future-proof marketing strategies and build on customer relationships.

As we've seen in the previous section, zero-party data offers a range of benefits that other data types simply can't compete as effectively with. It may be tougher to get but its rewards can be greater. The more in-depth customer insights offer a range of benefits for personalization and customization, as well as the opportunity for more relevant paid ads, allowing marketers to be more efficient in retargeting strategies, for example.

Zero-party data can also help you to make wider data-driven business decisions since it's the customers' needs and preferences directly communicated - such as understanding fashion style needs in different countries.

This allows businesses to transform from reactive laggards to proactive and forward-thinking organizations. Such a proactive approach, as well as the fact that customers can see that companies are doing something of greater value with the data they provide, can also help to win increased customer confidence in the long term.

Since zero-party data is reliant on an explicit ask from the customer there is also no grey area over how such data is collected. A customer knows they have shared it, thereby giving their consent and ensuring compliance with privacy regulations as well as providing a valuable indicator of the level of trust that customers have in your business.

## Chapter 4

# Best practices for zero-party data management

Having decided to boost your zero-party data pool it's important to understand the best practices to manage your zero-party data before you begin your data enrichment strategy.

Below are five key things to consider:

### 1. Define data ownership

One of your first steps should be in establishing data ownership within your company. This responsibility is important since those in charge will be responsible for gathering, cleaning, and managing such data.

### 2. Limit data sharing

Data ownership can be tasked to multiple people, but data sharing and access should be limited where possible. Giving access only to those who need it helps to reduce the chance of a data breach and also limits the risks of data corruption.

### 3. Implement validation methods and processes

As well as ownership and access, processes also need to be put in place to verify and validate your data to ensure a clean CRM system. You should define the methods for collection as well as the tools and technology you might use for data cleansing and enrichment.

### 4. Tighten data protection

Data needs to be secured to prevent data breaches, which can have a huge negative financial and reputational impact on your business. In addition, you must also ensure that you comply with the relevant data protection regulations – such as GDPR – which may be applicable in the markets you are operating in. You also need to consider and establish data retention and deletion policies for your business.

### 5. Establish data integrations

Finally, you need to ensure everything is set up so that the data can flow where it needs to within your business, and you can get all your data under one roof rather than within silos. This means establishing data integrations as and where required within your marketing tech stack, such as allowing integration from Playable to your CRM system.



# How to collect zero-party data

Once these processes are in place you can begin your zero-party data collection strategy.

## 1. Look at the data you currently have

Gather all the data you currently have on your customers, such as names, email addresses, purchase history, and any other relevant information.

## 2. Spring clean your data

To spring-clean your CRM system, start by removing duplicate or outdated data, reviewing and updating contact information, and segmenting your contacts based on engagement and behavior.

## 3. Pinpoint which data points you need

Identify the gaps in your data that you would like to fill – do you want to build upon your basic customer database or build more detailed profiles that include more in-depth information about your customers' preferences?

## 4. Create a plan to collect these data

Once you've decided on your data gaps within your business identify the best way to collect the data you need, assessing the role of playable marketing and the fit of different game types within your business.

## 5. Analyze your enriched data

Once you have collected new data points, use it to build rich marketing contacts and customer profiles. Analyze the data to identify patterns, trends, and insights that can help you better understand your customers and create more effective marketing campaigns.

## 6. Personalize your marketing

Then, use these rich customer profiles and segments to create more personalized marketing campaigns that speak directly to your customers' interests, needs, and preferences. This can help you build stronger relationships with your customers and [increase their loyalty to your brand](#).

## 7. Evaluate your zero-party data collection strategy

Regularly review and assess the effectiveness of your [data collection](#) and personalization strategies to ensure that they are achieving the desired results. Use metrics such as engagement rates, conversion rates, and customer satisfaction to measure success and make adjustments as needed.

## Chapter 6

# Using playable campaigns as your zero-party data source

So now that we know the value of zero-party data, how can playable campaigns help you collect it and why do they work so well?

