

How to Use Quality Audience Targeting Data

The digital marketers guide to using
quality certified audience targeting data
to drive better campaign performance.



eyeota

A Dun & Bradstreet Company

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3 Reasons to Trust Today's Third-Party Data

The “buyer beware” attitude that long dominated within the third-party data ecosystem is—thankfully—becoming a thing of the past. That’s because a number of industry forces are driving us toward a future where high-quality, trusted third-party data is becoming easier to find and identify. More importantly, quality and trust are becoming absolute necessities for success in data-driven marketing.

For brands and agencies evaluating their data partnerships, it’s important to understand the forces at play within the data marketplace and how those forces can help them screen potential third-party data providers and partners. So, let’s dig deeper into the reasons today’s third-party data is becoming more trustworthy than ever.

Expanding Privacy Regulations

Let’s begin with one of the most obvious reasons that today’s third-party data is of higher quality than ever before: It has to be. That’s because a growing number of privacy regulations—kicked off notably with GDPR back in 2018—is reigning in questionable data collection and use practices when it comes to consumer data.

Are all of the regulations and their implementations perfect? No. But they’re a part of a necessary force helping our industry reestablish itself on a more trustworthy foundation. And for marketers looking to vet potential third-party data providers, discussions around applicable privacy regulations and how a company maintains compliance can be a fantastic starting place when determining data quality and trust. Here at Eyeota, for example, we’ve put together an [industry-leading privacy center](#) that details how we manage our privacy compliance globally, highlights how we protect and manage personal data, and provides details on how consumers can exercise their rights as data subjects.



The Rise of ID-Agnostic Solutions

It's become clear that, following third-party cookie deprecation by Google in the coming year, there will not be a single ID to rule them all in the future. Going forward, advertisers need to be implementing solutions that help them build connections among their data assets, rather than siloes. They need to be able to connect all data points that collect audience identifiers, such as mobile IDs, hashed email, contextual data, first-party data and more.

The need for this interoperability and ID-agnostic approach has put pressure on the third-party data landscape to make their data as clean and usable as possible—across all potential channels, platforms and use cases. As such, marketers can use interoperability as yet another gauge of quality and trust.

At Eyeota, we're answering the need for interoperability with [Eyeota Translate](#), an agnostic identity solution for creating global data interoperability and increased digital reach and activation. Eyeota Translate connects all areas of data input that collect audience identifiers and probabilistically and deterministically matches those IDs using Eyeota's proprietary cross-device graph. As a result, users are able to identify and activate the right audiences, through privacy-compliant and consumer-friendly targeting solutions, without being reliant on the use of third-party identifiers or cookies.

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The Embrace of Industry Certifications

Finally, when it comes to the up-leveling of trust around third-party data, let's talk about the tremendous work being done by organizations like IAB and Neutronian, among others. These industry entities have launched powerful programs designed to evaluate and certify that third-party data sources are what they say they are, and to ensure they're meeting the high standards required in today's marketplace when it comes to both privacy and performance.

IAB's Data Transparency Label, a global initiative set out by IAB Tech Lab and its Data Transparency Standard Compliance Program, is intended to give every marketer, agency, data provider and publisher a clear view of the audience segments they use. (Eyeota was one of the first data companies globally to be awarded the compliance seal.) Meanwhile, Neutronian built the first independent compliance and quality certification for data providers, the **Neutronian Certification Badge**. To earn the certification, data providers must undergo a comprehensive audit and meet the baseline criteria for more than 50 aspects covering five main categories. (And yes, Eyeota was also awarded with one of the first Neutronian Certification Badges for its Eyeota Branded Segments.)

Today's marketing landscape might be more complicated than ever, but the opportunity to tap into quality, trusted third-party data to help solve challenges around personalization, retention, acquisition and more has never been greater.

