

# DIFFERENT TYPES OF CUSTOMER DATA & WHAT THEY MEAN

When we're talking about "party" customer data, the party being referred to is the source that collects and provides the data. There's four different "parties" you can collect data from to learn more about your customers and their purchasing habits.



## THIRD-PARTY DATA

**Aggregated Data From Various Sources**

Data collected by an entity that doesn't have a direct relationship with the visitor or consumer. This data generally consists of behavioral or demographic data of large audiences aggregated from many different sources (that aren't owned) This data is not from your actual customers and available to competitors.



## SECOND-PARTY DATA

**Data From Partnerships / Purchased**

Data collected (bought directly from the source) from another 'trusted' organization / partner with aligned interests - essentially that company's first-party data. This is normally done when the data and insights are mutually beneficial to both businesses.



## FIRST-PARTY DATA

**Data From Brand Audience**

Data passively collected from customers via a brand's owned properties - social, point-of-sale, website /app visitors and the information that aggregates into your CRM to use for re-targeting. Customers implicitly provide consent to this type of first-party data collection as they directly engage with a brand.



## ZERO-PARTY DATA

(also referred to as explicit data)

**Data That a Customer Proactively Shares**

A term coined by Forrester Research and is defined as "Zero-party data is that which a customer intentionally and proactively shares with a brand. It can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them]." This data is especially valuable as the customer trusts a brand enough to provide really meaningful data.

**While all these types of data are collected & analyzed for trends and patterns in customer behavior for further segmentation and personalization, first and zero party data allow for better audience retargeting, forecasting future trends and overall more intelligent decision making.**

## HOW IS THIS DATA COLLECTED?

### THIRD-PARTY DATA

Data from third party researchers who collect and aggregate data from different sources like Websites or Social media networks using tools like surveys, interviews and feedback forms and are normally conducted on random sample sizes.

### SECOND-PARTY DATA

Purchased Data from another entity - that entities first party data.

### FIRST-PARTY DATA

Website, app  
CRM  
Social media Channels  
Subscription-based emails  
Surveys & Customer feedback

### ZERO-PARTY DATA

Registrations  
Opt-in Forms  
Loyalty Program Sign up  
Social Interactions  
Microexperiences  
Quizzes & Polls  
Feedback Forms  
Customer Communities

Snipp helps collect (on our industry-leading receipt processing platform) and make sense of complex consumer behaviors and purchase patterns at a product, brand and category level. The zero-party data being generated from your Snipp promotion or loyalty programs allows you to tap into unprecedented information about your consumers and their purchase habits (including an advanced level of basket analysis) to better understand what where and when your consumers are buying. This invaluable information can be turned into actionable insights enabling intelligent decision making. [Click here to know more.](#)