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Trusted Data Playbook

Learn how successful brands are collecting and activating trusted data at scale.

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According to Google and Econsultancy, 89% of successful businesses acknowledge it is critical to their growth that they anticipate customer needs and provide assistive experiences along the customer journey.

Easier said than done, of course. The key to success is having the right data about each individual customer.

While "transactional" and "behavioral" first-party data can be useful in understanding customers, this type of data requires brands to infer each customer's intentions, needs and interests — guesswork that often leads to the wrong conclusions.

Leading brands are now investing in a new type of first-party data called "trusted data" in order to get to know their customers better, and serve them more effectively and proactively. Trusted data, which is always permission-based, has explicit meaning, so it eliminates the need for guesswork, and enables brands to learn each customer's personal needs, preferences, interests, aspirations – and more. Forrester Research uses the term "zero-party data" to describe trusted data and distinguish it from the other types of first-party data.

With trusted data, brands can fine-tune communications with individual customers and build more personal relationships, in order to drive new and repeat sales.

How do you collect trusted data? By asking for it. When asked, consumers will proactively share their intentions, needs and wants with the brands they trust.

Collecting and activating trusted data at scale will help you to:

- Grow your customer database
- Progressively enrich customer profiles
- Personalize relationships with each customer

For practical ideas and examples of how Wyng can help you collect and activate trusted data at scale, keep reading.

GROW YOUR DATABASE

Convert unknown audiences into new, known contacts by capturing emails and feeding them to your ESP, CRM or CDP. By growing your database and acquiring email opt-ins (and other directly addressable contact information, like phone numbers), you will have the opportunity to directly communicate with each person in the future — for example, through emails or ads served to custom audiences on Facebook, Instagram, Twitter and Amazon.

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› The Plays

Capture email addresses by offering consumers product samples or gift sets in exchange

Benefit Cosmetics used a form to collect personal information such as email addresses, zip-codes, and date of birth. After submitting the form, participants were entered into a contest to win a sample of Benefit's new product.
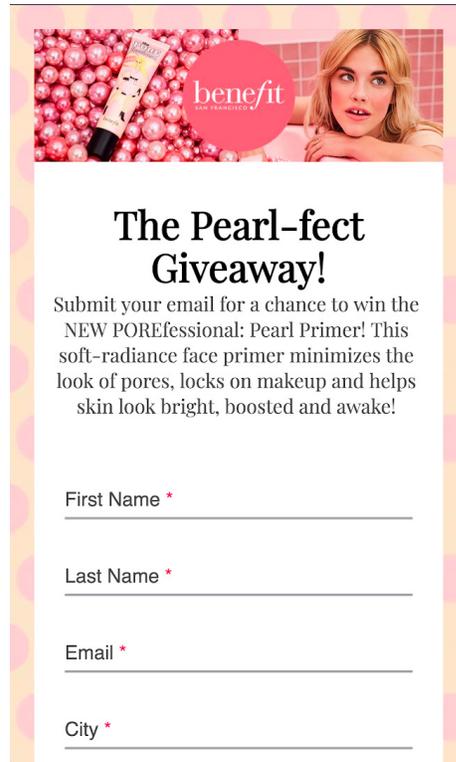
Capture consumer email addresses by offering "instant win" promotions in exchange. These promotions can optionally include "on pack" code validations to verify purchases for proof-of-purchase campaigns

Bai Brands created a microexperience where participants could win a VIP trip to meet Justin Timberlake on tour. Participants had to simply type a 10 digit UPC code found on any Bai product to unlock the entry page, and subsequently provide their email addresses to enter.
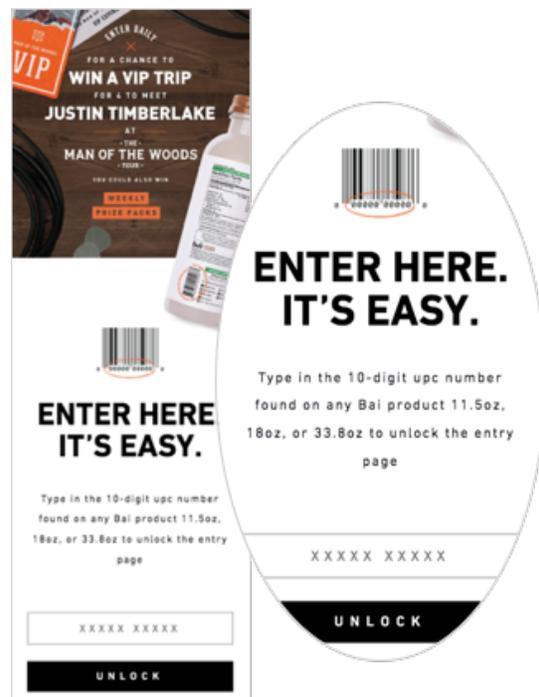
Capture email addresses by offering consumers coupons or promo codes in exchange. Use participation limits to create exclusivity and a sense of excitement.

