

A satellite view of Earth at night, showing the curvature of the planet and numerous glowing city lights across the continents. The lights are concentrated in coastal areas and major urban centers, creating a vibrant pattern against the dark background of the night sky and the blue-black oceans.

LeadFamily

Tried And True Ways To Gather Customer Intelligence

Meet your hosts



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What's the disconnect with data?

15% feel they're getting good value from granting access to their data.

80% of consumers are more likely to purchase from a brand that provides personalized experiences.



If we make the benefits of data sharing more relevant and timely, it's a win-win for our customers and us.

POLL

What's most important for you when it comes to data?

- (1) Increase sales
- (2) Retain customers
- (3) Target the right audience for your product or service
- (4) Supporting business decisions
- (5) A combination
- (6) None



A versatile tool

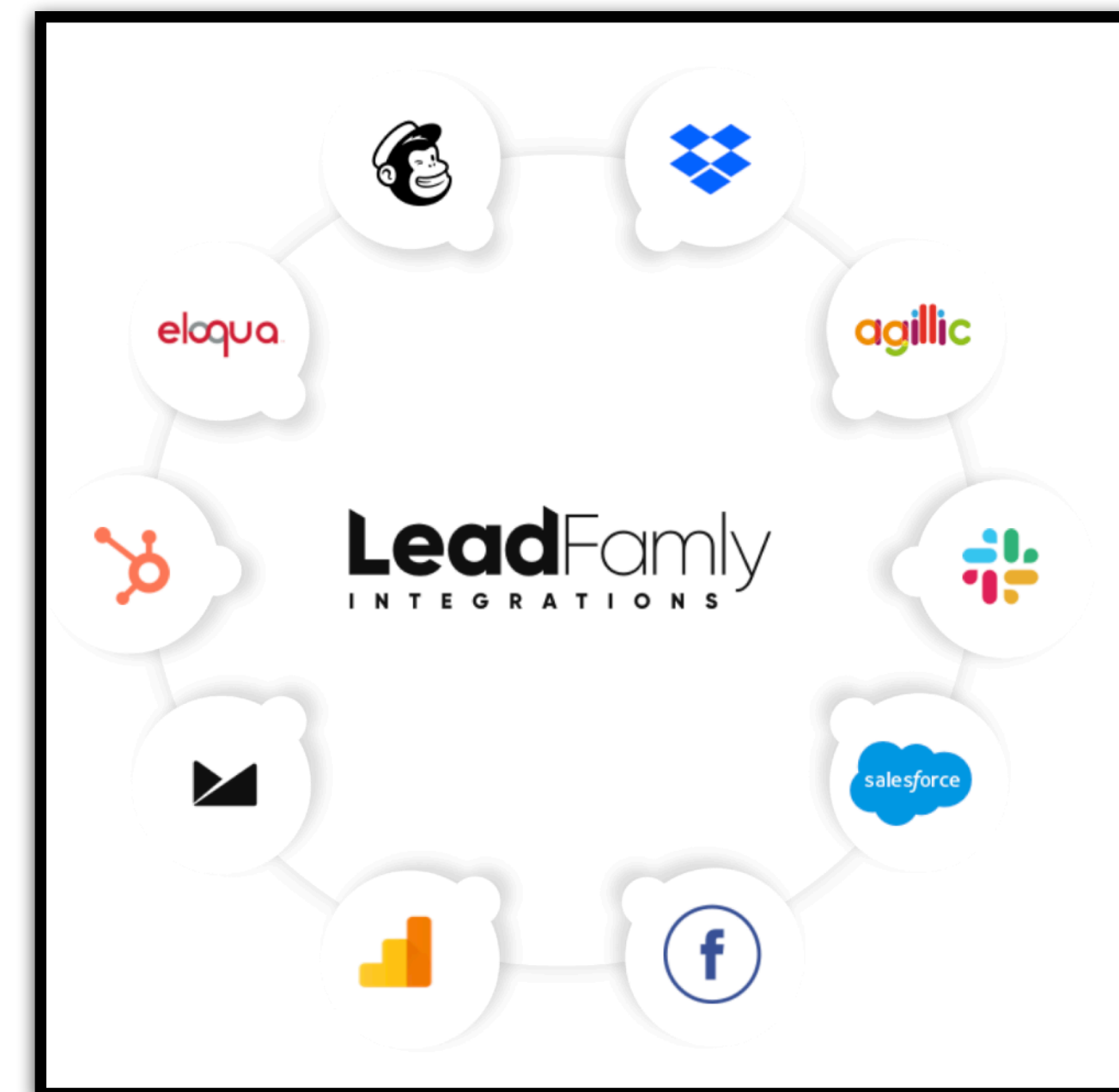
Gamification in marketing

Gamification can empower your...

