



First-party data playbook for marketing

A guide to inspire APAC brands to utilize first-party data in responsible, creative, and innovative ways.



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What is first-party data?

“You can have data without information,
but you cannot have information without data.”

– **Daniel Keys Moran**, computer programmer and science fiction writer

First-party data is data that a company collects with customers' consent and therefore owns. It comes from multiple online and offline sources (e.g. web interactions, customer relationship management (CRM) databases, in-store purchases) and can include information such as demographics and customer purchase history. Below are examples of first-party data:



Email response data, point of sale, and customer spend are cost-effective ways to quickly understand consumer interest. Brands can experiment with offers and product recommendations to gauge consumer interest and use a self-learning system to improve results.



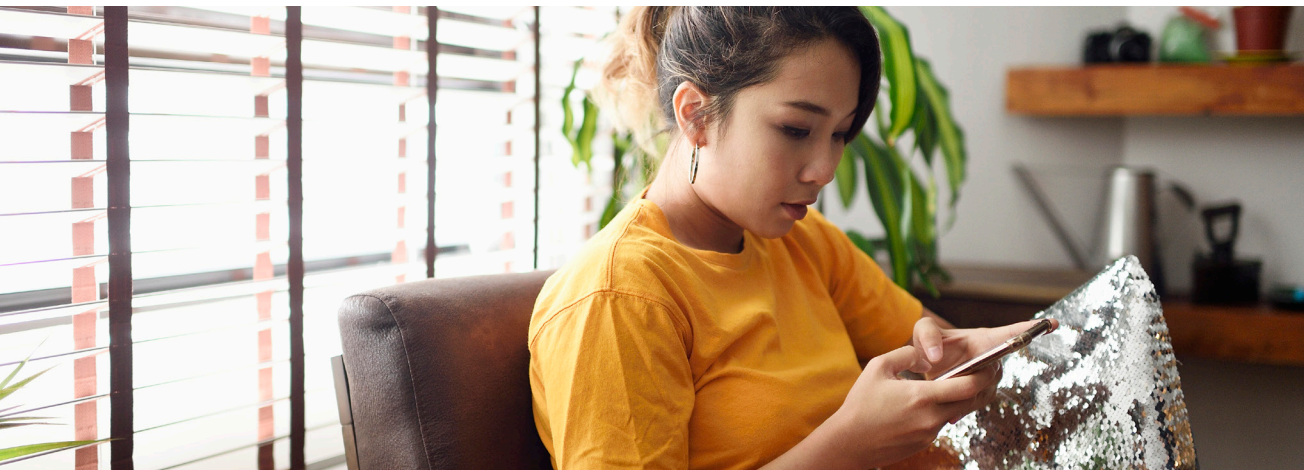
First-party cookies assess volume and patterns of consumer activity. This data is specific to a brand's properties, such as apps or websites. Brands can analyze changes in customer browsing behavior, engagement, and shopping patterns and subsequently alter website and app content to personalize offers.

While first-party data fuels more relevant consumer experiences and sparks business growth, people will only choose to share their data with brands they can count on. The first step to earning your customers' trust is clearly stating what data you're handling and what the customers will get in return, which means making it simple for users to understand what data is being collected and how they can opt out. **In this playbook, we'll share advice and best practices for establishing this two-way value exchange and making organizational and technological changes to improve your first-party data capabilities.**

Why first-party data matters

Trust between advertisers, publishers, and users is critical to an open and safe internet. Today's consumers prefer and expect relevant, tailored experiences whenever they interact with a brand online — but not at the expense of their personal privacy. Searches for “online privacy” have grown more than 50% year-over-year globally, which shows us that people are becoming increasingly aware of, and concerned about, how their data is used.

Our industry is responding by increasing transparency and offering users more control. New regulation ensures technology platforms, such as browsers and mobile operating systems, will phase out third-party cookies within two years, by which point we expect new, privacy-safe alternatives to be available.



In the meantime, there are plenty of tools and technology that can help you shift away from third-party cookies while making the most of the insights at your fingertips. Using first-party data responsibly is critical to creating personalized experiences that remain compliant with changing data regulations and browser policies.

Sharing relevant interactions across touchpoints sparks business growth because most consumers will choose a helpful, engaging brand they can trust. That's why a robust first-party data strategy will be critical for businesses as they navigate their way through challenging times and move toward recovery.

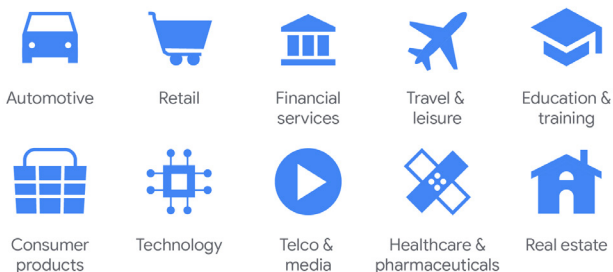
Digital marketing maturity and first-party data

Building on the work of [“The Path to Digital Marketing Maturity”](#), Boston Consulting Group (BCG) and Google collaborated to explore **how advertisers are using first-party data and what impact this has on their digital marketing effectiveness and overall business success**. Through [the findings from this study](#), we aim to help brands unlock the full potential of first-party data by outlining a clear path to success.

The study included 160 brands across the Asia Pacific region, supplemented by over 30 interviews with regional digital leaders. The countries included were Australia & New Zealand, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.



10 industries

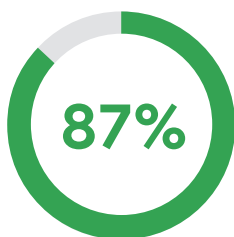


Brands were assessed based on their level of digital marketing maturity and rated along a maturity curve. BCG segmented the brands into four levels of digital marketing maturity:

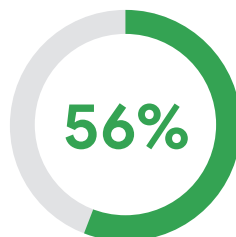
- **Nascent:** Run campaign-based executions mainly using third-party data, collect limited or no first-party data, and direct buy with limited link to sales.
- **Emerging:** Use first- and third-party data in basic programmatic media buying with manual bidding, single-channel optimization, and testing.
- **Connected:** Integrate and activate first- and third-party data across channels with demonstrated link to ROI or sales proxies.
- **Multi-moment:** Execute dynamic campaigns optimized toward single-customer business outcomes across channels.

