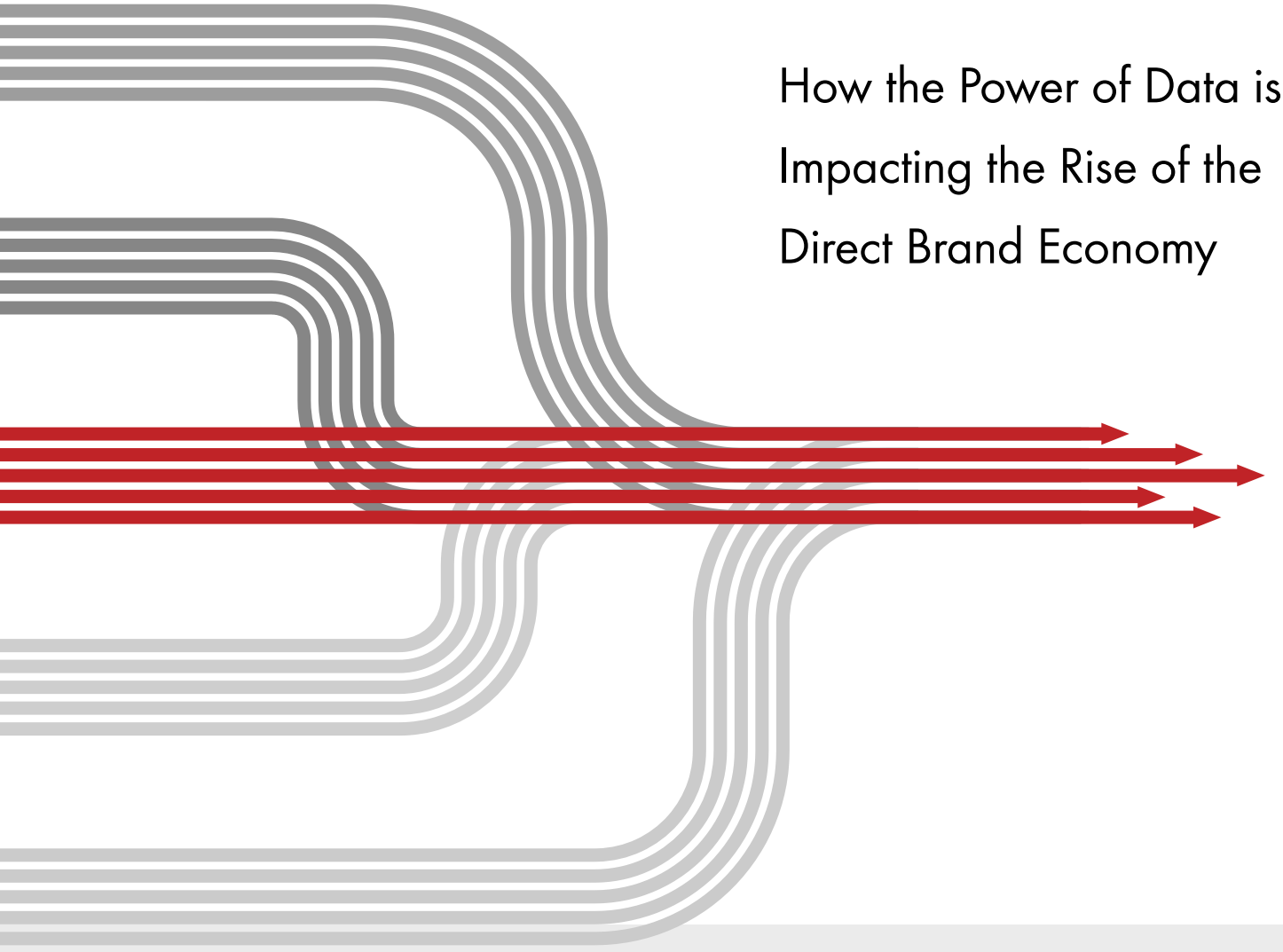
iab. DATA

Defining the Data Stack



How the Power of Data is Impacting the Rise of the Direct Brand Economy

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This document was developed by the Interactive Advertising Bureau Data Center of Excellence in partnership with the Data Benchmarks and Activation Committee's Working Group, Defining the Data Stack.