- Data-driven marketing
- Product development
- Personalization

Set up your integrations to...

- Manage your data
- Track engagement
- Gather insights about products



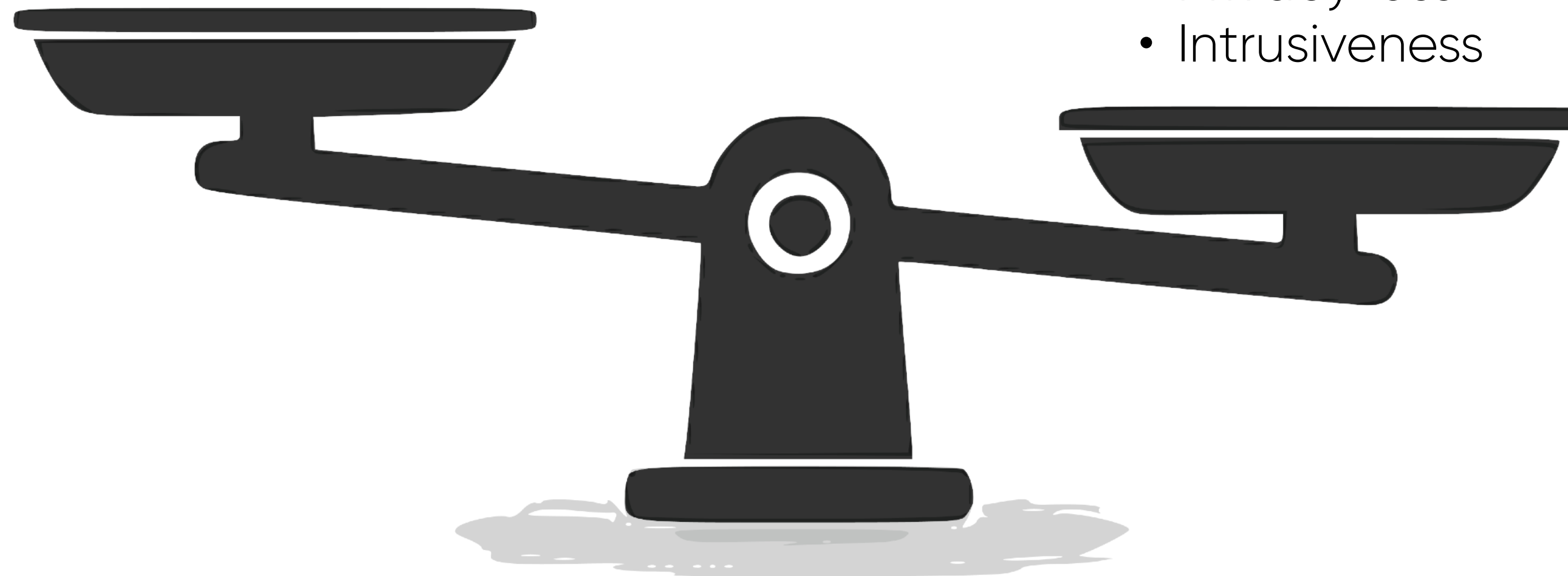
Privacy calculus: A value exchange

Benefits

- Entertainment
- Financial incentives
- Personal relevance