First-party data challenges in APAC

BCG uncovered a consistent theme in the APAC first-party data study: digitally mature brands are increasingly using first-party data to drive meaningful, privacy-safe interactions with their consumers. These brands are also the ones noticing real business results. Brands in the top quartile of maturity that engaged consumers with personalized experiences were able to achieve an average of 11% annual incremental revenue and 18% cost efficiency — 2X impact compared to bottom quartile of mature brands.¹



of APAC brands consider first-party data **critical to their marketing efforts.**



of APAC brands believe they are **below average** or **average** at using first-party data.

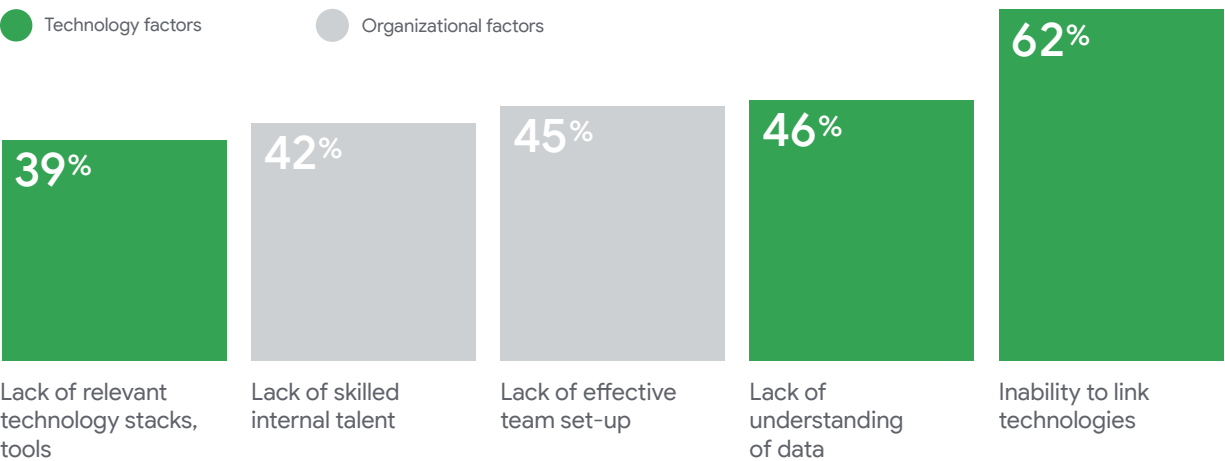
While 87% of brands view first-party data as very important to digital marketing,² only a few brands are actually effective at consolidating and de-siloing their data. In fact, 56% of the APAC brands believe they are below average or average at using their first-party data.³



^{1,2,3} Google/BCG, "Responsible Marketing With First-Party Data," 2020.

First-party data challenges in APAC

The top barriers are tech-related, led by the inability to link technologies for collecting and leveraging data



The top barriers to achieving significant business impact with first-party data are tech-related, with up to 62% of brands citing the inability to link technology tools as the top barrier,⁴ followed by the lack of understanding of data and its use cases.

Furthermore, use of cloud solutions was common among the more mature brands, with 100% of multi-moment brands and over 62% of connected brands using the cloud to collect, store, and execute their first-party data.⁵

4,5 Google/BCG, “Responsible Marketing With First-Party Data,” 2020.

Trust, transparency, and first-party data stewardship

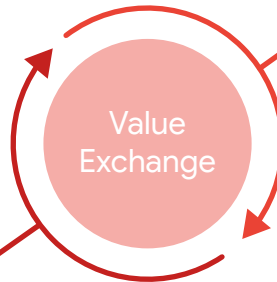
The two-way value exchange between the customer and the brand



Brands

The brand gets the opportunity to deliver relevant experiences for their customers, which leads to a positive impact on the business metrics like conversion rate, retention rate and life-time value. The brands can also use first-party data to prospect new customers by finding look alikes with similar attributes.

Data stewardship
and transparency



Trust and permission
to use data



Consumers

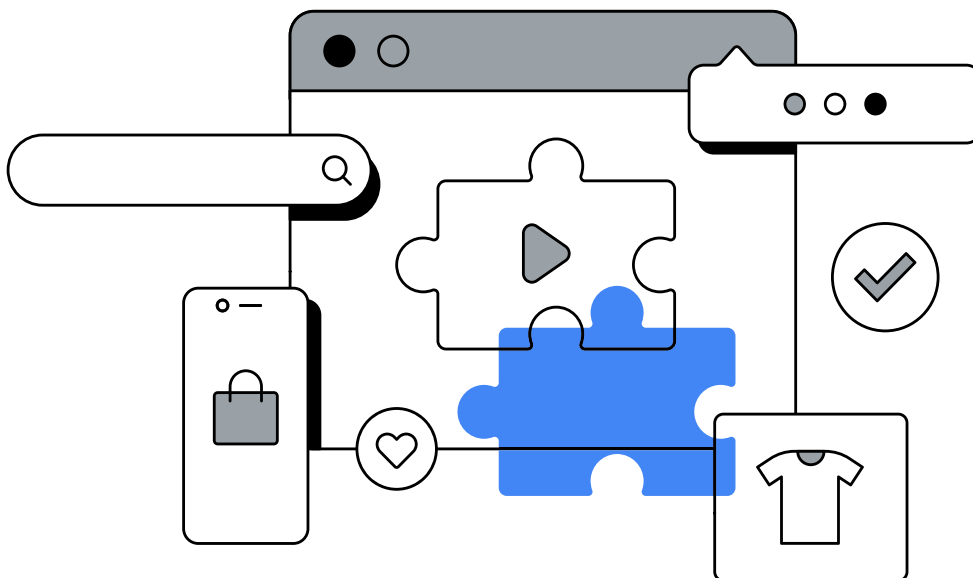
The consumer gains a better experience, including personalization at all points in their shopping journey and relevant ads.

.....
Increasing consumer trust
increases size of value exchange

The best use of first-party data involves a two-way value exchange between consumers and brands. People who trust brands with their data enjoy a more personalized shopping journey. And in return, brands get the opportunity to lift business metrics and reach new users who are likely to be interested in their products. To kick off these relationships, brands must ask consumers permission to use their data by adhering to these two best practices:

- **Transparency:** Ask users permission to use their first-party data and give them control by making it easy for them to withdraw consent.
- **Value:** Highlight incentives such as the relevant personalized experiences that come with sharing first-party data.

How to pull insights from first-party data



How companies collect and use first-party data varies widely by industry. Many consumer packaged goods (CPG) brands have apps, websites, and microsites that ask customers to share their information in return for discounts and coupons — establishing a clear two-way value exchange. CPG brands are also launching more Direct to Consumer (D2C) platforms to sell directly to their consumers, which help the brands build their first-party database.