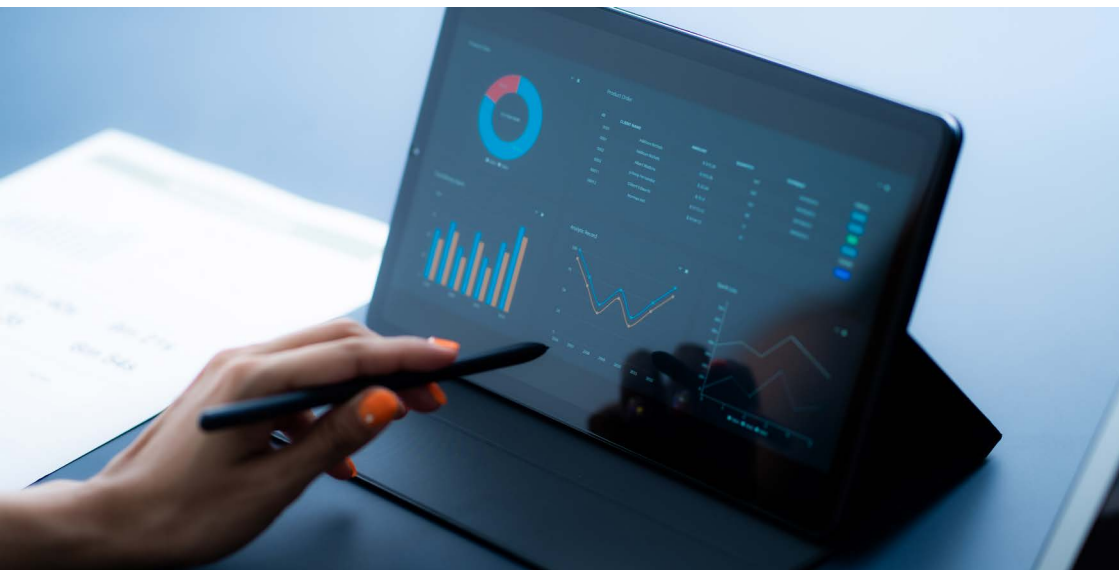


The Marketing Playbook for Leveraging Trusted Data to Combat Economic Uncertainty

As marketers forge ahead in the uncertain economic climate of 2023, many are doing so under the pressure of budget cuts and overall resource constrictions as companies prepare for the worst and hope for the best. Within marketing departments, the need to make the most of every dollar spent weighs heavily.

In an economic downturn, strong third-party data represents the surest win for organizations that want to ensure their marketing investments are delivering the highest return. That's because quality, trusted third-party data provides the needed fuel for both effective personalization as well as prospecting.

By turning attention to deeper data investments right now, companies can drive benefits across the full organization now and into the future. Let's take a look at three key areas where quality, trusted data can help organizations become more resilient during this time of economic uncertainty and position them to leap-frog the competition on the other side.



Data Onboarding

Data onboarding has historically been thought of as the process of transferring offline data to the digital ecosystem for marketing purposes. But these days, it's more than just uniting offline and online data. It's about transforming those assets into addressable digital audiences in order to reach existing customers and top prospects. By transforming previously siloed first-party data into digital audiences, brands can then tap into quality third-party data to target new customers that exhibit the same attributes as an existing customer base. And, working with a partner like Eyeota, companies can do so in a way that is both precise and privacy compliant.

Data Enrichment

Beyond onboarding, marketers should prioritize data enrichment as a means of doing more with their data investments. Data enrichment starts with a company's first-party customer data and then augments it with qualified consumer traits and personas available through trusted third-party data and insights. Done right via a partner like Eyeota, data enrichment can enable marketers to reach existing and prospective customers in omnichannel environments by activating the resulting audiences on digital display, video, mobile and social channels. The concept of enrichment isn't a new one, but it's more essential than ever in an uncertain economy when marketers need to keep in touch with their existing customers more than ever to ensure retention, while still connecting with new potential customers who can fuel future growth.

Post-Cookie Identity

Finally, despite the current economic environment, marketers must not lose sight of the need to be pivoting their strategies away from reliance on third-party cookies, which will be deprecated by Google in Chrome by 2024. Exploration of ID-agnostic identity approaches is absolutely vital to ensuring brand dollars are being spent on sustainable data-driven marketing efforts right now. In this regard, marketers need to be working with third-party data providers like Eyeota to implement solutions that enable them to ingest any offline key or online ID (whether first-party, mobile, deterministic, contextual or a universal ID) at a global scale, and then to onboard, enrich and activate data in their platform of choice.

In the face of economic uncertainty marketers need to ensure they're making efficient and effective use of every dollar they have. In that regard, they need to be focusing on the surest win out there: high-quality, trusted, interoperable third-party data.



3 Key Features of a Quality Data Partner

Moving into the post-cookie future, the ability for marketers to tap into quality, trustworthy sources of third-party data is going to be more important than ever as marketers look to fuel both their retention and acquisition efforts. While there are a lot of options in the market when it comes to third-party data sources, not all of them are created equal.

So, what should brands and agencies be looking for when it comes to a high-quality third-party data partner? Here are the key criteria to evaluate.

Trust

As the global privacy environment evolves and new regulations take effect, we're moving into a privacy-first digital landscape where trust is going to be more important than ever. From a data provider standpoint, there are a few key ways in which companies establish trust with clients and prospects.

Trust begins with the establishment of a **strong brand reputation** within the marketplace—a process that takes time and commitment on behalf of a data company. Founded in 2010, Eyeota has been building its reputation as a globally trusted source of high-quality digital audiences for more than a decade. Our 2021 acquisition by Dun & Bradstreet represented a coming together of trusted names in data, with D&B serving as a category leader in B2B data and one of the pillars and progenitors of the American business intelligence industry.