Costs

- Data entry
- Privacy loss
- Intrusiveness



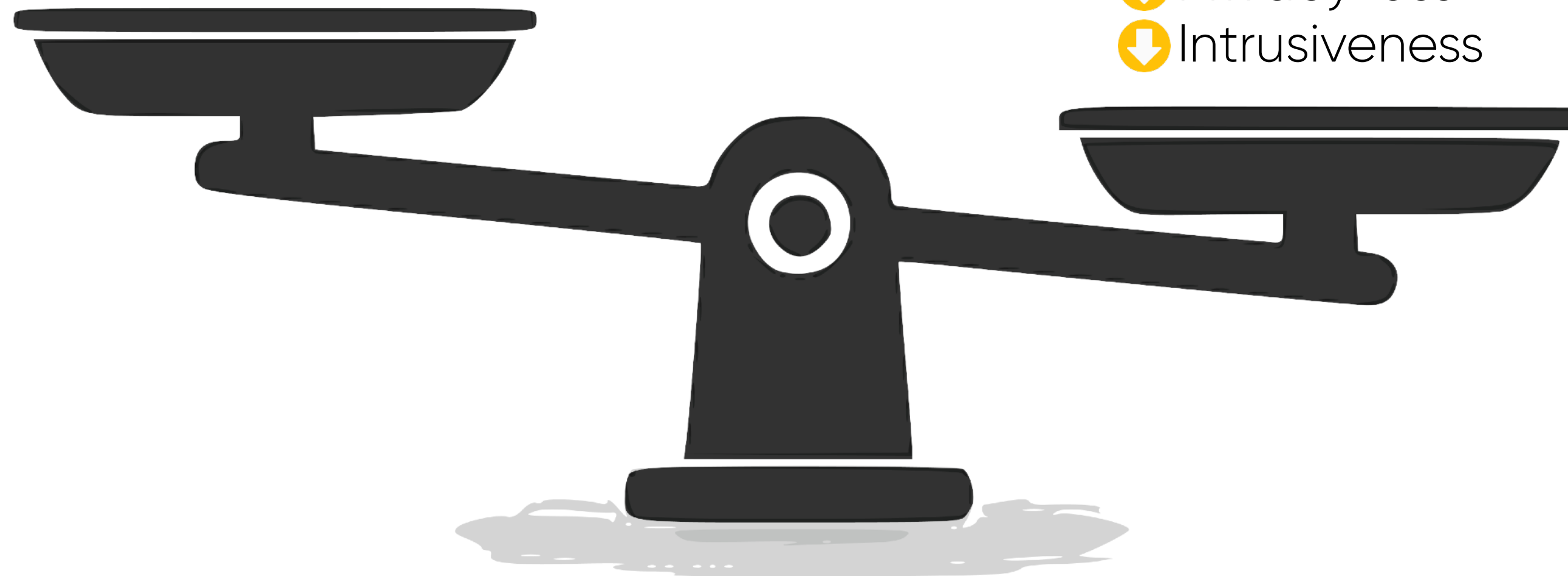
Privacy calculus: In a gamification context

Benefits

- ↑ Entertainment
 - Financial incentives
- ↑ Personal relevance

Costs

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What to consider when designing data capture?