Principally there are two ways of using playable marketing campaigns to build your zero-party data.

### 1) Form data

The collection of data in the registration form can be an easy and valuable method of getting hold of more personal details about the customer, perhaps filling in missing data points such as phone numbers, birthdays, or full names.

Such data points help to create a richer customer profile upon which additional data can be layered. It also allows for closer interaction with the customer and a more personalized experience – a congratulatory message on the customer's birthday for example. Skill and luck games work particularly well in the playable marketing arena to boost form data since customers will share their details for a chance to play the relevant game or win a prize.

Skill games might include a puzzle or memory game while luck games are easily recognized games that resemble their physical counterparts, such as Wheel of fortune, Roll the dice, or Scratchcards.

### 3 tips to keep in mind when collecting form data:

#### 1. Keep your registration form as short as possible

*In fact, our platform data insights show that, on average, every added field leads to a loss of 6.5% in registration rate.*

#### 2. Be mindful of the data fields requested

*For example, on average, the registration rate drops by about 24% with the addition of a phone number field.*

#### 3. Position your registration form carefully

*Asking the registration before the game leads to an increase in registration rate of, on average, 18%, but at the same time drops the game started rate by around 15%.*

## 2) Metrics data

Playable marketing can also help you to collect more in-depth information about your customers, such as preferences, needs, and opinions. It does this by asking deeper questions than just the basic details of form data to find out more about what motivates the customer.

This can be achieved through a variety of knowledge game methods such as a Quiz, Personality Test, Poll, or Survey game. This can reveal interesting insights into the consumer psyche, as well as test the consumer's knowledge of a brand. So, a fashion brand, for example, might use a Poll to better understand the color and style preferences of their customers. This provides rich data that then be used by the brand to better target ranges.

### 3 tips to keep in mind when collecting metrics data:

#### 1. Choose the right type of game

*For example, a Personality test is great to collect preferences and habits, while a survey is better to collect customer feedback and overall satisfaction.*

#### 2. Highlight what your customers gain from participating

*For instance, with a personality test, participants gain self-insight or receive personalized product recommendations that align with their needs. You can also reward participation with incentives such as prizes, discounts, etc.*

#### 3. Put a high focus on user experience rather than data collection techniques

*By incorporating visuals like pictures, videos, and animations, and diversifying question types, such as including image-based options, you can enhance user engagement and capture richer insights.*

## Chapter 7

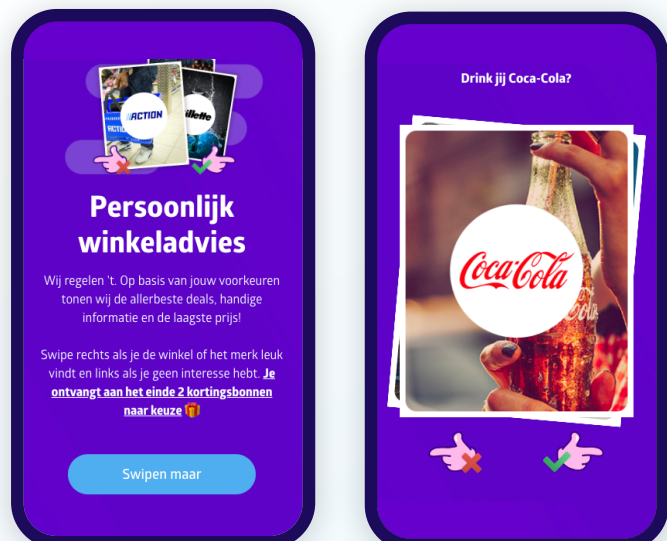
# How brands are using Playable to collect zero-party data

Below, you will find 5 examples of great playable campaigns that helped brands from different industries collect valuable zero-party data.

