voyantis

6 Commandments of Zero-Party Data

Zero-party data is a BEAST, especially if you know how to work it to offer personalized marketing to your customers! There are many components to zero-party data that are worth delving into, so let's start at the very beginning.

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Zero-Party Data
[zeer-oh] [pahr-tee] [dey-tuh, dat-uh, dah-tuh]

Noun,
Data that is proactively and intentionally shared with a brand by customers.

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Before we dive into commandments of setting up, extracting, and squeezing the most out of zero-party data, let's clear up the differences between the different types of data real quick.

Different data types at a glance

First-party Data	Second-party Data	Third-party Data	Zero-party Data
Direct relationship with the customer	Indirect customer relationship	Indirect customer relationship	Direct relationship with the customer
Collected with consent	Collected with consent	Unknown if it's collected with consent (depends on the data provider)	Collected with consent
Individual data	Individual data	Aggregate Data	Individual data
High accuracy and reliability	High accuracy and reliability	Low accuracy and reliability	High accuracy and reliability
Not shared	Shared only with trusted partners	Shared with many companies	Not shared
Examples: – Customer email – Phone number – Purchase history – Support history – Loyalty program info	Examples: – Website activity – Social media profiles – Customer feedback – Customer surveys	Examples: – Income – Age – Education – Websites visited – Survey responses	Examples: – Communication preferences – Product preferences – Customized account configurations

As you can tell, zero-party data is different from the rest. It's more personal. You know that quote from The Godfather, "It's not personal, it's strictly business"? Yea well, zero-party data is very much both personal AND business.

Your brand will ask your customers for personal info on how you can make their experience better, then once you obtain that data, you act on it by serving up an experience that is unique to them.

Check out the image below to better understand how zero-party data works.

The mechanics of zero-party data
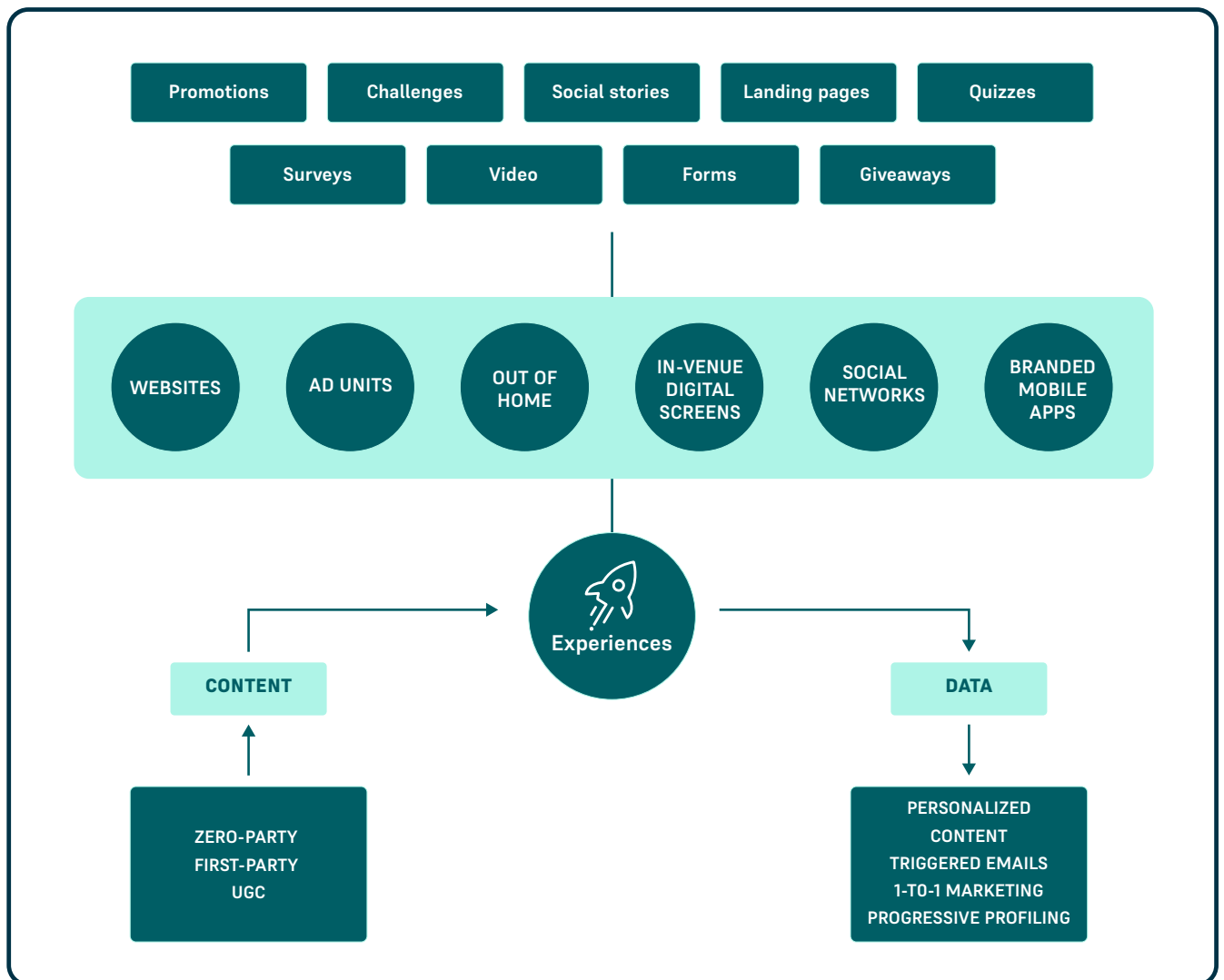
The 6 commandments of zero-party data that you need to know now