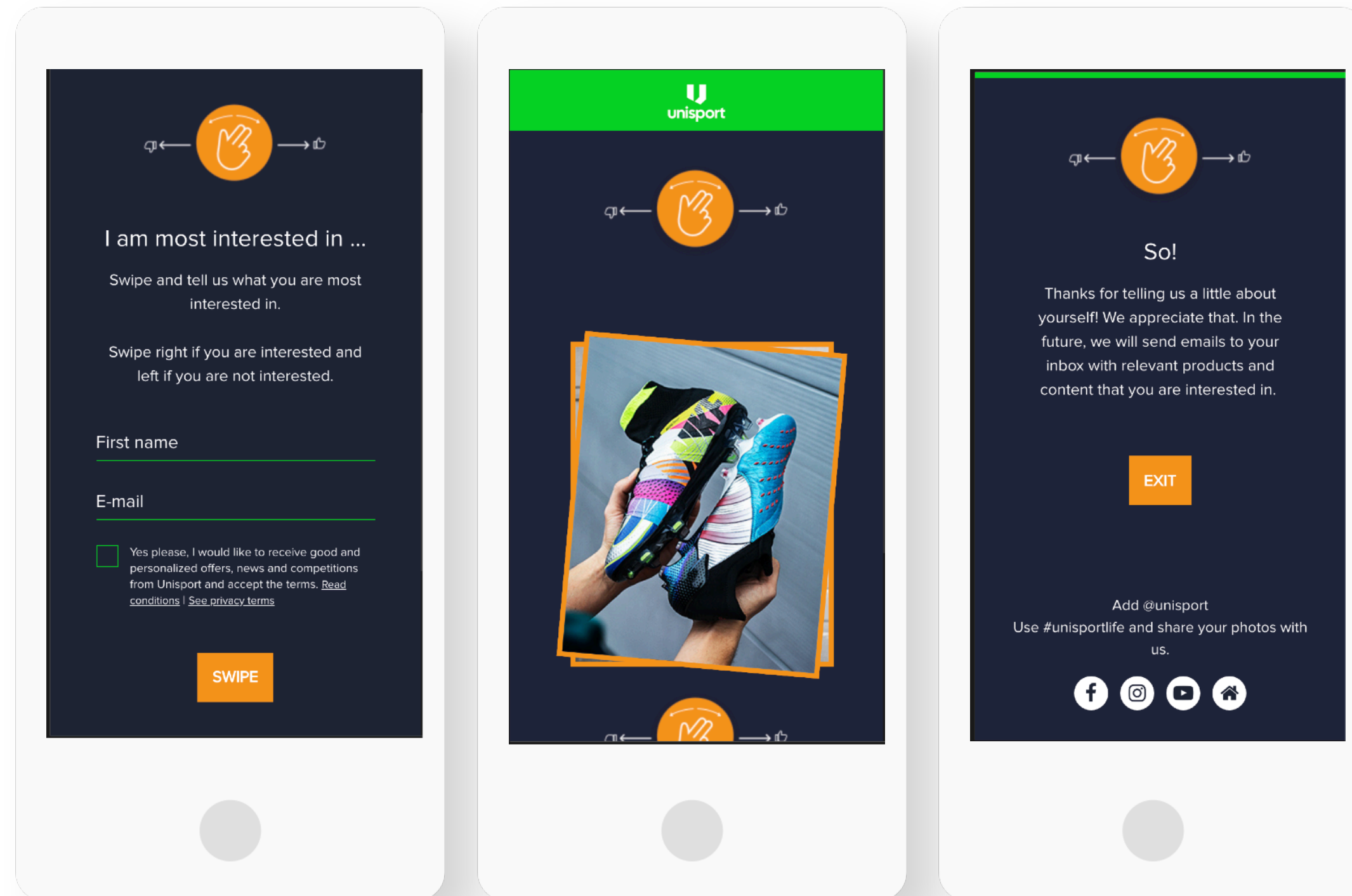
Ask yourself, What data will help my business?

Ask yourself, What are you searching for? Is it factual or preference data?

Don't ask for too much at once. You can ask for data by date if your campaign is more than a few days.

Game mechanics can get your audience involved and more open to sharing their personal data.

Ask, and you'll receive



"Marketers don't have to infer customer preferences or behavior through secondary behavior but are instead explicitly told, straight from the source. The best zero-party data is when the **customers trust the brand** and are **willing to volunteer their data** with the understanding that it will **improve their experience**."

— Merkle's 2021 Customer Engagement Report

Data type overview

	Inferred Data	Observed Data	Self-Reported Data
Third-party Data	Inferred household income	Purchase preference	Social media likes
Second-party Data	Product/category preferences	Website cookie data	Self-identified income, civil status, etc.
First-party Data	Cross-device matching	Loyalty program activity Purchase history	Date of birth Email address
Zero-party Data			Purchase intentions Preference insights

Masai

Objective

Generate more leads, while collecting valuable zero-party consumer data.