About the Data Center of Excellence

The **IAB Data Center of Excellence** is an independently funded and staffed unit within the IAB. Founded to enhance existing IAB resources and to drive the "data agenda" for the digital media, marketing, and advertising industry, the Data Center's mission is to define boundaries, reduce friction, and increase value along the data chain, for consumers, marketers, and the ecosystem that supports them. IAB Data Center of Excellence is focused on:

- Gathering industry thought leaders to set and drive the "data agenda"
- Funding industry research to provide benchmarks and actionable insights on data management across platforms including mobile, programmatic, and the "internet of things"
- Developing industry best practices, guidelines, and standards for privacy, data security, and consumer data protection
- Creating educational materials including certification, infographics, videos, webinars, and seminars to demystify data for marketers and advertisers
- Hosting data focused events that feature industry luminaries to discuss data related topics.

About the Data Benchmarks & Activation Committee

The purpose of the **Data Benchmarks & Activation Committee** is to understand and quantify both industry-level and organizational applications of data and determine education, processes, best practices, and guidelines that facilitate effective uses of data for business and marketing functions.

The Data Benchmarks and Activation Committee includes member representatives from many of the following companies:

4INFO
ALC
Conversant Media
Critical Mix
Cuebiq
Disney Interactive
Drawbridge
Eyeota
FreeWheel
GroupM
IBM Watson Advertising
IgnitionOne
Index Exchange
IPONWEB
LinkedIn
Liquidus Marketing
Media Japan Network
MiQ
Mixpanel
Nucleus Marketing
Pandora
PMG Worldwide
Research Now SSI
Sales Athlete, Inc.
Sizmek
StackAdapt
Taboola
The Trade Desk
TripleLift
Unruly
Verve
VEVO
WebMD

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1. Executive Summary

How the Power of Data is Impacting the Rise of the Direct Brand Economy

The world of brands is changing: barriers to entry have collapsed and the path to consumers is direct. A new wave of brands who engage with consumers directly have risen and have been able to successfully establish themselves among consumers. Direct Brands have done this by applying insights and learnings derived from the data at their disposal, unlocking effective, ongoing, direct relationships between brands and their customers.

The Data Benchmarks & Activation Committee within the Data Center of Excellence determined a need to take a deeper dive into this shifting business paradigm. As a prerequisite we acknowledge the need for a baseline understanding of how different types of data can enhance business performance for brands when used properly.

This is a guide to help navigate the data marketplace. Data is a powerful tool which, if harnessed and properly deployed, can help brands better connect and engage with consumers and give them an advantage against the competition. Direct Brands are the proof that such results can be achieved even with limited resources. Traditional brands can apply a number of these learnings and best practices to enhance their own strategy and execution tactics as much as new Direct Brands looking to break into the space.

Choosing the best data for the brand's goals becomes an exercise of qualifying needs. When data strategies develop around the stories brands want to tell and the challenges they face, it's easier to determine which data will hold the most value, both in terms of insight and usability.

What data should I utilize to make these platforms produce the metrics that I need?

How do I do this in the smartest way possible?

What do I put into this machine?

So how to get started?

The purpose of this primer is to help you identify a framework to

1. Assess your current capabilities.
2. Understand what additional resources you could benefit from and what to look out for.
3. Identify the right mix of 1st, 2nd, and 3rd Party data to drive your specific business objectives adapting the mix over time as needed.

2. Identifying a framework for success

How to address your data challenges

As data practices mature within the industry, the vast amount of data to leverage continues to increase. While the potential may change, the purpose will remain consistent. Data tends to be used for a few core marketing focuses: planning, activation, reporting and optimization of each stage.

Much of the data pivotal to business and marketing insights will be used at all stages, while other data will provide specific critical insight. Embracing a holistic view as early as possible will help ensure that gaps aren't missed, performance can be tracked accurately, and future work can iterate from a strong foundation.

For example, a brand that wants to know more about its consumers to determine their best target audience for a new product may use information it already collected on its own customers (1st party), purchase consumer behavior data if they plan an online launch, as well as geotargeting data if it will be accompanied by an in-store promotion. Over time new data might be used based on the results of previous activations, to achieve better insights, and/or as an organization's scaling needs evolve.