Other industries that have frequent, direct interactions with customers such as banks, telcos, and retailers also have access to a wealth of first-party data. However, these industries are not always able to use first-party data because it's siloed on legacy systems. After gaining access to people's information with their consent, brands must then figure out a way to surface insights while making sure their consumers' data is only used for permitted purposes.

Ways to put first-party data to work

BCG found that brands with higher levels of digital marketing maturity deployed four key activation methods using first-party data:

- **Audience definition** allows for a deep understanding of key audience segments and enables more personalized communication.
- **Lifecycle marketing** refers to strategic customer engagement across the funnel with relevant offers and experiences.
- **Personalization engines** leverage machine learning and analytics to deliver hyper-personal experiences.
- **Cross-channel lead management** advanced through seamless integration of lead activity across marketing channels.

↑ **1.5x**

revenue uplift achieved by brands deploying **at least 1 of the 4 key activation methods**.

↑ **2.9x**

revenue uplift achieved by brands deploying **all 4 key activation methods**.

Brands in APAC that were able to deploy at least one of the four key marketing activations using first-party data achieved 1.5X more revenue than brands that did not deploy any of these activations.⁶ Moreover, brands that deployed all four activations achieved 2.9x more revenue when compared to brands that didn't deploy any of these activations.⁷

- **Predictive analytics** means using first-party data and machine learning to understand potential customers you don't have information about.

6.7 Google/BCG, "Responsible Marketing With First-Party Data," 2020.

How APAC brands are taking their marketing to the next level with first-party data

Brands across APAC are collecting, analyzing, and activating first-party data to achieve their business goals. Here are five innovative ways APAC brands used first-party data successfully.

1. Turn traffic into sales

Every time people engage with a brand, they provide valuable clues about their priorities, expectations, and preferences. By pulling insights from these interactions, brands can tailor their messaging and consumer experiences to everything from when and where people make the final purchase to the products they're looking for.



Win customers in the “messy middle” of the purchase journey

From unboxing videos to online reviews, there's a lot that can influence consumers between the first moment of awareness and the final purchase. People can get stuck in a loop of exploring and evaluating their options in this in-between stage, the “messy middle” — and that's when brands can use their first-party data to show up with the information and reassurance shoppers need to make a decision.



Download the [full report](#) for a complete understanding of the “messy middle,” the behavioral science principles we examined, and recommendations for how brands can apply them.



India's Max Life lifts qualified leads with Google Marketing Platform solutions

As one of the top life insurance companies in India, Max Life is always looking to drive high-value leads while making the most of its budget. To connect with people most likely to be interested in its policies, the brand integrated Google Marketing Platform's full suite of products with its own customer relationship management (CRM) system.

Max Life analyzed user behavior on its website by using more than 180 signals from Analytics 360 and developed machine learning models to predict propensity scores for each online lead. The top 30% of audiences scored by the brand's model were identified as "high propensity" leads in Analytics 360, while "similar to high propensity" audiences were leveraged to acquire more high-value users.

The brand then activated lead acquisition campaigns in Display & Video 360 based on how close people were to signing up for a policy. Outcome Based Buying (OBB) was also used to optimize for important customer actions, such as clicks. Max Life's machine learning-based omnichannel marketing strategy resulted in a **4.5X higher lead to sale ratio, and a 44% lower cost per sale.**

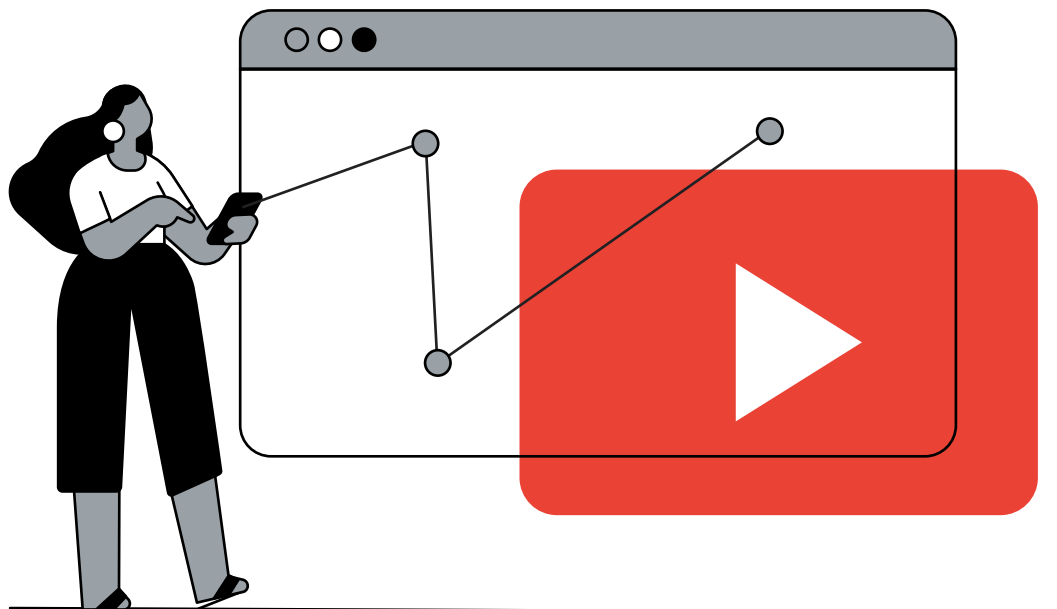
↑ **4.5x**

higher lead to sale ratio

↓ **44%**

lower cost per sale

How APAC brands are taking their marketing to the next level with first-party data



Drive online sales across Google and YouTube

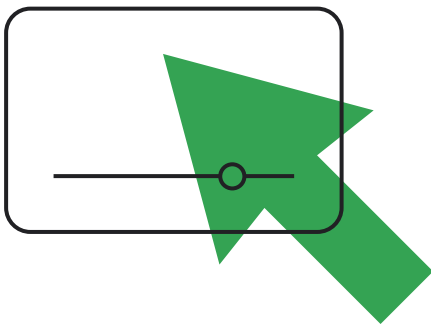
Consumers have gotten more digitally savvy this year, and they're hopping across online channels to comparison shop when they're on the hunt for something new. First-party data can make all the difference when it comes to showing up in the right way to increase sales and decrease churn.