1 **Thou shalt grow and maintain a first-party data base**
You need first-party data, in order to obtain zero-party data. Okay, it sounds like we're working backwards, but in practice it's pretty obvious. After all, without a database of customers, you have no one to market to! So for starters, at the very least, you need self-reported first party data points such as name, date-of-birth and email address.

2 **Thou shalt build a direct relationship with your customers**
As with any romantic relationship, if you want the relationships with your customers to really stand the test of time, you need to plan for the future. With that in mind, it would be good to know what the preferences of your customers are, so you can provide them with a more valuable and meaningful experience. In order to build a better picture of who your customers are at the individual level, you would need to ask them of their purchase intentions and preferences. Of course, the questions would be unique to your business, but you can ask them things like their favorite shirt style, their pets' breed, or the ages of their children. In turn, you can better personalize their marketing efforts, services, offers and product recommendations.

3 **Thou shalt send personalized emails**
Remember how we previously compared customer relationships to romantic relationships? Yea well, we're doing it again here. Only instead of sending your customers love letters, you would want to send them personalized emails based on the zero-party data they shared with you. Doing so would generate a much higher uplift compared to the results of spray-and-pray email campaigns. Also—tailoring ad messages to users in different stages of the purchase funnel will enable you to build meaningful relationships with your customers.

4 **Thou shalt segment your customers based on preferences**
As you continue obtaining zero-party data from your customers, it would be a good idea to segment them in a granular way that makes sense for your brand, so you can target them with personalized campaigns and content in the future. Don't go solely segmenting them based on their ages or locations, because modern consumers don't fall into huge cohorts or homogenous groups. They each have individual needs, preferences, resources and behaviors. The more personalized your campaigns, the better the results.

5 **Thou shalt update data points through progressive profiling**
For better or worse, people change, and so will the interests, preferences, and motivations of your customers. With that in mind, your messaging and recommendations would also need to shift to their pace, to stay relevant in their world. As such, progressive profiling will help your brand keep zero-party data accurate, relevant, and up-to-date.

6 **Thou shalt use zero-party data to acquire customers with high LTV**
Zero-party data will take the existing data you have on your customers, and take it to the next level as it helps enrich your understanding of the LTV of your customers. Once you have a good grasp on the characteristics of people that demonstrate high LTV, you can go on to target additional customers that demonstrate similar LTV.