

# WHAT IS FIRST-PARTY DATA?

And what it means to you.

## WHAT IS FIRST-PARTY DATA?

Unique information a business collects directly from its **engaged** and **consenting** audience on digital channels.

Endeavor collects first-party data through newsletter and magazine subscriptions, website forms that provide access to gated content, website behaviors or actions, purchase history, and surveys.



## THE BENEFITS OF OUR DATA

- Endeavor obtains its first-party data directly from our audiences, reflecting their interactions and engagement with our brands, events, and tools. Marketers can trust that this information is both accurate and privacy-compliant, enabling them to segment and target audiences effectively for their campaigns.
- By utilizing behavioral data acquired from our customer data platform and proprietary marketing technology, we partner with Marketers to create personalized campaigns that not only generate leads but also foster loyalty.
- We invest significant time and resources in handling and storing first-party data, making it easy for Marketers to efficiently access their desired target audiences and effectively optimize resources and campaigns for successful outcomes.

Leveraging Endeavor Business Media's first-party data provides valuable insights and opportunities for Marketers to enhance their targeting, personalization, and overall marketing strategies.

# 2.9X

According to Think With Google and Boston Consulting Group, brands using first-party data in key marketing functions achieved a 2.9X revenue lift and a 1.5X increase in cost savings.