For example, a D2C household goods brand could run an influencer program focused on acquiring new email addresses. The influencers would drive traffic to a microexperience on a landing page where the first 1,000 participants can sign up get a unique, single-use promo code for 20% off their next purchase — and everyone after that gets a code for 5% off. By taking advantage of the built-in participation limit feature in Wyng to offer a deep but limited discount, the brand would be able to create a sense of excitement and urgency. The brand could also take advantage of the Wyng media attribution feature to automatically monitor which influencers drive the most sign-ups. Finally, those who participate in the experience would receive a remarketing email.

An online food delivery brand could run a paid search campaign to drive traffic to a Wyng-based survey posted on their home page. The survey could be used to collect consumer preference data on desired dining locations, preferred menu items, favorite cuisine etc. and subsequently encourage new customers to sign up for an account. After completing the survey and signing up for an account, participants would receive a promo code for $5 off their next order. Having this type of data would help the brand define custom audiences on Facebook and Instagram which would allow them to serve these audiences relevant ads on these social platforms. Furthermore, capturing email addresses would give the brand the opportunity to send participants a remarketing email in the future.
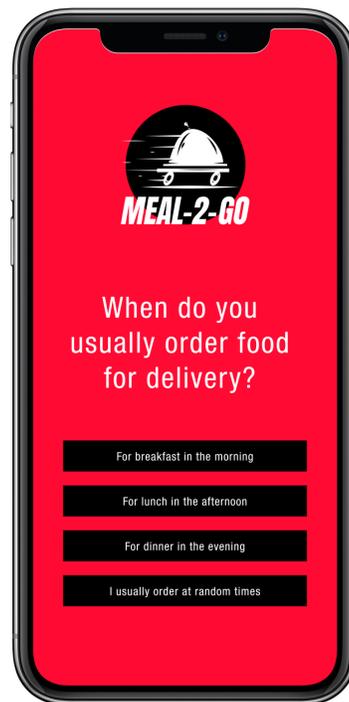
Capture email addresses by offering consumers exclusive content such as tutorials and exclusive videos in exchange

The ease in which a brand can collect information from consumers depends on what the brand can offer them in return for their information. One way to offer value to a consumer is to provide them exclusive content in exchange for their data. For example, a luxury fashion brand could execute a social media campaign to drive users to a Wyng-based form on their website where people could sign up to receive an exclusive first look at a new fall clothing line. They could also have the chance to buy pieces from the new collection earlier than the general public. To keep the content exclusive, the brand could easily limit the amount of participants that could sign up on the form by using Wyng's built-in participation limit feature. Anyone who signs up could receive remarketing emails after the collection releases to further incentivize a purchase.
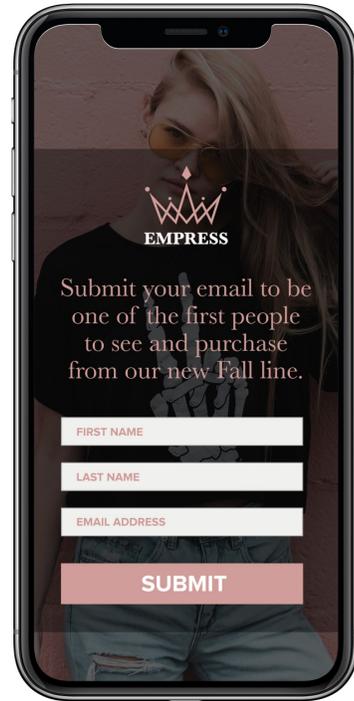
ENRICH PROFILES

Get the exact data you want from your customers, like their needs, preferences, intentions and shopping behavior. You can use this data to deliver more relevant content and offers to your audience, and provide them with personalized experiences. You can also use this data to create and target audience microsegments.