Assessing Your Data Needs

Phases		Common Uses
	**Foundation / Identity** From CRM to identity graph, to data collected from a registration page, the objective of the foundation phase is to join data across datasets, or sources, to gain a full picture of your consumers.	Used to link online and offline data as well as across devices. Choose your partners carefully with the expectation that they will be in use for years, stability is of key importance. ***1st party example: CRM data*** ***3rd party example: panels; identity graphs***
	**Fact Collection** Individual events that can be used for modeling or direct [re]targeting.	Can be used for targeting or modeling. Using a stable identity layer, the facts that are collected can change based on the needs of an initiative. ***1st party example: Site Events (i.e. form fills, registrations, purchases)*** ***3rd party example: purchase history, location data (visitation patterns)***
	**Modeling/Segmenting** Collected or modeled information about audiences based on observed fact/event data.	Used to create audiences for segmentation and targeting. While performance optimization benefits from stable, slow-changing segment data, the introduction of new data will be based on need. ***1st party example: Modeled facts*** ***3rd party example: Demographic data***
	**Reporting** Typically, post-campaign delivery data, but can include any observation.	Used for campaign optimization, campaign performance. Having stable reporting is almost as important as a stable identity foundation. Great care should be taken to choose the right data needed to build the right metrics and KPIs to inform marketing and the business. ***1st party example: In-house campaign reporting*** ***3rd party example: Viewability reports, Attribution reports***

3. Defining the ecosystem

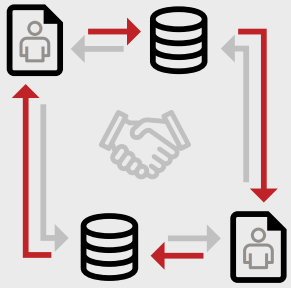
Understanding 1st, 2nd, and 3rd party data

Ultimately, which kind of data will benefit you the most, and therefore which types should be part of your very own data stack will depend on your current business state, on your objectives, and on the use cases you want to address. This is why it is so important to understand the different types of data available in today's ecosystem.

Before going into the different data sets available to marketers, it is important to understand the differences between first, second, and third party data, and why they matter.

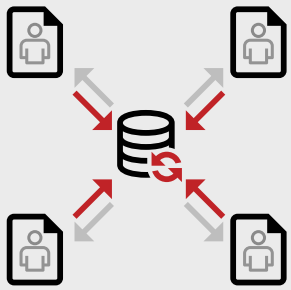
First Party Data

First party data is your own data. It includes the information you collect directly from your customers, such as: data you have in your CRM, your subscription data, your own social media data, etc. As this is data that you collect directly from your customers or target audience, it is typically accurate, relevant and presents the least privacy concerns because you have full control over its collection, ownership, and use.



Second Party Data

Second party data is another company's first party data that has been shared for the purpose of creating audience segments or insights for the brand's use. This party data can be purchased directly from the company that owns it, or can be found through a data co-op. Second party data often includes the same type of information you could collect as first party, such as: website activity, customer surveys, location data, etc. As you acquire this data directly from its owner it is important to evaluate its attributes, quality and privacy compliance. Its value lies in the fact that it allows you to access data that you do not have available as first party, and because you establish a direct relationship with the data provider you are typically able to evaluate and control its quality and privacy compliance in more detail.



Third Party Data

Third party data is data that has been sourced and aggregated by a company that is not the original collector of the data and made available for sale to a brand or platform. A key advantage of this type of data is that it allows you to amplify the scale and scope of the first party data at your disposal. For example, marketers can use it to build upon their audience segments and deepen the understanding of their interests and behaviors. Examples of third party data include: demographic and psychographic data, intent, online and offline interests, etc.

DEFINING THE DATA STACK

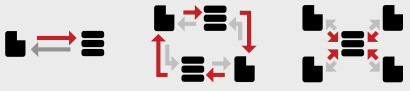
3. Defining the ecosystem (continued)

Your data stack will likely be composed of a combination of first, second and third party data. What percentage each takes up will depend on your in-house capabilities, the way consumers interact with you, whether you want to invest in growing your first party data or rather rely on second party to fuel your data stack expansion. Third party data will come into play to boost your reach when activating advertising campaigns.

Which types of data you'll need (more of) will largely depend on the vertical you are in and the specific strategies you plan on setting in place for your brand. Is survey data important for you to understand your brand health? Do you have transaction data or, for example if you are a CPG brand:

- Do you rely on third parties?
- Do you need location data to better understand how consumers behave while in your stores and which competitors they visit?

The following table provides an overview of the most common data sets that are part of markers' data stack. The table provides insights on typical use cases and advertising objectives that the data solves for, along with the designation of whether it is 1st, 2nd, or 3rd party data.