HJ Holdings keeps Japanese viewers engaged by consolidating its data

HJ Holdings streams videos in Japan using a subscription video on demand (SVOD) model that has over two million monthly subscribers. As the brand connected with more streamers through Google Ads, it noticed that the number of cancellations was also increasing. The cancellations inspired HJ Holdings to use its first-party data to identify potential churn to reduce it preemptively.

The brand integrated Analytics 360 and CRM data with BigQuery, a serverless data warehouse, and used Google's machine learning to extract a pool of users who were more likely to cancel their subscriptions. HJ Holdings then divided users who were more likely to cancel into test and control groups. The test group received display advertisements and push notifications from the HJ Holdings mobile app, while the control group did not. By reengaging users who were more inclined to cancel, HJ Holdings **reduced churn by 7%.**



↓ **7%**
reduced churn rate



DBS Bank wins consideration with a data-driven video campaign

As a leading financial services group in Asia and a purpose-driven organisation, DBS believes that it has a responsibility to address the pressing social and environmental issues that we are facing today. Its online mini-series, SPARKS, is inspired by real-life stories and used as an ideal platform to convey important messages and affect positive change. To raise awareness on sustainability-related issues, nurture conversations with customers and drive preference for the bank, DBS launched Season 2 of SPARKS, themed “Everyday Heroes for a Better World,” on YouTube.

The brand partnered with Google and Kasatria, a Google Marketing Platform partner, to evaluate the impact of its brand marketing initiatives on customer consideration and preference using Display & Video 360, Campaign Manager, and Analytics 360.

When DBS Bank assessed its campaign performance with a holistic view of its data, it measured a **159% uplift in brand interest**. The bank also saw that view-through attribution from the SPARKS campaign led to **17% of new wealth inquiries**, as well as **15% of new loans and SME product applications**. What’s more, awareness of SPARKS has increased likelihood of using DBS Bank products and services by ~10% compared to those who were unaware.

↑ **159%**

uplift in brand interest

+ **17%**

of new wealth inquiries

+ **15%**

of new lends and SME product applications



Adapt your retail or sales strategy to e-commerce

As the lines between brick-and-mortar retailers and e-commerce continue to blur, it's more important than ever for brands to have an online presence.



Insurance company Income embraces digital to lift sales

Singapore's Income saw an opportunity to make its digital experiences even more helpful for its customers in a recent campaign, so it used Analytics 360 to get a better idea of how users engage with its brand online.

Income teamed with Happy Marketer, a Google Marketing Platform Partner, to break down its audience into more than 200 groups based on where they began their purchase journeys in Analytics 360. After exporting these audience lists to Display & Video 360, the brand served ads tailored to different consumer interests and behaviors. For high-intent, price-sensitive consumers, Income used Optimize 360 to show them personalized discounts on a dedicated landing page.

The brand found that a little personalization made a big difference. Income saw **click-through rates (CTR) jump 92%**, **cost-per-acquisition (CPA) drop 50%**, and **sales increase 12%**.



↑92%

increase
in CTR



↓50%

decrease
in CPA



↑12%

increase
in sales

[Learn more about Income's approach.](#)

How APAC brands are taking their marketing to the next level with first-party data

2. Build your brand recognition

Being a recognizable brand has many perks. First-party data can play a critical role in brand awareness by helping companies serve product awareness messaging to its most loyal consumers and drive awareness among those who may not be as familiar with the brand.



Reach your audience more effectively

When consumers are on the hunt for something new, they have countless options just a click away. That's why catching people's attention necessitates tailored experiences fueled by first-party data.



Voot accurately predicts and reduces churn with a unified view of its users

As Viacom18's premium video-on-demand platform, India's Voot attracts a large audience of approximately 100 million monthly active users. However, the brand wanted to decrease user churn.

To get a better idea of which viewers were likely to churn, the brand collated user data from multiple sources into BigQuery to create a single view of its customers across acquisition, analytics, and monetization. After analyzing more than 10 billion data points, Voot built a custom churn prediction model using Google AutoML tables and TensorFlow, an end-to-end open source machine learning platform, for users with a high propensity to leave the app. The brand also used the Google Ads API to create custom audience lists based on how likely they were to churn and automatically uploaded the segments to its Google Ads account.

Voot ran an AB experiment to test the efficacy of the method and using the results of the users who were in the control group, they determined the machine learning model had an 80% accuracy rate in predicting users' churn propensity. The brand was able to effectively create a **35% reduction in churn between the control and exposed groups**. While Voot was able to win back higher-propensity-to-churn users, it also unlocked a new level of cost efficiency: **Remarketing budgets were now only being spent on users who required that extra nudge** instead of those who were bound to return to the platform.

↓ **35%**

reduction in
monthly user churn

≡  **\$3M**

estimated revenue
impact annually

80%

accuracy of churn
prediction model



Show up in the right moments and contexts

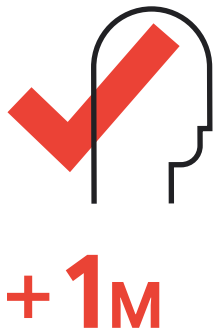
Today's consumers expect brands to share helpful, relevant information and experiences exactly when they're looking for them. Using first-party data creatively and responsibly allows you to show up in the moments that matter most with a timely, personalized message.



Aussie employment marketplace SEEK finds the right audience lists for decreasing CPA

SEEK, one of Australia's leading employment marketplaces, wanted to improve how it was reaching job seekers by serving personalized creative to different audience segments and, in turn, increase subscriptions to its website. The brand used first-party CRM data via BigQuery to automate the daily ingestion of 17 audience segments into Analytics 360.

The brand passed audience lists from Analytics 360 into Display & Video 360, where the audiences were activated based on their profile depth within Studio. SEEK then used the data to personalize display creative. The campaign **activated 1 million SEEK users** with Display & Video 360 and reduced the brand's cost per action from \$4 to \$1.20. The improved display creative and richer user sets also meant users were **85% more likely to find a job offer relevant to them**.



SEEK users
activated



decrease in CPA



more likely to find a job
offer relevant to them



Luxury Escapes' data-driven strategy boosted local tourism

When the news of worldwide lockdowns spread and international travel came to a stop, Luxury Escapes — like many of its competitors — had to press pause on most of its marketing as its team regrouped to figure out how to adapt to a rapidly changing environment.

Even though Aussies were stuck at home, the brand knew they wouldn't stay inside forever. While its marketing was on hold, Luxury Escapes decided to partner with Google to dig deeper into its data, gauge Aussies' interest in travel deals and destinations, and develop a new strategy.