› The Plays

**Capture consumer data regarding their shopping behavior using preference centers and quizzes**

KIND Snacks used a contest to encourage participants to vote on four potential flavors for a new snack bar. Participants were able to vote for their preferred flavor via a Wyng microexperience embedded on kindsnacks.com and Facebook, and then were prompted to provide their names and email addresses.
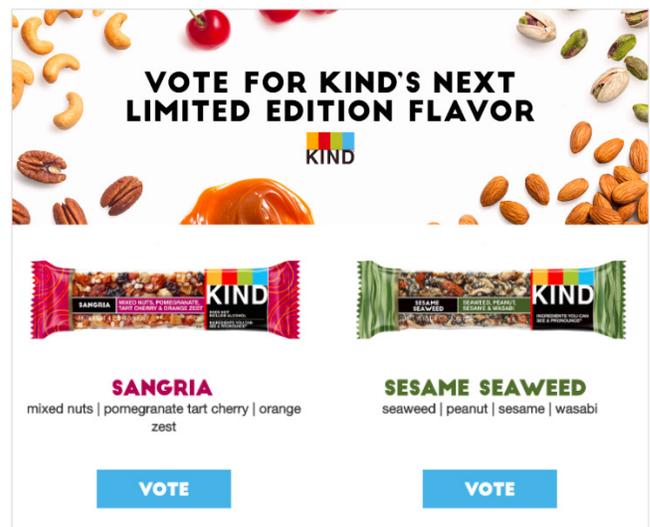
Too Faced Cosmetics used a Wyng-based personality quiz to learn about consumer makeup habits. After completing the quiz, participants were served a personality based on their answers, as well as a recommendation on a product that would suit them.

While collecting data about consumer shopping behavior, Wyng can also help brands keep their customer preference data current and relevant allowing their customers to periodically update their information. For example, a high-end alcoholic beverage brand could run an email campaign that drives their customer base to a microsite which houses a Wyng-based preference center. The preference center can help the brand to learn more about their customers by asking them questions about their shopping behaviour, demographics, and buying preferences. Customers who provide their preferences would receive a chance to win a 3-night stay at a hotel in Las Vegas. To further enrich customer profiles and keep them up-to-date, the company could revamp and deploy the preference center program annually so that customers can update their information and preferences.

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Capture consumer data by using surveys specifically geared towards collecting their preferences

By directly asking consumers about their preferences, brands can collect the most accurate data possible. A D2C brand within the orthodontic industry, for instance, could drive traffic through social media to a microsite which houses a Wyng-based survey. This survey would collect consumer data on a participant's pain-points regarding their teeth through a series of questions like, what their overall dental health is, what they do/don't like about their teeth, whether they've done anything cosmetic to them in the past and if they're happy with their smiles overall. Once the survey is completed, participants would receive a credit to book a free consultation with a representative from the brand at the nearest store location. In the future, data collected from this microexperience could be used to create microsegments based on a specific need (e.g. wanting a whiter smile) where the brand could deliver relevant content and offers to the participants through email.
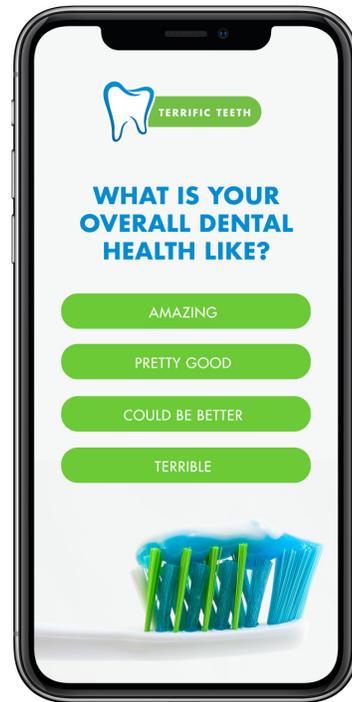
Another possible scenario could involve a hospitality/peer-to-peer lodge sharing company that embeds an evergreen survey on their mobile app. This would be done to learn about members' lodging preferences, such as their desired travel destinations, travel habits and favorable travel methods in order to retarget them with personalized, relevant ad content through email and social media. Members who filled out the survey would then receive suggestions on where they should rent a place based on the information they provided in the survey.

PERSONALIZE COMMERCE

Activate the trusted data you have collected to personalize your marketing and commerce — e.g. by tailoring product recommendations, promoting product discovery, triggering or targeting relevant offers and more.
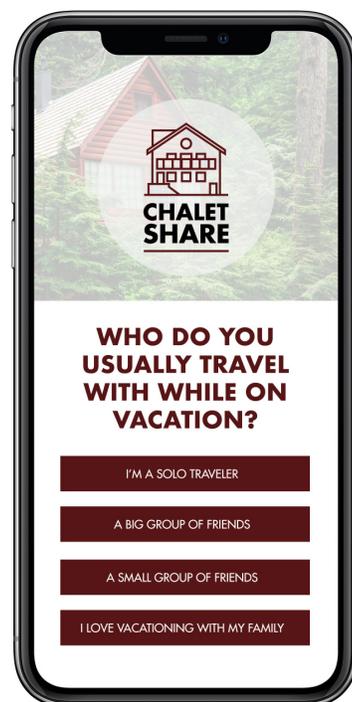
› The Plays

Provide shoppable product recommendations to consumers based on their personal needs