Dataset	Type			Common Use Cases	Common Advertising Objectives
	1ST PARTY	2ND PARTY	3RD PARTY		
CRM	✓			Segmentation, Targeting, Attribution	Online performance Sales
Survey	✓	✓	✓	Sentiment	Brand health
Loyalty cards	✓			Segmentation, Targeting, Attribution	Store performance Sales
Location	✓	✓	✓	Planning, Segmentation, Targeting, Attribution	Brand health Store performance
Online transaction data	✓		✓	Attribution	Online performance Sales
Offline transaction data	✓		✓	Attribution	Store performance Sales
Demographic	✓		✓	Segmentation, Targeting	Audience building
Weather			✓	Seasonal trending	Event trigger
Psychographic	✓		✓	Segmentation, Targeting	Audience building
Firmographic	✓		✓	Segmentation, Targeting	Audience building

For more information on Data terms, please refer to the Glossary at the end of this document.

DEFINING THE DATA STACK

3. Defining the ecosystem (continued)

A Note About Privacy Compliance

Privacy Compliance: no matter what type of data you use and whether you collect it directly or leverage 2nd or 3rd party providers, it is paramount to ensure that your organization's data practices respect consumer privacy and are compliant with all applicable laws. Key considerations include:

(1) **Consent:** ensuring that the user provided consent to collect and use their information wherever applicable.

(2) **Transparency:** ensuring that the user is clear on what information is collected, its uses, and what options consumers have in this regard.

(3) **Control:** ensuring that the consumers have clear options to manage opting out of data collection and use.

4. Managing the data stack

In an age where consumers are increasingly accustomed to messages tailored to their specific needs, the impetus for targeted messaging is compounded. Consumer knowledge that informs who might be receptive to a brand message, that message content, when or where it is delivered, and at what time, is the foundation of useful data, be it first, second or third party.

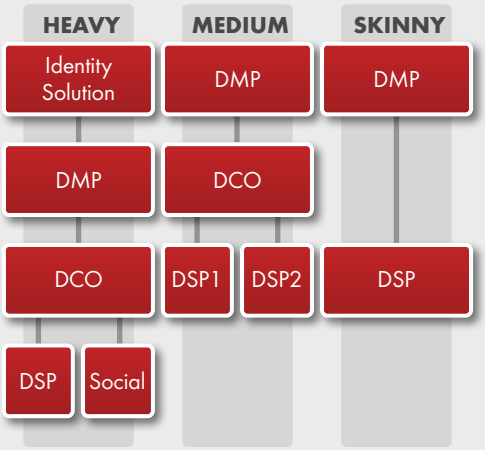
The datasets presented in this guide can assist an organization in taking toll of its assets and their value. This understanding is foundational to formulating a data management strategy. While all organizations utilizing advertising data would likely benefit from formulating policies about how to source, safely manage privacy-protecting approaches, and activate data, those with first party data likely have the most to gain from this practice.

Overall needs have grown more sophisticated, so too has the decision tree for those making decisions about what software is best suited to manage a company's data needs.

Historically, publishers held the data for audience development which allowed them to segment and monetize the user as an innovative solution for brands. As the ecosystem matured publishers were one of many who held valuable data for audience and customer transactions. As audience buying became a widespread practice, it brought to life what we experience today where many companies share in the consumer data ecosystem.

While the data and technology practice is more defined, we also must consider brands, agencies and new businesses are actively developing data solutions designed to create greater efficiencies. Features often considered in a company's evaluation matrix include:

- Ease and ability for data ingestion
- Classification (B2B, B2C, etc.)
- Distribution
- Software sophistication, i.e. ability to perform the types of reporting and analysis needed to manage the assets
- Data security and leakage protection
- Present and future needs for both sales and marketing organizations



DMP – Data Management Platform

DCO – Dynamic Creative Optimization

DSP – Data Supply Platform

For more information on Data terms, please refer to the Glossary at the end of this document.

5. Take your own data assessment

In the last section of this primer you will have the ability to identify where your business, in its current state, sits within the data landscape, and as a result identify the areas of opportunity and growth for your data stack.