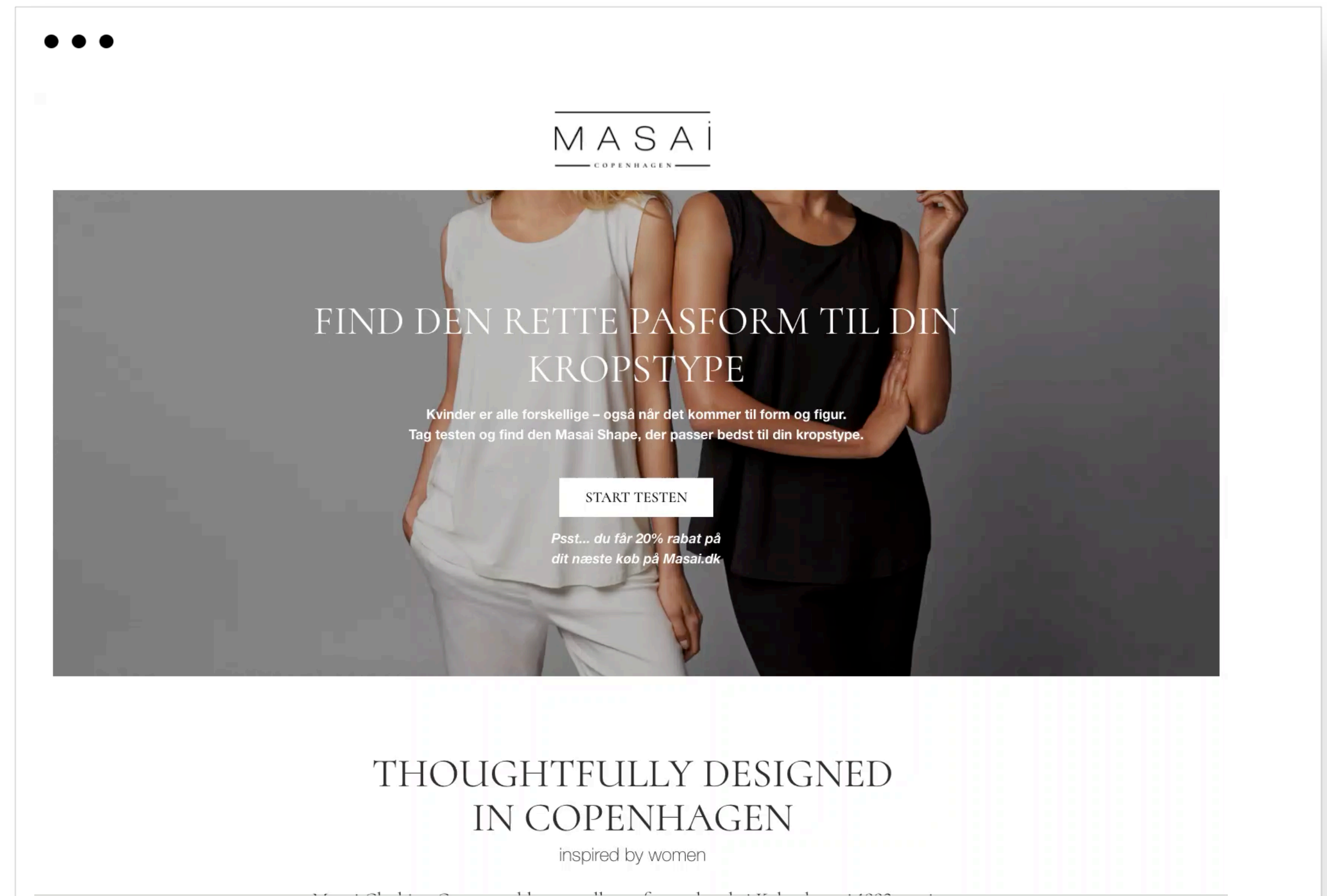
Results

Gamification has decreased time-to-first-purchase from several months to a week (!)

