Tema:

Marketing Technology: a study on compliance, acquisition and usage of first-party data in digital marketing

The utilization of consumer data has significant importance in the domain of digital marketing. In the wake of the new General Data Protection Regulation (GDPR), companies are compelled to navigate a landscape where accessing consumer information is subject to stringent regulations. This is particularly relevant for businesses heavily invested in digital marketing and those operating within the business-to-consumer (B2C) domain. The evolving regulatory landscape is ushering in a shift toward a cookie-less environment, making companies adopt alternative strategies for obtaining consumer data. In response to these changes, there is a growing emphasis on collecting First-Party Data, where companies directly gather information from their consumers. This approach contrasts with the reliance on Second and Third-Party data. The collection of First-Party Data proves advantageous as it tends to yield superior performance in terms of sales. Directly sourced from consumers, this data is inherently more accurate. By selectively collecting data pertinent to their interests, companies can conduct thorough analyses. This, in turn, empowers them to craft personalized marketing campaigns that align precisely with the unique needs of their consumers.

This project is divided into two sub-projects undertaken during an internship at Procter & Gamble within the domain of marketing technology as an End of Studies Project done by the student on his double degree program at Grenoble INP University. The paper was adapted and expanded for a more academic analysis, including more discussions regarding types of data in digital marketing and the influence of GDPR on them.

The first sub-project involved the collection of first-party data employing various methods, with a subsequent focus on leveraging this data for enhancing overall sales performance. Queries were executed within the company's Google Cloud Platform account, leading to a compilation of potential consumers specifically for grooming brands. These brands constituted the focus of the company's analytical assessment.

The second project centered around the utilization of Amazon's tool, Amazon Marketing Cloud, for the purpose of data analysis. The objective was to understand how Europe's GDPR influences data processing for companies, putting it in practice with real world cases.

The outcomes of the first sub-project demonstrated the feasibility of companies acquiring first-party data, even from their internal datasets, a crucial aspect for achieving their business objectives. Additionally, it underscored the growing recognition among companies of the significance of adhering to new regulations, particularly considering potential penalties for non-compliance. Table 1 shows the results of the analysis, where it was found within each of the countries in analysis the corresponding number of users that could potentially be a grooming product consumer.

Table 1 – Potential grooming consumers on the company's databases

Country	France	Italy	Spain	Germany	UK
User Ids found	119186	454006	456780	206550	145965

In the second sub-project, the findings illustrated that valuable insights could be extracted through in-depth analysis of first-party data. This was exemplified in the analysis conducted using Amazon Marketing Cloud, where previously untapped first-party data could answer business questions posed by the company. It underscores the potential for uncovering new insights from existing, untreated, and disorganized data through analyses aligned with the company's interests. One of the analyses done on this part had the intent of finding what was the time of the day that consumers purchase the most and are more active. An example of an outcome for a brand that was analyzed is shown on Figure 1.

Figure 1 – Percentage of user activity during the day vs purchase rate
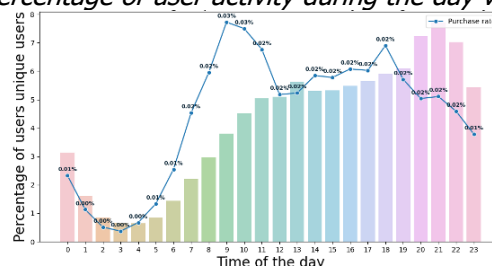
Integrantes: João Vitor Vargas Soares

Professor Orientador: Prof. Dr. Jorge Rady de Almeida Junior