The following matrix presents 4 quadrants based on data types, and amount of first party data you have as an organization:

High amount of first party data vs. Low amount of first party data (left to right)

- **Owned Data:** HIGH typically includes brands that collect or have access to large amounts of first party consumer data. Generally, brands that collect data as part of the purchase process (either shipping data, registration data, or demographics data) and own the consumer purchase channel.
- **Owned Data:** LOW typically includes brands that do not collect or have a hard time accessing first party consumer data. Common reasons include limited distribution channels, distance from consumer touchpoint, business in stage of infancy, etc.

Data assets that originate offline vs. data assets that originate online (top to bottom)

- **Online Data:** Typically includes brands that collect data from predominantly online operations. Data may be collected via cookie, online declared data, Registration/Login, product data, preference data, etc.
- **Offline Data:** Typically includes brands that collect data predominantly in offline environments, such as vehicle registrations, shipping, loyalty card transactions.

In each quadrant you will find a series of identifier questions to help guide you in your placement within the matrix, and accelerate how you approach next steps to get your data stack where you want it to be.

FOR A FULL DATA ASSESSMENT VISIT WWW.IABDATAMATURITYMODEL.COM

DEFINING THE DATA STACK

5. Take your own data assessment (continued)

Data Assessment Matrix

HIGH AMOUNT OF ONLINE DATA

ONLINE

Zappos Casper verizon lendingtree

ASSESSMENT QUESTION	DATA EXAMPLE
Do you know you who your consumers are? Yes, tags, cookies-hi online	**Tags/DMP/ Identity**
How much insight do you have into what else your consumers do?	**Panelist & Segment Providers**
How much information do you collect on your consumer? (email, cookie, profile, demographics, financial, etc.)	**Post-campaign reporting, Sales (transaction), Location, Segmentation, Panelist**
What partners do you need to understand more about your consumers and what drives them to your brand?	
Where can you find more consumers and optimize marketing?	

HIGH ONLINE

allbirds Blue Apron quip

ASSESSMENT QUESTION	DATA EXAMPLE
How much do you know about your consumers already?	**CRM, Identity, Panelist**
What research have you done that supports your go to market strategy	**Sales, Post-campaign delivery**
Are you bridging online and offline? Prior to launch?	**Identity, Match Provider**
Where can you find more consumers and optimize marketing?	**Panelist, Segmentation, Post-campaign, Location**

HIGH AMOUNT OF OWNED DATA

LOW AMOUNT OF OWNED DATA

OFFLINE

GENERAL INSURANCE Regional Banks

What regulations and compliance issues do you face that limit your ability to use your data?	**Consent Management**
How much do you know about your consumers already?	**CRM, Panel**
Can your offline data be used for online targeting?	**Identity, Match Provider**
How will you measure success and maintain a strong identity when running marketing campaigns?	**Delivery Reporting, Transaction/ Sales Data**

LOW OFFLINE

Fast moving consumer goods

Amy's TATE'S BAKE SHOP SARGENTO

Is your company positioned to benefit from knowing your consumer more than you do today?	**Panel, Transaction**
What data are you collecting on your consumers today?	**Tags/DMP**
Where can you find more consumers?	**Panelist & Segment Providers**
Based on your media investment do you have financial support to invest with technology partners for the next 3-5 years?	**CRM, Identity, DMP**

LOW AMOUNT OF ONLINE DATA

** Brand logos used for visual representation only.

DEFINING THE DATA STACK

5. Take your own data assessment (continued)

What's Next?

Below you can find a series of recommendations to help guide the growth of your data stack, based on your position in the matrix and on the level of sophistication of your organization.

High Online:

- Did you find that you are collecting a majority of your information from online visitation and storing CRM? Based on this assumption, how well are you positioned to understand how your consumer views and engages with content? As a next step you will need to think about how to personalize your messaging based on environmental impacts (weather, location, interests, etc.) as well as how you develop a media investment strategy based on where your most valuable consumers are and where you are able to invest to find more like them.

High Offline:

- Did you find that you are currently collecting important information on a majority of your customers, and feel confident in the data you own, or do you think you need to purchase more data to further build a strong foundation of consumer understanding? Ultimately as a next step you will need to think about how to connect your offline data assets to the online world, to be used in your marketing campaigns. Depending on the restrictions you may face as a business, you may be limited in your ability to use this data for online advertising purposes. Ensuring that you have the right partners to help you bring your data online and activate would be your strategic area of focus.