Reduced CPL by 50% from previous year

160k+ respondents

60k new permissions



What data enables

Informed decision-making

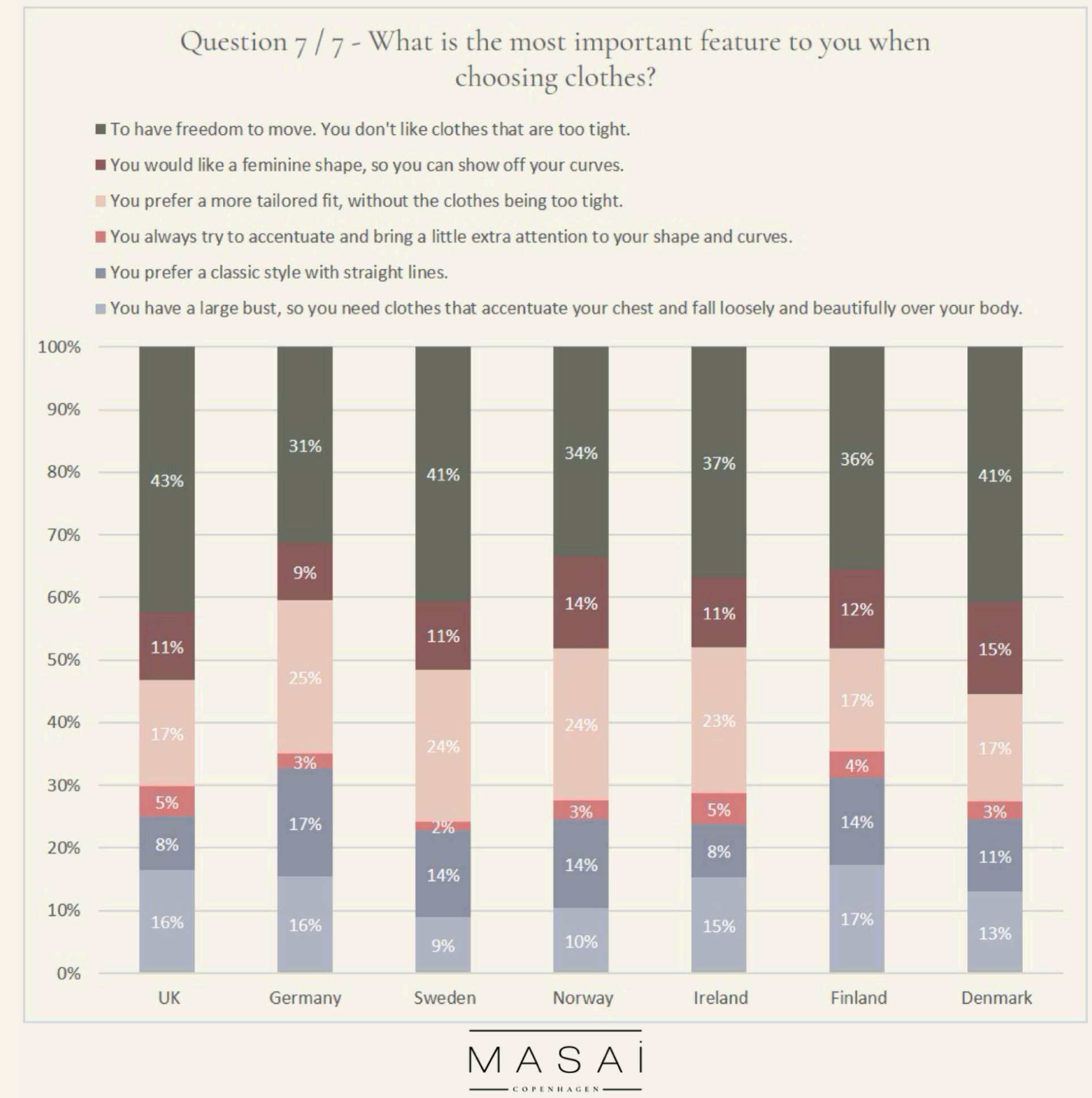
Geographic preferences can be discovered and used as a tool in retail and wholesale planning.

Product development

Insights into customer preferences, purchase intentions, and body types ensures a data-driven design and product development process.

Retail & wholesale coordination

Data on body types, color, and 'shape' preferences can be used in estimation and coordination tasks.



What to do with the data we collect?

Just getting started?

Start with defining your end goal. How can data help you achieve this? Build from there. Start looking into how that data can be integrated into your marketing efforts.

Already used to using data?

Fill in missing data in your CRM. Gamification campaigns can help.

Making decisions regularly based on data?

Use campaign statistics to make product or business decisions (like Masai).

Q&A

Winning new customers with

gamification in marketing

March 2021