When Luxury Escapes discovered customers were booking future getaways through its website, call centre, and mobile app, it set up a six-week Search experiment to learn more about its local audience. The brand started by directing potential travellers to relevant pages on its website using Dynamic Search ads that highlighted local deals and hotels.

To make these getaways visible in the right moments while Aussies were searching, Luxury Escapes also reinstated automated bidding to ensure it'd show up on the most relevant queries.

As demand increased in regions where restrictions were relaxing, Luxury Escapes was able to seek out new hotel vendors and negotiate never-before-seen deals and experiences. And to connect Aussies to these one-of-a-kind escapes, the brand tailored its ad copy to reflect the offerings and bid on keywords specific to those regions.

By keeping an eye on what its customers were searching for and being flexible with our messaging and approach, Luxury Escapes was able to drive as much revenue as it did before the lockdown — a huge success, considering how much the industry was affected — resulting in a **12:1 return on ad spend**.



12:1 return on ad spend

[Learn more about Luxury Escape's approach.](#)

How APAC brands are taking their marketing to the next level with first-party data



Make the most of your creative resources to drive better results

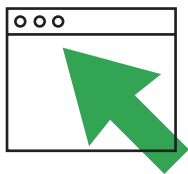
Surfacing insights from your first-party data empowers your teams to make impactful creative decisions that put their resources to work and build brand recognition.



Johnson's Baby India earns new moms' attention with customized messages

Johnson's Baby India wanted to identify consumers' diverse needs throughout various stages of parenthood to reach them in the right moments with personalized creative. To activate first-party data signals, Johnson's Baby India implemented Analytics 360 on its website. After mapping different parenting stages, the brand identified and created four audience segments — expecting moms, new moms, expecting dads, and new dads — and served them relevant ads.

This campaign activated by Interactive Avenues, a digital marketing agency, into Display & Video 360 garnered more than **15 million impressions, with more than 4 million unique users engaged at an average frequency of about 4**. Johnson's Baby India also achieved a **best-in-class ad recall lift of 20%**, as well as a **40% lift in ad recall and a 26% lift in favorability** among new moms.



15M

impressions



4M

unique users
engaged



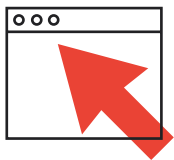
lift in ad recall



Maruti Suzuki develops data-driven creative to boost leads and CTR

Despite controlling 50% of market share, Maruti Suzuki India wanted to improve the performance of its digital creative and drive higher enquiries from its online acquired traffic. To increase CTRs, Maruti Suzuki used Google's Cloud Vision API to build ads for its NEXA S-cross vehicle using 72 interchangeable creative elements, such as photos, logos, text, and background color.

Using creative-level performance data from Display & Video 360, the team built a two-step machine learning model to develop data-driven creative. Machine learning helped Maruti Suzuki achieve a 10.6% lift in CTR in the first two weeks of the campaign, leading to an **8.5% overall lift**. What's more, the campaign attracted high-value users who spent **14% more time on the brand's website**, delivering **15% incremental leads to online sales inquiries**.



+8.5%

overall lift in CTR



incremental leads



↑14%

more time spent
on website



3. Drive qualified leads

In order to grow online leads or actions, you need to gain a deeper understanding of your consumers by asking some fundamental questions: Have they already taken an online action with you? Have they given you some information, but not completed the action you want? Each user has a different likelihood to complete a lead or action online and should be treated differently. You can do this with different messaging, prioritization, or even how you approach asking them to submit a lead or action.



ICICI Prudential Life Insurance uses machine learning to maximize customer value

ICICI Prudential Life Insurance, one of India's largest private insurers, needed to drive revenue by boosting its lead-to-sale ratio for its life insurance coverage. The brand also wanted to improve media efficiency across its remarketing and acquisition campaigns.

Using its Analytics 360 and CRM data, ICICI Prudential Life Insurance deployed three machine learning models on Google Cloud Platform to score high-value leads in real time. Leads were used to build similar audience campaigns where high-propensity audiences were analyzed to identify new in-market and affinity audiences.

The machine learning approach drove a **32% incremental lead volume** at **61% lower cost** than the brand's existing campaign, as well as **7x higher conversion rate** from high propensity leads with a **18x higher ROAS**.



↑ **32%**

incremental
lead volume



↓ **61%**

lower cost



↑ **7x**

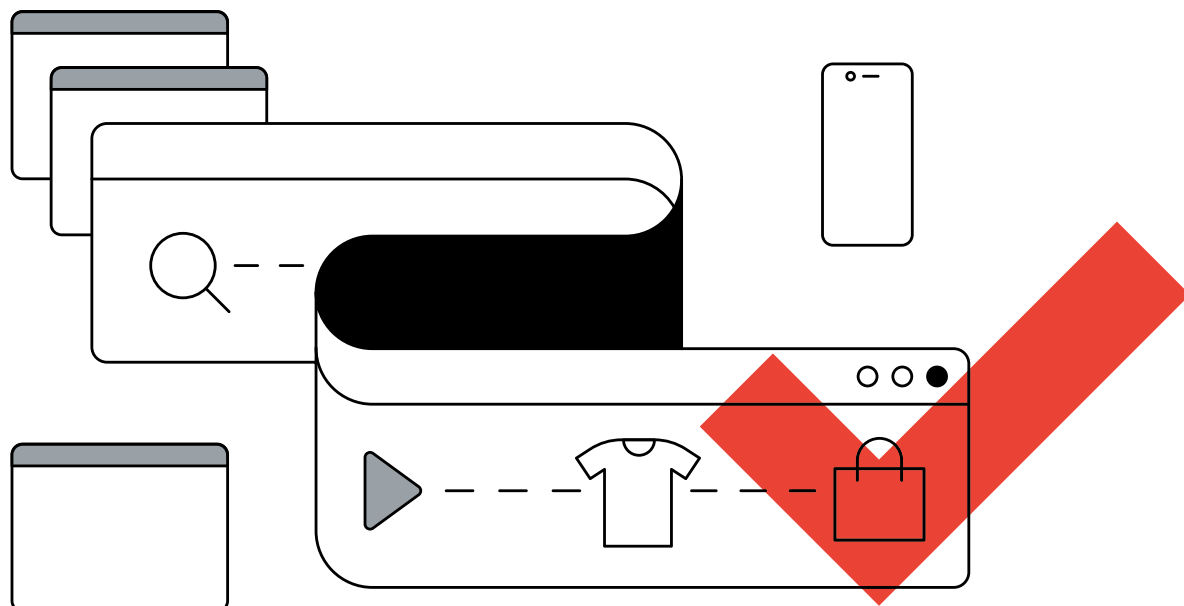
higher
conversion
rate



↑ **18x**

higher
ROAS

How APAC brands are taking their marketing to the next level with first-party data



Measure and optimize the lead pipeline

First-party data gives you a better understanding of which consumers are the most likely to be interested in the products and services you offer, and these insights can help you pave more effective lead pipelines.