Beyond our strong brand reputation, Eyeota believes another necessary step to building trust in data lies with **certifications** by independent parties. For example, Eyeota was one of the first companies globally **to achieve certification from the IAB Tech Lab for its Data Transparency Standard Compliance Program**. We were also recently **ranked No. 1 in Global Data Privacy Scores by Neutronian**, an independent data verification and certification platform. Previously, Eyeota was awarded with **one of the first Neutronian Certification Badges for its Eyeota Branded Segments**.

Certifications such as these are recognition of other hallmarks of trust when it comes to data practices, particularly when it comes to the establishment of **benchmarks** and **transparency**. Third-party data providers should always be willing and able to set expectations with their customers around the quality and accuracy of their data, as well as where that data originates and how it is acquired.

Eyeota's EU roots and global footprint have positioned our company as a leader in privacy compliance.

Stability

Beyond trust, marketers need to evaluate their third-party data partners as it relates to stability. In a fast-evolving digital marketplace, we often see the rapid emergence and decline of certain data practices and business models, but marketers can't afford to be hitching their data strategies to partners that aren't built to stand the test of time. A company's history, global footprint, and role with industry associations and leadership are important elements to consider in this regard. For example, Eyeota's EU roots and global footprint have positioned our company as a leader in privacy compliance at a time when privacy is emerging as the new north star within the digital landscape. We take that position seriously and regularly collaborate with leading global associations, like IAB, that are shaping the policies and rules that govern the data-driven marketing industry.

Interoperability

Finally, let's talk about interoperability—another absolutely essential component of future-proof, third-party data resources. As the digital ecosystem becomes more fragmented and third-party cookies vanish from the landscape, the means by which marketers find and target their audiences across screens, platforms and devices will become more varied than ever. For this reason, third-party data providers must ensure their data is interoperable across any form of identifier, online or offline, incumbent or emergent. Furthermore, third-party data must be interoperable across any form of measurement or analytics standard, as well as across any cloud infrastructure, data sharing framework or endpoint.

Here at Eyeota, we've always operated under the premise of data interoperability by enabling brands, data companies and publishers to onboard, enrich and activate data in their platform of choice. We do this via Translate, [Eyeota's ID-agnostic](#) technology that is powered by sophisticated integrations, partnerships and industry-leading support.

Eyeota believes that trust, stability and interoperability are the new table stakes when it comes to quality third-party data, and we're investing heavily in all three areas. Is your data provider?





Questions to Ask When Seeking a Trustworthy Data Partner

Access to quality, trusted third-party data has never been more important when it comes to achieving marketing goals around both retention and acquisition. However, not all third-party data sources are created equal.

So, what should partners be asking when looking for a data partner that can help them achieve their goals, both today and going forward into the post-cookie, privacy-first future? Here's your checklist.

Is your third-party data interoperable?

The data-driven marketing landscape is undergoing an unprecedented transformation right now, as marketers lose access to many major once-relied-upon identifiers (including the third-party cookie). The landscape will continue to be a turbulent one in the coming years, and that's why interoperability—particularly across the ever-expanding array of alternate identifiers—should be a key consideration for marketers looking to ensure their third-party data investments have longevity.



Is your third-party data compatible across platforms?

Quality third-party data needs to be flexible and able to play within today's fragmented technology landscape. For that reason, marketers need to seek out data sources that will be available to them across major platforms, from DSPs to DMPs and from CDPs to social platforms (and beyond).

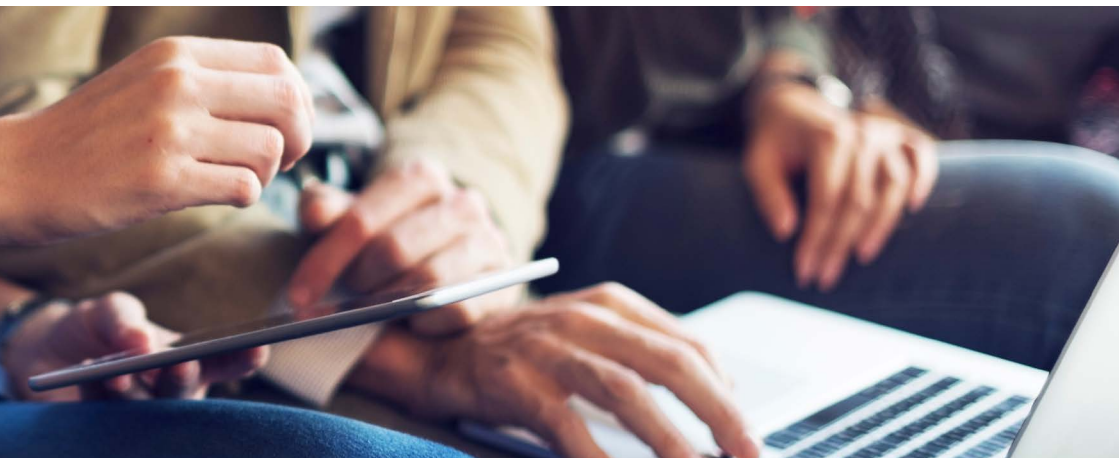
Is your third-party data globally applicable?