High Owned:

- Did you find that your priorities and concerns are focused on building awareness efficiently as well as overall acquisition growth? Ultimately as a fast-moving DTC brand you may be focused on overall media consumption based on your core consumer and ensuring you have a significant presence in those formats. Additionally, once you make a sale, your CRM should be used to increase efficiency in any digital media by using industry wide modeling techniques, as well as suppression.

Low Owned:

- Did you find that you are currently challenged in growing your first party data? Based on your financial and/or technology resources you will want to identify if the best avenue is to devise a plan to grow your first party data collection or develop partnerships to access second party data and amplify the insights at your disposal through third party data.

Now that you have all the pieces, and know which pieces are missing, you can build your roadmap to building a formidable data stack that will capitalize on your brand's knowledge and consumer relationships.

Glossary

TERM	DEFINITION
CAN-SPAM	Rules and requirements that gives recipients the right to unsubscribe from commercial messages.
CCPA (California Consumer Privacy Act)	State level law that aims to safeguard Californians' privacy by allowing consumers to opt-out of the sale of their personal information.
Clusters	Data models that prove accuracy of a given audience type within a particular geo, based on a variety of factors, such as income, age, lifestyle, homeownership, etc.
Compiled Data	Data aggregated from publicly available offline sources and partnerships; usually non-transactional offline data.
COPPA (Children's Online Privacy Protection Act)	A US federal law that prohibits the online collection of data from minors under the age of thirteen.
CRM Data (Customer Relationship Management)	CRM data is information collected on the customer or potential customer and managed by the marketer in their customer relationship management system (CRM). It is considered to be 1st party data. It can include: Offline data, which is customer data from offline activations such as coupon mailers, sales flyers, loyalty cards. This data can contain personally identifiable information such as name, address, phone number. Online data, which is customer data from online activities such as website visits, website registration, online transactions. This data can contain personally identifiable information such as email, name, address, phone number, purchase information.
Data Co-Op	Cooperative database that merchants can participate in to gain access to second party data.
Data Enhancement or Enrichment	Data, typically 3rd party, that is used to add more information to first party data. Examples includes data such as: Industry, Company Size or Annual Sales Volume for B2B markers. For B2C marketers some examples might be Home Ownership, Presence of Children, etc.
Data Onboarding	Data onboarding is the process of transferring offline data to an online environment for marketing needs. Data onboarding is mainly used to connect offline customer records with online users by matching identifying information gathered from offline data sets to retrieve the same customers in an online audience.
Demographic Data	Anonymized data that can consist of: age, gender, income, presence of children, size of household, location of household/residence, education level, marital status. Demo data can be at an individual or household level.
Deterministic Data	Deterministic data is obtained from a direct input, it is not modeled data. For example, a user's name and address, email or phone number that is collected through an online registration form or offline from mailing lists.
Fair Lending Laws	U.S. legislature that ensures an unbiased treatment of all customers. This prohibits audience targeting of any type that considers attributes listed as Protected Classes under the Equal Credit Opportunity Act.
Firmographic Data	Firmographics are descriptive attributes of firms that can be used to aggregate individual firms into meaningful market segments. Firmographics are to businesses and organizations what demographics are to people. This dataset is typically used for B2B marketing. It can be collected from both online and offline sources and segmented into categories such as job function, company size, revenue, decision makers.

DEFINING THE DATA STACK

Glossary (continued)