Swiggy uses Ads Data Hub to satisfy people's cravings for sweets

For Swiggy, India's largest online food ordering and delivery platform, first-party data is integral to the company's core business strategy. But the marketing team found tasks like measuring the impact of brand campaigns on metrics like brand lift and sales to be a constant challenge.

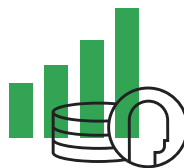
Looking for a solution, Swiggy consolidated all digital channels into a single platform to plan, implement, and measure. With the help of Display & Video 360, Swiggy experienced significant media efficiencies—features that limit the amount of times an individual would view their campaign and provide the ability to reach new audiences.

Despite this improvement, there was still the challenge of attributing brand and sales metrics to digital campaigns. So Swiggy used the Ads Data Hub, a privacy-centric data warehouse, to build a full picture of its customers, while protecting their privacy. The marketing team was able to segment Swiggy's CRM users into different audience groups and leverage insights to optimize campaigns that gave its brand and sales a boost.

With its consolidated data and new measurement strategy, Swiggy saw a **3.5X increase in sweets orders** and a **42% increase in gross merchandise value (GMV)** compared to the previous festive season. Swiggy also found that 7.5% more users were more likely to buy sweets after seeing two or more ads on YouTube, while 7.1% more users were more likely to order sweets after seeing two or more ads across three video platforms. Beyond just investing time and resources in understanding their consumers' behavior and journey across platforms, Swiggy's move to becoming early adopters of technology has now led the brand to a myriad of new possibilities.



↑ **3.5x**
increase in
sweets orders



↑ **42%**
increase in GMV

[Learn more about Swiggy's approach.](#)



Australia's RAMS uses automation to find more high-value customers

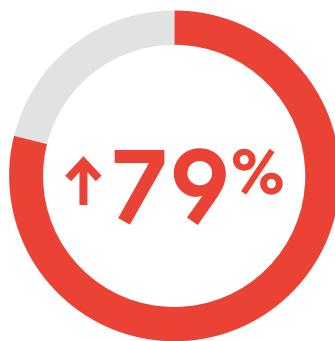
Australia's RAMS offers a range of everyday home loan and deposit products, and assists with home and contents insurance. Because the majority of home loan applications occur offline, RAMS was having trouble optimising to consumers who were eligible for home loans on Search.

RAMS partnered with Spark Foundry, part of Publicis Media, to improve its lead-to-application conversion rate for franchisees. The team identified consumers with a higher propensity to apply for home loans and used Google's automation tools, such as lead scoring and advanced customer segmentation in Google Analytics, to power their auto-bidding strategies and drive higher quality leads for the business through Search.

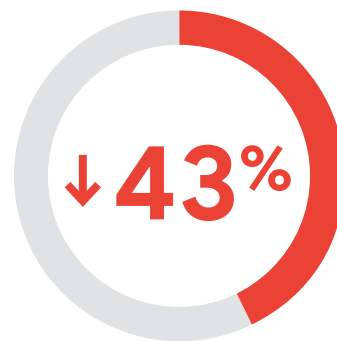
By using automation, the team was able to distribute their investment in Search more efficiently. Quarterly results show that RAMS drove year-on-year improvements with **a 43% lower cost per lead, a 79% increase in the volume of leads, a 6.8% increase in conversion rate**, and most importantly, a **91% increase in the volume of home loan applications**.



increase in volume of home loan applications



increase in volume of leads



lower cost per lead



Nurture and re-engage existing lead opportunities

People's paths to purchase are far from linear, so nurturing relationships with potential consumers and reconnecting with them throughout their research is critical for turning leads into sales.



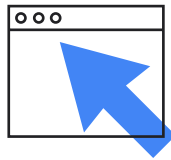
Cebu Pacific captivates people's wanderlust with Google Marketing Platform solutions

Cebu Pacific Air wanted to elevate its ads to promote its priority routes. To hone in on travelers' interests, the brand teamed with Kasatria, a Google Marketing Platform Partner, and used Data Studio to uncover audience insights based on first-party data. The brand mapped the customer research journey via Analytics 360, then used Display & Video 360 to create personalized, dynamic ads and serve them to consumers. The campaign resulted in a **7X increase in ROAS** and a **100% increase in CTR**. Best of all, Cebu Pacific spent **60% less time creating ads**.



