

# A Marketer's Cheat Sheet for First-Party Data Collection

With the demise of third-party cookies changing the way digital advertisers approach personalization, brands are exploring new ways to collect opted-in consumer data. While factors like scale and quality are important to consider, it is important to prioritize transparency and trust when testing the acquisition channels below.

Data Acquisition Channel	Data Type	Pros	Cons
Brand Website & Owned Apps	<ul style="list-style-type: none"> <li>• User Registration</li> <li>• Offers, Promotions, and Contests</li> <li>• Online Customer Support</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer-Driven Engagement</li> <li>• Highly Accurate</li> <li>• Privacy-Safe</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Scale</li> <li>• Limited Data Attributes</li> </ul>
Email Campaigns	<ul style="list-style-type: none"> <li>• Interest</li> <li>• Intent</li> </ul>	<ul style="list-style-type: none"> <li>• Personalized Engagement</li> <li>• Transaction-Oriented</li> <li>• Privacy-Safe</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Attributes</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>• Polling Data</li> <li>• Customer Support and Feedback</li> <li>• Transactional</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer-Driven Engagement</li> <li>• Easy</li> <li>• Inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Scale</li> <li>• Difficult to Gather</li> <li>• Broad Data Set</li> </ul>
E-comm/POS	<ul style="list-style-type: none"> <li>• Transactional</li> </ul>	<ul style="list-style-type: none"> <li>• Large Scale</li> <li>• Accurate</li> <li>• Strong Behavioral Data</li> </ul>	<ul style="list-style-type: none"> <li>• Can be Difficult to Give Notice and Choice to Consumer</li> <li>• Some Purchase Channels are Anonymous</li> </ul>
Data Append Partners	<ul style="list-style-type: none"> <li>• Demographic Data</li> <li>• Interest and Behavioral Data</li> </ul>	<ul style="list-style-type: none"> <li>• Large Scale</li> <li>• Breadth of Data</li> </ul>	<ul style="list-style-type: none"> <li>• Accuracy Difficult to Verify</li> <li>• Expensive</li> <li>• Lack of Insight into Consumer Permission</li> </ul>
Consumer Engagement Platform	<ul style="list-style-type: none"> <li>• Surveys</li> <li>• Offers and Promotions</li> <li>• Interest and Intent</li> <li>• Conquesting</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer-Driven Engagement</li> <li>• Highly Accurate</li> <li>• Fully-Customized Data Collection</li> <li>• Privacy-Safe</li> <li>• Large Scale</li> </ul>	<ul style="list-style-type: none"> <li>• Requires Resources to Partner Effectively with a Platform Provider</li> </ul>