

3 First-Party Data Stats

You Need to Know in 2022

The future of marketing is here, and no, it's not the metaverse or NFTs — it's first-party data. With [web browsers' new commitments to user privacy](#), regulations such as the [GDPR](#) and [CCPA](#), and an industry-wide shift away from third-party tracking cookies, it's high time for brands to ramp up their first-party data collection efforts and start strategizing ways to put their first-party data to action.

Still not convinced? We'll let the numbers do the talking — here are three first-party data stats you need to know in 2022, along with actions you can take now to ensure your brand doesn't get left behind.

1. [52% of marketers](#) say their brands have prioritized digital experiences as a way to collect more first-party data.

What this means: Think outside the box when it comes to ways you can collect first-party data. From gated content to registration-required webinars, there are plenty of opportunities to gather shoppers' contact information, as well as learn more about their demographics, needs, and wants.

Your turn:

- Identify all your first-party data sources
- Develop a first-party data collection strategy
- Brainstorm new ways to put your first-party data into action

Learn more about your first-party data sources [here](#).

3. The global contextual advertising market is expected to reach [\\$335 billion by 2026](#).

What this means: With more and more brands flocking to contextual targeting as a way to deliver targeted marketing without tracking cookies, you want to get started ASAP before the market gets oversaturated.

Your turn:

- Brush up on your understanding of contextual targeting
- Determine how contextual targeting fits in your marketing strategy
- Launch your first contextual targeting campaign

Learn more about AdRoll's contextual advertising solutions [here](#).

2. [83% of shoppers](#) are concerned about sharing personal data with companies online.

What this means: You need to offer something of true value in exchange for shoppers' personal data, whether that's an irresistible discount, freebie, or piece of content. And try not to ask for too much upfront — you can always ask for additional information, such as their birthday, later as you build your relationship.

Your turn:

- Identify what type of offers your shoppers find valuable
- Brainstorm new ways to add trust to the customer experience
- Remove any unnecessary top-of-funnel personal data requests

Learn more about connecting with and nurturing your customers [here](#).