

Data & Targeting



2 Lessons

NEW

Lesson 1 28 min

Lesson 2 30 min



Learn about

In the digital world, personalisation isn't just a 'nice to have', it's essential - but how do companies ensure they can deliver personalised experiences to their customers? It all starts with data. In these lessons, we explore the different types of data you can collect from your customers and the ethical, legal and privacy issues you need to be aware of. We then take you through how you can use all this customer data to put together highly personalised campaigns powered by effective targeting that drive higher conversion rates and, ultimately, increase revenue.

By the end of these two lessons you will understand:

- ✓ How to collect various types of data from your customers to drive personalisation
- ✓ How to use that customer data to create data-driven campaigns, built on your targeting capabilities
- ✓ The legal implications of using customer data and the ethical ways you can approach these methods of audience targeting



Lesson Overview

Lesson 1: Collecting Your Customer Data

A guide to the different types of data you can collect from your customers and the legal and ethical implications of storing and analysing that data.

In this lesson you will learn:

- ✓ The difference between identity, descriptive, qualitative and quantitative data and how to collect them from your customers
- ✓ What first-party data is, and how it differs from second-, third- and zero-party data
- ✓ About the legal, ethical and privacy issues you need to be aware of before you begin utilising your customers' data



Lesson 2: Using Your Customer Data

A practical look at how brands can reach their target audience with effective, personalised campaigns driven by customer data.

In this lesson you will learn:

- ✓ How to set goals and objectives for your targeting efforts, and how to measure your success
- ✓ The various ways you can use first-, zero-, second- and third-party data to create innovative, personalised experiences for your customers
- ✓ How to add granularity to your targeting efforts using demographic, psychographic, transactional, behavioural and product data