

# The A-B-C of designing your 1<sup>st</sup> party data strategy



## Write down your goals

 **BUSINESS OBJECTIVE(S)**

.....  
.....  
.....  
.....  
.....

 **CUSTOMER GOAL(S)**

.....  
.....  
.....  
.....  
.....



What information would you like your customer to tell you?

**CUSTOMER(S)**  
Collected data

  
.....  
  
.....  
  
.....

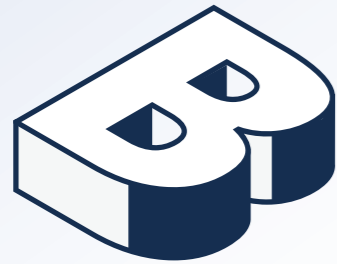


  
.....  
  
.....  
  
.....



**Actito Tip** [ *Think about the value to the customer, how you'll ask them and when you'll ask them*  
(more personal info will take longer to obtain as trust needs to be built) ]

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What structure do you need to apply to it?

## RELATED DATA

Things the customer has & tells you about

What	Why

## CORE CUSTOMER DATA

What	Why
<i>I.E. EMAIL @</i>	<i>TO CONTACT THEM</i>
<i>I.E. POSTCODE</i>	

## ACTIVITY DATA

Things the customer does & you look out for

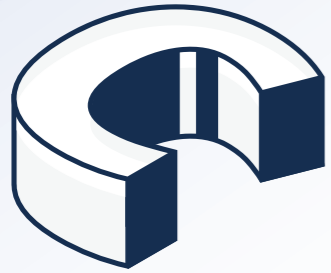
What	Why



**Actito Tip** →

**[ Be GDPR savvy. Ask yourself why you want this data and how long you'll keep it ]**

# The A-B-C of designing your 1<sup>st</sup> party data strategy



How will you activate the data?  
(and the customer)



**TARGET AUDIENCE**

Blank dotted grid for Target Audience notes.



**JOURNEY IDEAS**

Blank dotted grid for Journey Ideas notes.



**SUCCESS INDICATORS**

Blank dotted grid for Success Indicators notes.



*Be purpose led & focus on use cases that prove value quickly*