

Value Exchange

Create compelling value propositions through relevant experiences

A core practice for marketing engagement is data collection. Creating unique experiences for consumers allows them to share information about themselves and their interests directly with brands. This collection of zero-party data is what enables brands to foster a two-way value exchange with consumers. Recently, businesses have come under scrutiny for the collection of customer data without consent, resulting in financial penalties and damages to their brand. Government legislation, such as General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), has been enacted to enforce the ethical use of customer data and information-driven businesses have begun to deprecate cookie tracking in the traditional sense. Marketers must now evolve to face the challenges of ethically collecting customer data within this new environment.

The customer value exchange should be at the core of creating compelling campaigns; marketers can deliver online experiences that build relationships with customers by directly asking for their preferences in exchange for continuous, personalized interactions with the brand. Marketers need to develop different value propositions based on the maturity of the relationship with their customers, offering relevant rewards for their participation throughout the customer lifetime.



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Air New Zealand collected 100,000 zero-party data records and \$5.6 million in sales by offering the value of a flight giveaway in exchange for customer data share via an interactive quiz.¹

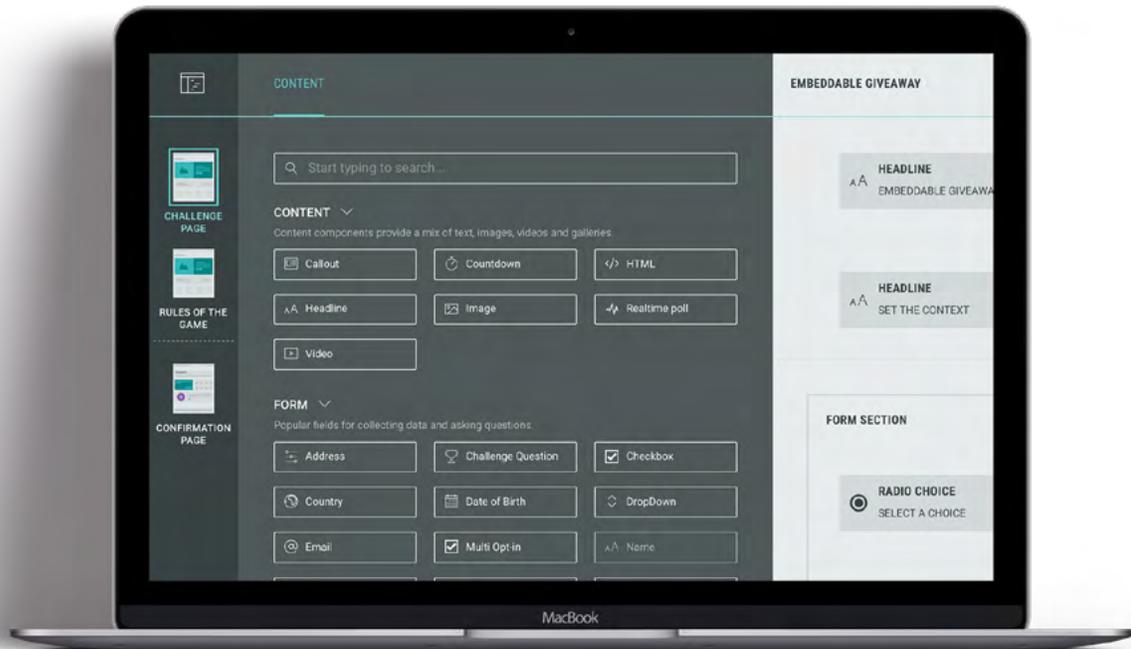
Experiences

It is essential to build a unified view of the customer, engaging them where they are in their relationship with your brand. Thinking beyond the medium of a static form provides various opportunities to collect customer data in a unique experience. Questionnaires, polls, games, quizzes, applications, and social stories provide multiple avenues for collecting contextual data from customers.

Experiences Data

Switching to a zero-party data strategy will be a new practice for many marketers versus a first/third-party strategy. Profiling a customer for their home address may not be relevant when they are currently interested in subscribing to a promotional email campaign. Instead of collecting analytics based on user behaviors, zero-party data allows marketers to solicit information directly from users through multiple touchpoints. Zero-party data is a powerful asset in a marketer's toolkit, as profile preferences are collected directly from the source and trust is built with each interaction.

1. <https://www.cheetahdigital.com/blog/air-new-zealand-drives-us-flight-recommendations-quiz-campaign>



Screen Designer in Cheetah Experiences

Benefits

Improve Customer Response Rates

Drive customer engagement by capturing more relevant insights and creating hyper-personalized experiences to ensure a strong response rate and conversion rates upwards of 84%².

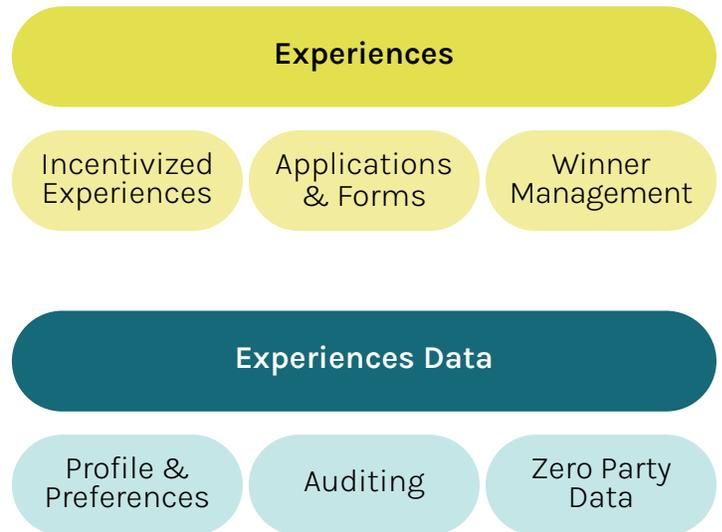
Increase ROI with Zero-Party Data

Marketers use personalized and interactive experiences to capture valuable audience data and marketing opt-ins for more accurate insights into what resonates with their customers.

Grow Data Acquisition

Grow your marketing database at an accelerated rate by increasing submission rates through incentivized experiences.

2. *The Zero-Party Data Playbook 2022:*
<https://www.cheetahdigital.com/ebook/zero-party-data-playbook>



Value Exchange Solution Map