

What Marketers Need to Know

6 First-Party Data
Strategies Competitive
Brands Need for Success



Your data is gold. Why aren't you mining it?

Data is often referred to as the "new oil," but **87% of marketers report that it remains one of their most underutilized assets.***

Why? We know it can be challenging to turn raw data into actionable insights, impossible to integrate data from multiple sources in a meaningful way, and mind-numbing to work with data platforms that overpromise and under-deliver on ROI.

We also know you are ready for a solution.

It's time to fix your overpromising, under-delivering martech stack.



Stop relying on cookies. Start owning the customer journey.

Historically, much of the data used for programmatic advertising and ad targeting was driven by third-party cookies, but with browsers like Google Chrome limiting or blocking these cookies, marketers are left with outdated, incomplete data that often relies on look-alike modeling to fill in the gaps.

Stop letting Google dictate your strategy. Collected directly from users via a brand's website, apps, and other touchpoints, **first-party data is the backbone of marketing.**

Avoid data limitations.

Don't fall for the hype.

Get data that lasts more than 7 days.



Don't let anonymous traffic stay a mystery—unlock the value.

98% of website traffic comes from anonymous users.* Millions visit, and you know none of them. It's time to change that.

Most upper-funnel activities—awareness, research, and comparison—occur without logging in, while users typically log in only when ready to purchase. This creates significant blind spots that almost all solutions never address.

You can get value from this audience, capture insights, increase conversions, and provide better experiences. You just need to stop using the wrong tech.

Ditch the blinders. Unlock the power of identifying anonymous visitors.



*Dynamic Yield, *The value of anonymous visitor tracking for personalization*

Regulations are tightening. Turn compliance into a competitive edge.

Embracing security, data protection, and privacy is not just a necessity but a competitive advantage. Staying compliant with evolving data privacy legislation protects your business from costly penalties while fostering trust through robust security measures.

Proactively addressing emerging threats safeguards your reputation and bottom line, demonstrating a commitment to privacy that sets your brand apart. Prioritizing these principles ensures operational integrity and positions your company as a leader in a rapidly changing landscape.

Adopt a proactive mindset to compliance.

**Pro-tip: Choose privacy-minded tech
that has security built in.**



AI without oversight can mean biased outcomes. Are you covered?

AI is only as good as the data it processes. Most companies will discover that their datasets are largely unstructured, incomplete, and riddled with biases—a result of years of haphazard data collection through websites and apps.

Did you know that tagging inherently introduces human bias? This is true for the simple fact that you are only tagging for the data that you have determined you will need at that moment in time.

Future-proof your data and keep data bias at bay.

Get data without limits and maximum agility.



Personalization starts with knowing. Do you know what they actually want?

Personalization continues to be one of the most effective strategies for increasing engagement and driving revenue. 90% of leading marketers say that personalization significantly contributes to business profitability.*

Most solutions claim they do real-time, hyper-personalization. How is that working out?

Give your customers what they want, choose technology that allows for in-the-moment marketing with millisecond connections.

Take your personalization to the next level – it's time for live-time!



What you can do NOW!

Stop working with dinosaur tech:

Choose innovation and plan ahead.

Data solutions should be forward-thinking. You may think you know what you need tomorrow, but that is often not the case.

Quit trying to make underperforming tech happen:

Choose smarter data tech.

Work with solutions that make it easy to collect, contextualize, and act on your data.

Don't do more of the same:

Choose to add value today.

Choose a solution that gives you value day one—not one that takes months on end to implement and years to show results.



Looking ahead...

- ✓ Cookie deprecation will continue to disrupt tracking and targeting strategies, forcing marketers to invest in first-party data and consent-based advertising.
- ✓ The need for better data accuracy, the elimination of data silos, and an increased emphasis on live-time personalization will only continue to grow.
- ✓ Privacy regulations will increase, with more stringent global laws governing how data is collected and used.
- ✓ Moreover, the rise of ethical AI will become a critical focus for businesses, as consumers demand more transparency and fairness in how their data is processed.