Arm & Hammer engages visitors using an evergreen personality quiz, posted on armandhammer.com. After completing a form and answering a series of interactive questions about cat ownership, participants are served up a personalized product recommendation, a $2 coupon, and their "Purrsonality" type that they can share on social media.
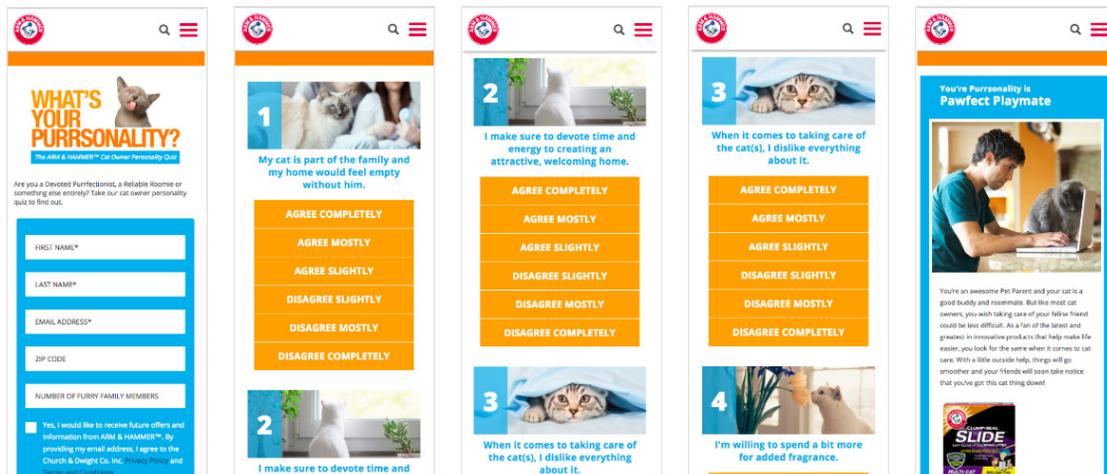
Another scenario could also include a hair care line that creates a diagnostic quiz that provides participants with a product recommendation based on their hair needs along with a coupon code. To further incentivize a purchase, a personalized, shoppable email can automatically be sent to each participant, including their product recommendation and coupon.

Build custom solutions for consumers based on their preferences

According to Google/Phocuswright, 36% of travelers would likely pay more for services if a travel brand tailored its information and trip experiences to personal preferences and past behavior. For example, a travel/airline group could use Wyng to deploy an evergreen quiz on their website homepage that asked participants about their travel preferences with questions like: What does your ideal night out look like? Are you interested in trying world-renowned cuisine? What climates suit you? etc. The quiz would also ask for the participant's email opt-in. After taking part in the quiz, participants would be served with a custom built itinerary based off of their answers and an email would automatically be sent to them with relevant travel discounts and offers.

Guide consumers on purchasing gifts based on their needs and motivations

During the holiday season, a beauty/fragrance company could run a social media campaign that drives consumers to a quiz housed on a microsite to help participants find the perfect fragrance to give as a gift. Questions could include: Who are you buying this gift for? What is his/her favourite flower? Where would he/she travel if they could? Do they like strong or subtle scents? Etc. After the participant provides their email address, they would be given a recommendation on a fragrance to purchase as well promo code for it.
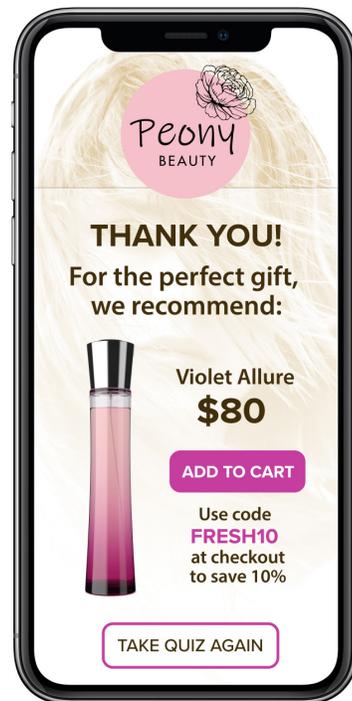
About the Author

Wendell Lansford is the Co-Founder of Wyng. Wendell has over 20 years of internet and software industry experience, most recently as founding COO at Systinet through its acquisition by Mercury Interactive (now HP) in 2006, and Co-Founder & CEO of Sitebridge through its acquisition by eGain in 1999. Prior to Sitebridge, Wendell was Director of Technology at Conde Nast Digital where he built and launched their first web property, Epicurious.com. Wendell started his career as a software engineer at Bell Communications Research. Wendell holds an M.S. from Carnegie Mellon.

About Wyng

Our mission is to help brands build honest, trusted and profitable relationships with their customers. We do this by providing a platform that helps brands get to know their customers better, in order to serve them more effectively and proactively. We have over 250 customers, including 61 of the 100 Forbes' "World's Most Valuable Brands."

Wyng is headquartered in New York City's Flatiron neighborhood.

To learn more, visit wyng.com.