

**BUILDING 1ST PARTY DATA**

**Living Through an Identity Crisis**

**Roundtable Summary**

- During this roundtable, our focus will be on examining the advantages and difficulties that brands are experiencing in their efforts to gather first-party data, including topics related to collecting consent from consumers.
- Building a first-party data graph is a crucial aspect of successful data collection for brands, and it would be an interesting topic to discuss in this roundtable. Some possible discussion points could be the benefits of having a first-party data graph, how to build one effectively, challenges brands may face when constructing it, and the potential impact it could have on their overall data strategy. Additionally, it could be valuable to explore why brands should prioritize first-party data collection and how a robust first-party data graph could help them achieve their marketing objectives.

**What type of First-Party data strategy are we focusing on?**

Deterministic identity resolution is a process of linking data to a specific individual using a unique identifier, such as an email address or a phone number. This approach allows companies to build strong and accurate 1st party graphs by linking data to a specific individual with certainty.

Probabilistic identity resolution is a process of linking data to a specific individual using statistical algorithms and machine learning techniques. This approach allows companies to build 1st party graphs even when there is no unique identifier available.

Deterministic and probabilistic identity resolution can be effective for building 1st party graphs for marketing purposes.

Deterministic identity resolution offers the benefits of stronger relationships with customers and consumer consent for data collection and use. However, probabilistic identity resolution offers the benefits of linking data from multiple sources and handling data from multiple channels and devices.

Ultimately, companies may need to use a combination of both approaches to build a comprehensive and accurate 1st party graph, which is the main approach Acxiom recommends.

**Roundtable Chairs**



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