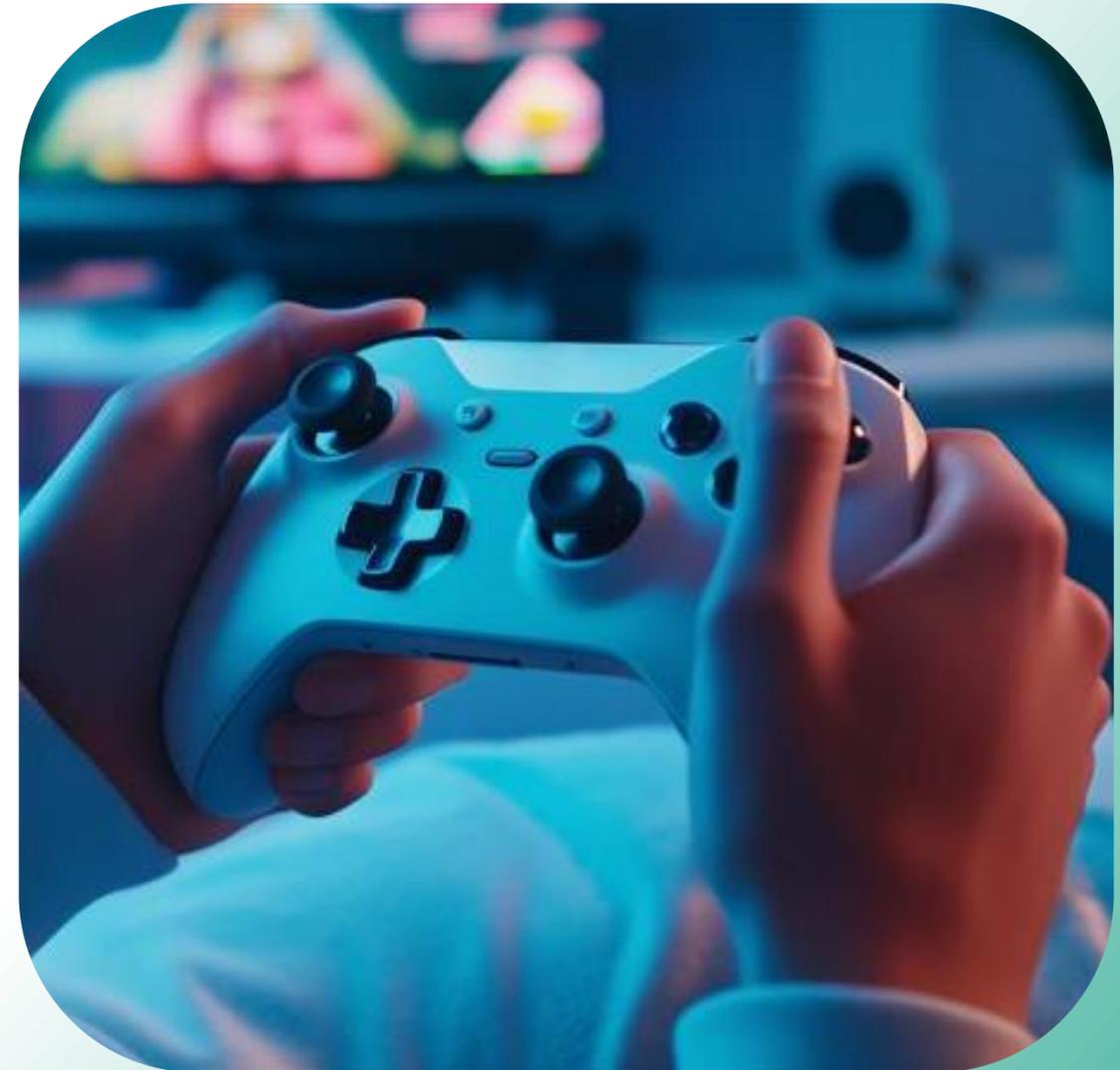


CELEBRUS IN ACTION

CLIENT SUCCESS: GAMING

Turn anonymous traffic into actionable insights

- A major gaming brand couldn't connect digital interactions — whether users were logged in or not — with loyalty status, limiting personalization across channels like email.
- With Celebrus they unlocked multiple decisioning workflows and achieved:
 - **5x** email engagement
 - **15%** media spend optimization



CELEBRUS IN ACTION

CLIENT SUCCESS: RETAIL BANKING

Deliver smarter personalization with richer, real-time data

- A retail bank was struggling with lagging marketing and losing opportunities.
- With Celebrus they achieved:
 - **2 days** to create new targeted messages instead of 3 weeks
 - **85% reduction** in time to deploy personalized web messages
 - **Millions** in savings with faster time to market



CELEBRUS IN ACTION

CLIENT SUCCESS: GLOBAL BANK

Fix nagging CDP issues to propel ROI

- A top 10 global bank abandoned a CDP after months of failed integration and security concerns.
- With Celebrus they achieved:
 - **Complete** identity profiles
 - **Continuous data** from all interactions across devices and channels in real time
 - **10x ROI** in decisioning within 6 months



Ready to revolutionize your data strategy?

Meet  celebrus

[Book your demo today](#)

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