

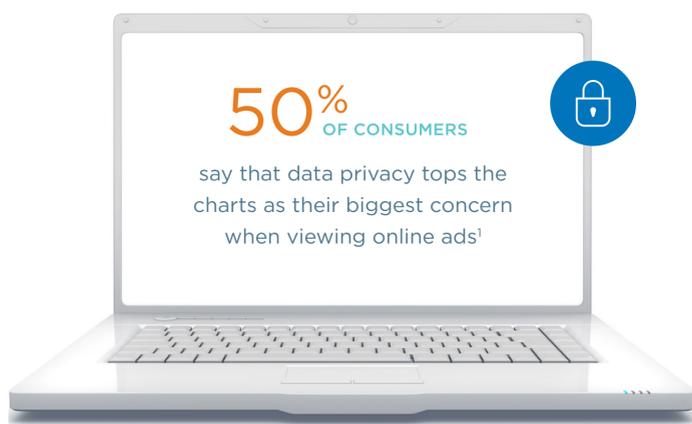
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PERFORMANCE METRICS THROUGH FIRST-PARTY DATA STRATEGIES

First-party data isn't just another buzzword; it's the key to unlocking truly transformative marketing strategies and driving growth. Dive in to master the art of tapping into this invaluable data asset.

01 COLLECT THAT INVALUABLE FIRST-PARTY DATA

Explore numerous methods to access this crucial data resource. Store it securely and structure it to unleash its full potential.

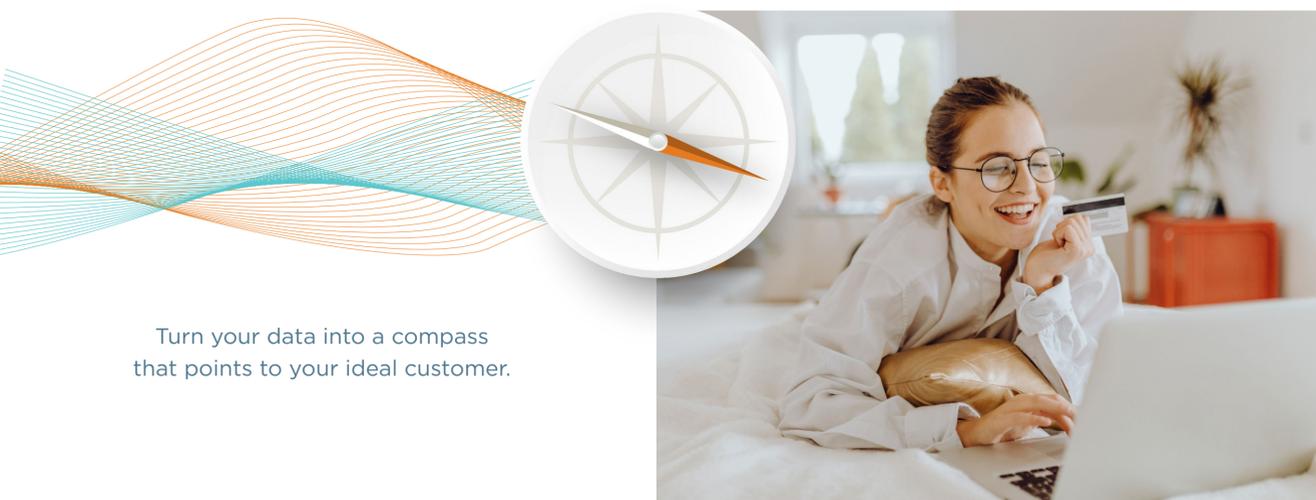


02 UNITE YOUR FIRST-PARTY BRILLIANCE WITH THE RIGHT THIRD-PARTY INSIGHTS



Supplement your primary data with pertinent third-party sources to paint a vivid, full-spectrum image of your customer journey.

03 IDENTIFY CRUCIAL DATA JUNCTURES AND FORMULATE POWERFUL, ACTIONABLE STRATEGIES



Turn your data into a compass that points to your ideal customer.

04 DELIVER PERFORMANT MARKETING WITH PERSONALIZED CAMPAIGNS ATTUNED TO CUSTOMER EXPECTATIONS

Foster deeper, lasting bonds to improve your engagement rates.



62% OF CONSUMERS desire predictive services²

53% OF CONSUMERS demand consistently personalized offers²

05 CREATE EXPERIENCES THAT AREN'T JUST UNIQUE, BUT MEMORABLE

Custom-tailor product suggestions and experiences to not just meet but exceed customer expectations.



VALUABLE REMINDER

Always prioritize compliant practices. When collecting data, ensure you're transparent and obtain clear customer consent.

Step into the future, armed with data and strategy, and watch your business thrive like never before!

DIVE DEEPER INTO THE DATA WORLD

Unlock the secrets: Grab your exclusive access to Vericast's "Why First-Party Data Matters: Personalization, Privacy, and Growth" report. Be in the know and elevate your data game to new heights.

DOWNLOAD

and act with your first-party data!

Sources: 1 | Vericast/Dynata Privacy Survey, January 2023, n=1,000; 2 | Salesforce's State of the Connected Consumer Survey, February 2022, n=13,020; 3 | Ibid.