### Ok.app

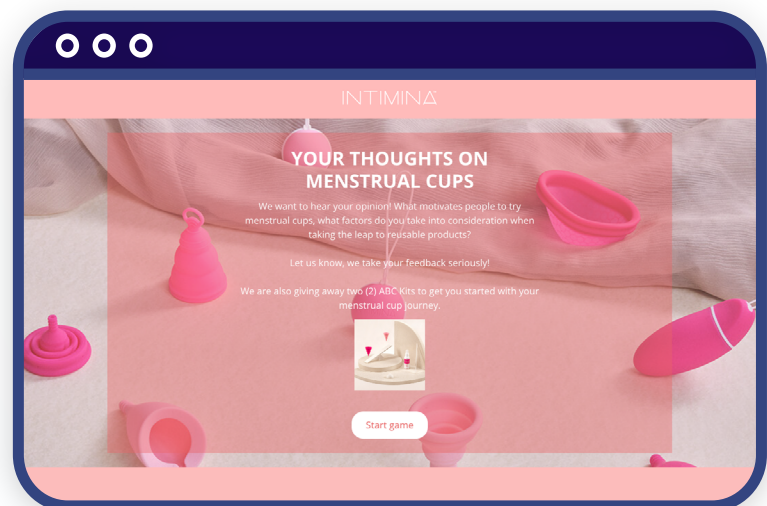
Introducing an innovative approach to data collection, [Ok.app](#), a Dutch app that positions itself as a personal shopping assistant has introduced a [Swipe It game](#) to gather valuable data from its users. In this game, users were presented with images of various brands and were prompted to swipe right if they liked the brand. By implementing this feature, Ok.app aimed to gain insights into user preferences and offer more personalized discounts and deals.

The format and visuals of Swipe It makes it a brilliant example of how creativity can be harnessed to gather insights about user preferences.



## Intimina

Intimina, the pioneering Swedish brand dedicated to women's intimate health, conducted a survey to gather valuable insights from their audience regarding menstrual cups. Their objective was to understand the motivations behind trying menstrual cups and the key factors individuals consider when making the decision to switch. The data collected through this survey provided Intimina with invaluable information on their's target audience preferences and opinions, enabling them to make more informed business decisions.