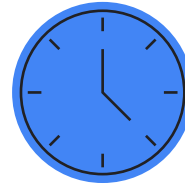
↑ **7x**

increase in ROAS



↑ **100%**

increase in CTR



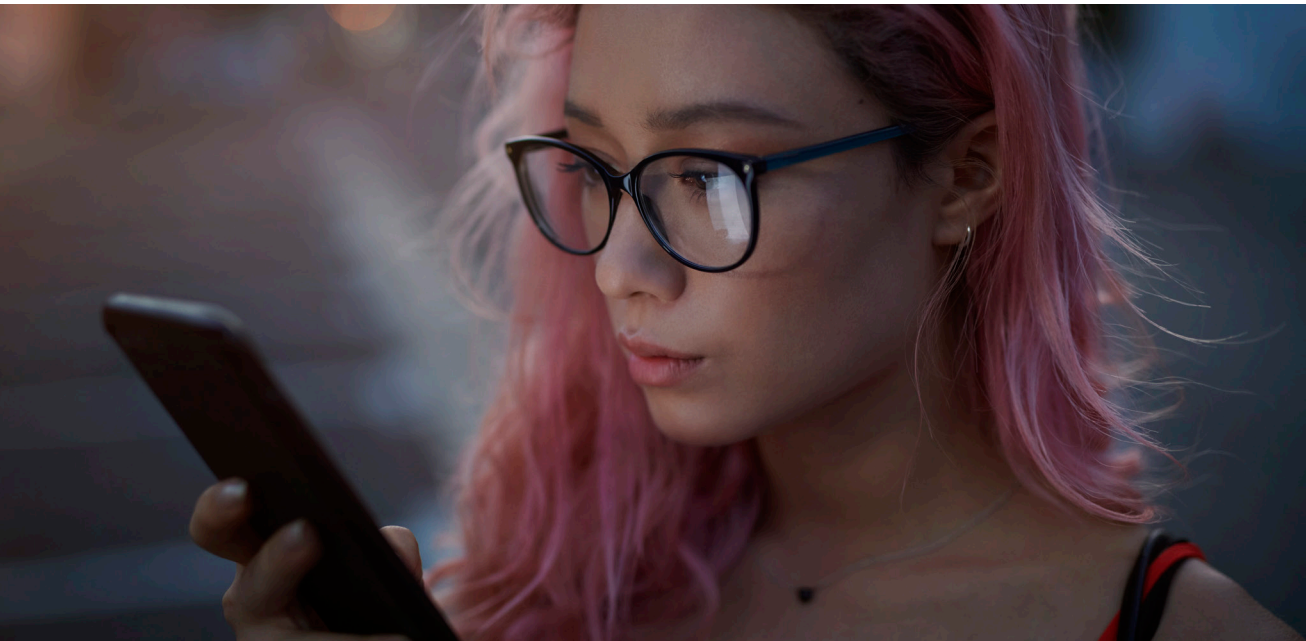
↓ **60%**

less time spent
creating ads

[Learn more about Cebu Pacific Air's approach.](#)

4. Deliver a great mobile experience

Today's consumers expect something in return if they download a brand's app or make a mobile purchase, such as ease of purchase and discounts. When sharing these messages, brands can use personalization to create relevant mobile experience for consumers.



Help people find what they want

People gravitate toward brands that provide helpful and relevant information — even when they don't have a specific product in mind. First-party data helps you predict what's likely to catch shoppers' eyes as they browse on mobile and share seamless shopping experiences across devices.



Personalization helps Astro boost audience engagement

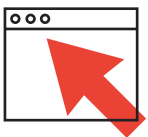
Astro is Malaysia's leading content and consumer company, serving 5.7 million or 75% of Malaysian households across its TV, radio, digital, and commerce platforms. Its digital brands host 12.7 million digital monthly unique visitors. The publisher was eager to promote stronger site engagement and monetization potential by curating a more personal content experience for its readers by matching relevant content to each reader.

Astro partnered with Kasatria, a Google Marketing Platform partner, to help run an experimental pilot on Stadium Astro, one of Astro's portals that specializes in news and sports content. Using Tag Manager 360, Kasatria set up a process to automatically extract the content type each time a page was loaded, obtaining topic tags like "badminton," "football," or "tennis," so that it could be transmitted into Astro's Analytics 360 account.

Then Kasatria exported Astro's Analytics 360 data into BigQuery where they were able to use machine learning to determine what type of personalized content to recommend to each type of audience.

This strategy not only led to a **more than 200% increase** in article CTR, but it also helped Astro uncover an interesting insight. Astro found that readers were **55% more inclined to share the personalized content with their friends** because it resonated with them.

Tailoring content for each visitor based on their preferences made it possible to deliver a more relevant user experience, which resulted in a tremendous competitive advantage.



**over
200%**
increase in CTR



55%
more likely to share
content with friends

[Learn more about Astro's approach.](#)

How APAC brands are taking their marketing to the next level with first-party data

5. Grow local sales

Many brands and industries rely on digital marketing to drive offline sales. First-party data helps brands create a seamless online-to-offline consumer journey, allowing consumers to have an integrated experience with consistent messaging.



Connect with consumers where they are

Thanks to digital, brands have the opportunity to connect with shoppers all over the world. By uncovering insights from first-party data, you can hone in on what local consumers want.



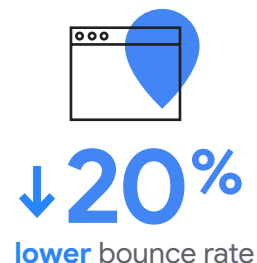
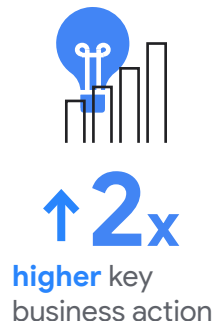
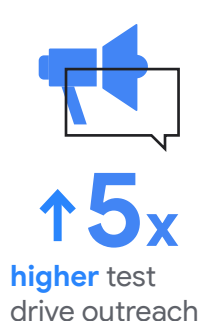
Nissan revs up test drives by adopting a test-and-learn mindset

The auto industry was hit hard by the COVID-19 pandemic because it's driven mostly by offline sales. Nissan Motor Asia Pacific was determined to navigate this unprecedented time by using advanced analytic and machine learning techniques to fuel its campaigns in the first half of 2020.

Nissan partnered with MightyHive, a Google Marketing Platform data analytics partner, to collaborate on audience activation strategies by putting Analytics 360 and Google Marketing Platform integrations to work. The brand used machine learning models in BigQuery to analyze exposure rates and shape brand perception with tailored, personalized creative.

Nissan United, media agency partner for Nissan, then activated the first party Analytics 360 audiences within Display & Video 360 media campaigns with advanced creatives to evaluate how its campaign impacted test drives and dealership registrations.

By rethinking its data strategy, Nissan advanced from the nascent to connected stage of digital maturity in less than a year and drove **5X higher test drives outreach** and **2X higher key business action** completions in general (such as dealership outreach) at a **9X lower cost**. Nissan also saw a **20% lower bounce rate** compared to campaigns with Floodlight tags used to track and report conversions.





Drive in-store actions

Due to the COVID-19 pandemic, online shopping has been picking up popularity all over the world. While measuring in-store actions might not be a key focus for marketers now, when the world returns to a normal way of living, it will once again have its benefits. After all, consumers might want to take care of their immediate needs or try, see, and touch products in person before committing to a purchase. You can use your first-party data to dig deeper into people's motivations for visiting physical stores.



Predictive insights helps L'Oreal reach people most likely to purchase in stores

L'Oreal is the world's largest beauty company, present in more than 150 countries around the world. Although many consumers interact with the brand online, a majority of L'Oreal's luxury product sales still occur in-store. The marketing team wondered whether its campaigns were reaching the right audiences and converting into in-store sales. L'Oreal's Google account team suggested using Google Marketing Platform and Google Cloud to focus its marketing campaigns to reach only the highest potential customers who were likely to purchase in stores.

In a **Taiwan test**, L'Oreal analyzed its data in BigQuery with website data from Analytics 360 and internal data without any personally identifiable information. Then using AutoML, L'Oreal was able to predict which site visitors would go in-store to purchase. Those audiences were easy to share with Google ad products Display & Video 360 and Google Ads. L'Oreal even discovered new audiences through Similar Audiences and the Audience Expansion feature in Google Ads.