TERM	DEFINITION
First Party Data	Information that you own and collect directly from your own customer base. (ie: data from your own CRM)
GDPR (General Data Protection Regulation)	European legislation that aims to ensure protection and privacy for all individuals within the European Union by imposing rules on controlling and processing personally identifiable information (PII).
HIPAA (Health Insurance Portability and Accountability Act)	A nation-wide regulation that maintains the privacy and security of certain medical information pertaining to an individual.
Identity Graph	An identity graph, or ID graph, is a database that houses all the known identifiers that correlate with individual customers.
Intent / In-Market Data	User-level data about consumers who demonstrated very strong likelihood and intent of making a purchase in the near future. Examples of datasets that indicate intent include (but are not limited to) online traffic data and location data. Intent data can be both probabilistic and deterministic, for example some providers will take a seed audience and create a lookalike audience based off the behaviors of the seed in order to reach a larger number of users. Vertical examples can include Auto, Education, Financial, Retail and Travel.
Interest Data	User-level data about consumers who demonstrated an interest in areas such as news, travel, entertainment, finance, fashion. Not to be confused with intent, these users are not necessarily in market.
Location Data	Anonymous, user-level data collected from a mobile device and that provides anonymous information about its current position in space. It can be collected via SDK, via single app panel, via ad calls, or a combination of the above. Each data collection methodology has a different impact on the properties and quality of the data. Location data is typically used to provide footfall attribution, audience segments for targeting, offline analytics based on the understanding of consumer offline patterns. It can be 1st, 2nd or 3rd party data.
Lookalike Model	Lookalike models are used to build larger audiences from smaller segments to create reach for advertisers. The larger audience reflects the benchmark characteristics of the original audience. In the context of marketing, lookalike modeling can be used to reach new prospects that look like a marketer's best customers.
Loyalty Card Data	Data that is collected from loyalty cards such as retailers, grocery stores, drug stores, etc. Loyalty card data often includes both PII data and transactional data. Advertisers (with whom the loyalty card program belongs to) can store this information in their CRM and work with their DMP to onboard the data to match to a cookie and create audience segments. This information can also be passed along to data aggregators for the purpose of creating 3rd party audience segments.
Offline Data	Data collected in offline environments, such as vehicle registrations, shipping, loyalty card transactions.
Online Data	Data collected from online operations. Data may be collected via cookie, online declared data, Registration/Login, product data, preference data.
Personally Identifiable Information (PII)	Information included in any data set that allows users of the data to resolve the real-world identity of the data subject.

DEFINING THE DATA STACK

Glossary (continued)

TERM	DEFINITION
Probabilistic Data	Probabilistic data in an audience group with a high probability to have been accurately profiled. Probabilistic data is created from a subset of deterministic data from which a model is built to identify a larger targeted audience.
Propensity Data	Propensity data defines customers based on their possibility of a successful conversion or completion of a specified event.
Psychographic Data	Psychographic data consists of information about a person's lifestyle, values, attitudes, interests and personality traits.
Second Party Data	First party data that is owned by someone else, and obtained directly from the original data owner.
Seed Data	The first-party data asset(s) used to generate a lookalike model.
Segmentation Data	A way to intelligently organize your data into smaller more tactical/targetable pieces (parts of a whole).
Survey Data	Panel data collects responses from online and/or offline survey submissions. It is typically used as a proxy to represent wider audiences.
Third Party Data	Data that is collected without having a direct relationship with the user from which the data is obtained.
Tracking pixel	A tracking pixel is a graphic with dimensions of 1x1 pixels that is loaded when a user visits a web page or opens an email, and is used to track certain user activities. With a tracking pixel, advertisers can acquire data for online marketing, web analysis or email marketing.
Transaction data	Data that is collected from online and/or offline purchases across retailers. This can include both PII data and transaction details. Advertisers (with whom the transaction program belongs to) or the system which is supporting the check out functionality can store this information in their CRM and work with their DMP to match to a cookie and create audience segments. This information can also be passed along to data aggregators for the purpose of creating 3rd party audience segments.
Weather data	Data collected based on various weather indicators/signals.

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Valentina Marastoni-Bieser – SVP, Marketing at Cuebiq

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Ian Rubenstein – Director of Product R&D at [m]Platform
Chris Emme – Managing Director, Americas at Eyetoa

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iab. LEARNING & CERTIFICATION

DATA 360

Master data-driven marketing

Data is fundamental to a successful marketing strategy. This course explains the systems and techniques for the collection, processing, activation and management of data for the purposes of audience targeting, campaign measurement, advertiser insights, and publisher monetization. The class also includes training on the legal policies and business considerations for the use of consumer data in advertising.

Topics Covered

- How the digital data economy works
- Dimensions of audience data
- Understanding the data lifecycle
- Importance of data quality
- Executing a data strategy
- Evaluating data partnerships
- Common systems and techniques for data collection
- Normalizing and storing data for multipurpose use
- Onboarding and matching
- Modeling and segment creation
- Technical overview of data processing
- Common activation use cases
- Privacy policies and standards

Learning Outcomes

- Have better data conversations with publishers, agencies, brands, and data providers
- Foster organizational readiness needed to activate your business's data strategy
- Explore key industry trends and emerging regulation impacting data-driven marketing today

LEARN MORE

To learn more about Data 360 or to enroll, visit **iab.com/data360**.

For more information about our other courses, visit iab.com/classes.

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