

The Ultimate Cheat Sheet for

ALL Your First-Party Data Sources

- Email lists:** You can offer discounts, deals, and gated content in exchange for shoppers' names, email addresses, and phone numbers. From there, you can use your email list to build custom audiences for ad campaign launches.
- Loyalty programs:** Use the information you have about shoppers in your loyalty program to create new customer segments and target them with more relevant communications.
- Surveys and polls:** Peek into what your customers think about your brand, your products, your competitors, as well as themselves — who they are, what they're looking for, and what products they need.
- Social media:** Especially if you're using engagement-driving tactics such as polls, social media is a great tool for gauging customer satisfaction and measuring brand awareness.
- App analytics:** Unlock valuable insights into your customers' behavior and preferences.
- Purchase histories:** Use the data you collect on what shoppers buy (and don't buy) to personalize messaging and promotions.
- SMS lists:** Collect customer feedback, build loyalty, and drive repeat purchases.
- Customer service logs:** If you have customer service teams that interact with customers over the phone or by email, customer service logs are a treasure chest of valuable information that can help you improve customer experience in the long run.
- Website analytics:** Browsing and purchasing behavior is a great starter data source for personalized campaigns and offers.
- Event registrations:** Whether for virtual or in-person events, registrations are a massive opportunity for collecting customer data, such as email addresses.
- Competitions and giveaways:** You can gather all sorts of information from competitions and giveaways, including contact details, interests, and preferences.
- Warranties or product registrations:** If you encourage customers to register their products, you can use this information to build customer profiles that tell more about who they are and what they expect from their purchases going forward.
- Customer feedback and reviews:** These are great for understanding customer expectations and preferences as well as collecting demographic information.