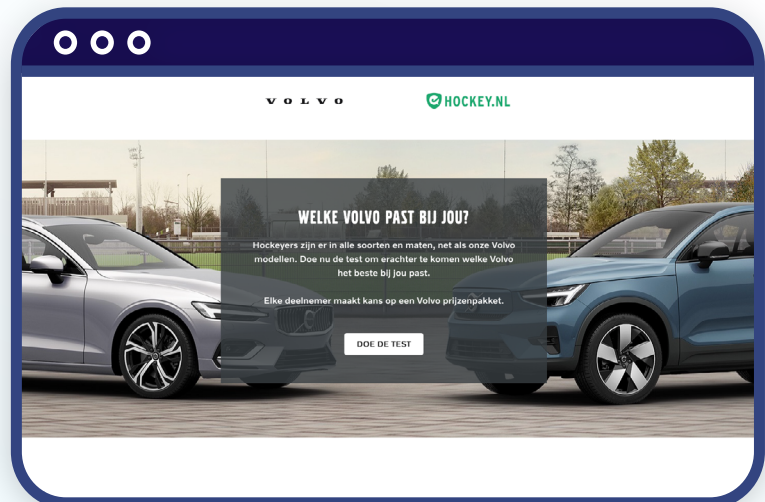


INTIMINA™

## KNHB

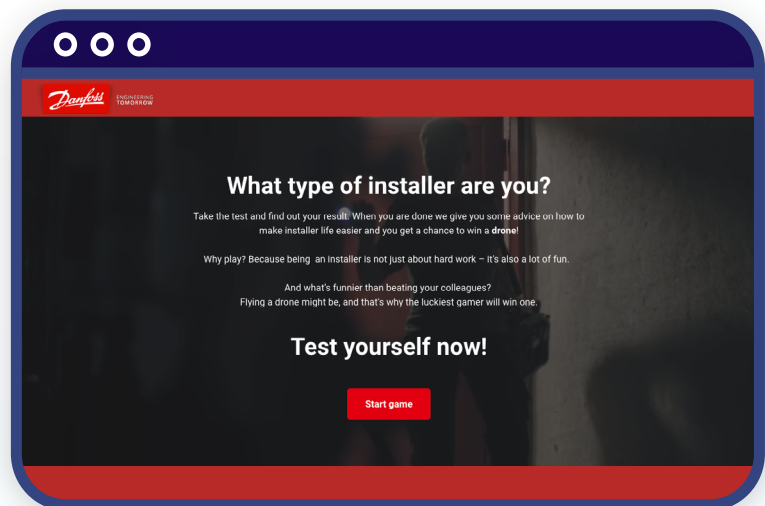
The Royal Dutch Hockey Association (KNHB) recently formed a partnership with Volvo. As part of this collaboration, KNHB introduced an engaging personality test called “Which Volvo suits you best?” exclusively designed for hockey players.

Through this partnership, KNHB and Volvo gathered valuable data on factors such as household size, transportation habits to and from games, ownership of electric vehicles, and the type of hockey fans. It’s worth appreciating how this approach focuses on the hockey club as a collective rather than solely collecting information about individual families.



## Danfoss

Personality tests have proven to be valuable tools not only in the B2C but also in the B2B landscape. Danfoss, a Danish multinational company headquartered in Denmark and boasting a global workforce of over 40,000 employees, recognized the potential of using a personality test to gain insights into one of their key target audiences: installers. This test allowed installers to answer a series of questions, exploring the motivations behind their choice of profession and uncovering their distinct installer personality. By collecting these insights, Danfoss was able to segment their installer audience into smaller, more targeted groups, enabling them to refine their retargeting efforts and deliver personalized experiences.





## Søstrene Grene

While the other examples showcased how brands used Playable campaigns to gather zero-party data, we wanted to highlight what Søstrene Grene, another brand using playable campaigns, is doing with the data they collect. [By partnering with Playable](#), they discovered that playable campaigns serve as a remarkable tool for gathering specific data points and obtaining a deeper understanding of their customers' preferences and interests. Armed with this invaluable information, Søstrene Grene was able to create tailored and personalized email campaigns, resulting in a significant increase in their email marketing conversion rates.

*"We are mainly using the data we collect right now to do magic with email marketing. But, we are also using it with Google and Facebook- they are very dependent on the data we can share with them, so the more data we have about our customers, the more effective we can be on both Google and Facebook."*

- René Tingskov, Media & Martech  
Manager at Søstrene Grene



[Read the full Søstrene Grene story](#)



## Chapter 8

# Realizing the importance and potential of zero-party data

As brands work to build closer, more engaging relationships with consumers, the role of zero-party data is key. The purity of zero-party data means it has huge value in not only building clean, customer databases and valued customer profiles that brands can trust but it also allows for deeper segmentation and personalization, driving even more effective marketing results.

Creating playable marketing campaigns offers a way to collect such data that your customers will love since they are rewarded for their time with either intrinsic or extrinsic benefits – or both.

## Key takeaways

1. **Zero-party data provides pure data sourced directly from the consumer**
2. **Its reliance on the consumer sharing information provides a good indication of consumer trust in your business**
3. **Form and metrics data are two valuable ways of collecting zero-party data through playable marketing campaigns**

## Actionable steps for leveraging zero-party data:

1. **Once you've decided on your data gaps within your business identify the best way to collect the data you need, assessing the role of playable marketing and the fit of different game types within your business.**
2. **Work with Playable to create game-based marketing campaigns that will help you to build your zero-party data pool as well as entertain and reward your customers.**
3. **Reap the rewards of enhanced personalization, deeper customer relationships and better-informed data-driven business strategies that allow you to better plan for the future.**



# Get in touch

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