Offline revenue from the pilot campaigns increased 2.5X and **return on advertising spend (ROAS) grew 2.2X**. The successful results from this pilot have inspired other L'Oreal teams around the world to replicate the strategy piloted in Taiwan.



↑ **2.5x**
increase in CTR



↑ **2.2x**
higher ROAS

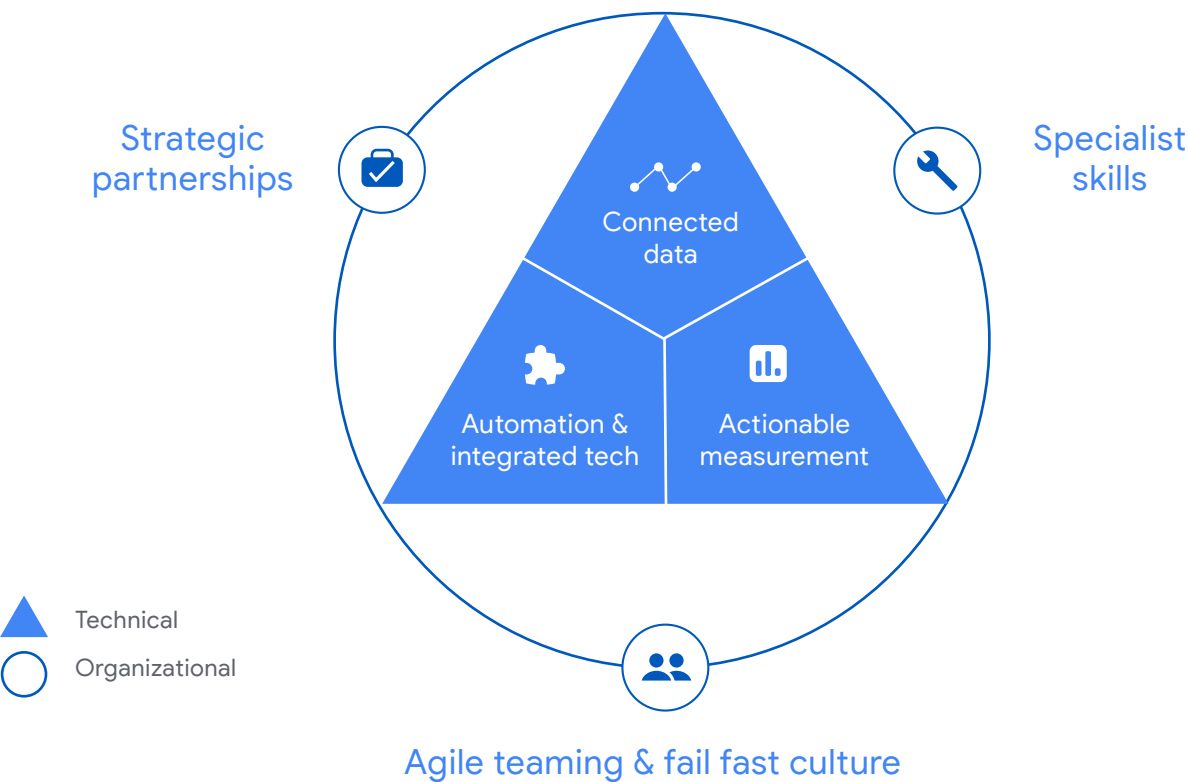
[Learn more about L'Oreal's approach.](#)

Conclusion: How to ignite the power of first-party data

If you're a publisher or marketer, start by understanding your consumers' online journeys. Use Google Analytics 360 to learn how consumers use your websites and apps, what they engage with, and where they drop off. These are insights that can help you understand the value of the first-party data and what you can offer users in exchange for their data.

Once you map their consumer journeys, activate your first-party audiences in Display & Video 360 or Google Ads. Use insights to encourage users to convert, re-engage high-value customers, or even find new customers.

Regardless of where your brand currently lies on the digital marketing maturity curve, you can take the next steps toward overcoming first-party data challenges by focusing on investing in the right technologies and upskilling your teams. BCG identified **six technological and organizational enablers** that empower brands to pull insights from their own data.



Conclusion: How to ignite the power of first-party data



Invest in the right technologies

There's a reason why the most digitally mature brands are increasingly using **cloud-based solutions**. These technologies consolidate data from various sources into one secure location, and they offer more privacy-safe features such as default data encryption. Take the Ads Data Hub, which allows you to upload your first-party data into BigQuery and combine it with Google-hosted, event-level ad campaign data.

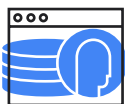
Although the Ads Data Hub helps you get a holistic view of your performance, it only outputs data if an aggregation requirement of at least 50 users is met — which protects each individual's identity and information. Here are three buckets to help define your first-party data strategy:

- **Collect:** Support first-party data collection and connection by auditing your current data sources, assessing your durability, and acquiring more first-party data.
- **Analyze:** Extract insights and organize for activation by transforming your strategy, segmenting your audiences, and visualizing the data.
- **Activate:** Buy media and see impact against your insights by reaching your intended audience, measuring your results, and optimizing your approach.

Conclusion: How to ignite the power of first-party data

Upskill your teams

To explore first-party data's potential, brands need to keep up with everything from new privacy-safe technologies to the ecosystem's evolving regulations and guidelines. Finding, cultivating, and nurturing talent across legal, strategy, creative, and data science is what will empower brands to strengthen their data strategy in the long run. Here are three things you can do within your organization to help you deliver responsible first party data activation:



Platforms: Invest in ad solutions that integrate well, support the value exchange, and enable data activation at scale.



People: Assess your analytics and data skills, upskill talent, and build strategic partnerships with a network of partners where gaps exist.



Process: Identify your north star and enable cross-functional collaboration to ensure teams are more agile and working towards a common goal.

Looking ahead

Much of digital advertising growth in the past few years has occurred during what we call “the precision era,” in which marketers use programmatic technology to optimize digital marketing and measurement utilizing user-level signals. Increased cross-device behavior, coupled with increasing user concerns and regulation, are challenging this model. Fortunately, as we have showcased in this playbook, with advances in analytics, cloud computing, machine learning, and the responsible use of first party data, technology is well suited to meet these challenges and move the industry towards a new predictive era of marketing. Marketers can use those insights to support marketing activities that better anticipate customer needs and meet them with better ads and experiences, all while honoring strong privacy and data principles.