From a privacy standpoint, things are only going to get more complicated within the evolving regulatory landscape. Today's companies, especially those with global footprints or global aspirations, need to seek out data vendors that understand and adapt to regional complexities and ensure their third-party data is compliant wherever it's being put to use.

Does your third-party data have cross-vertical applications?

Third-party data should also be versatile. When seeking data partners, marketers should look for companies that operate across a wide variety of verticals, including both B2C and B2B. Especially now that consumers' personal and professional lives have become so intertwined, quality third-party data partners should be able to translate consumer attributes to business audiences, and vice versa.

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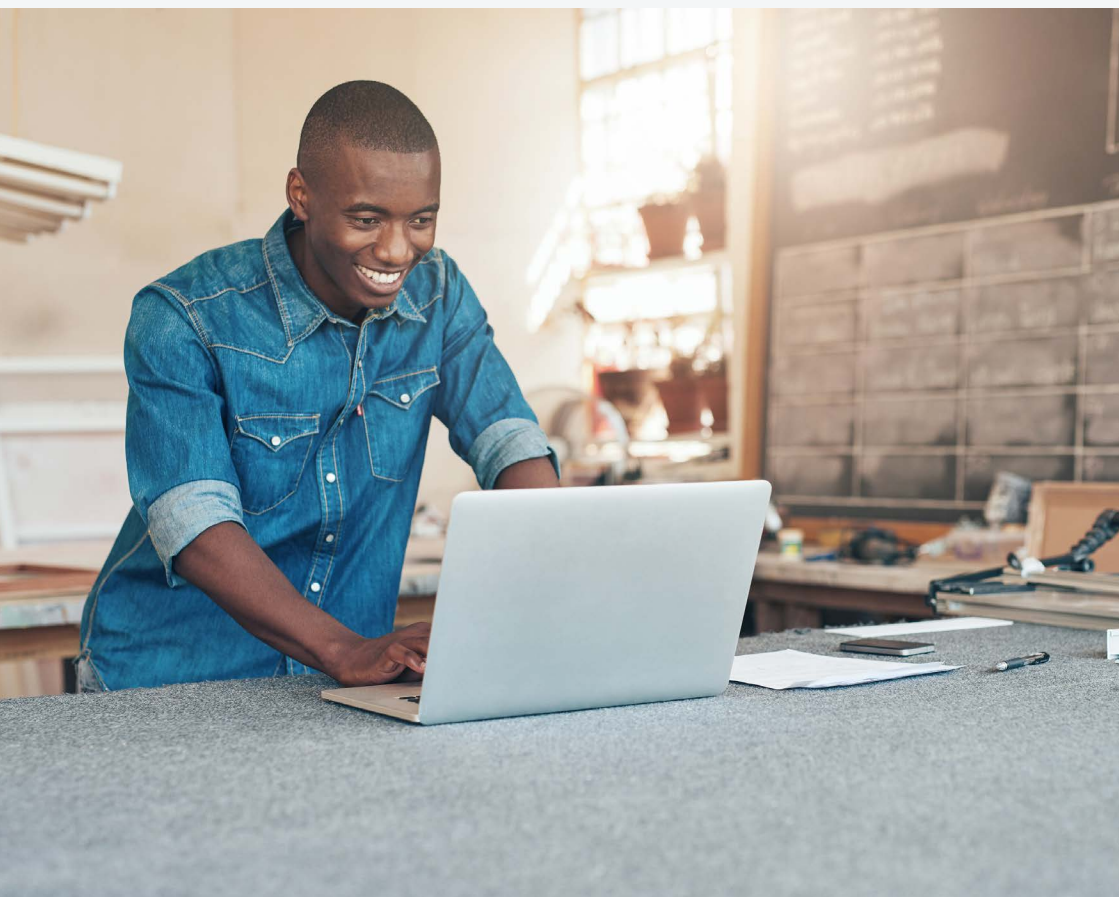


Is your third-party data certified by trusted industry parties?

As marketers well know, it's important to invest in quality when it comes to data. One way to do that is to look for certified audience data that's been put to the test by independent parties like **IAB** and **Neutronian**.

Will your third-party data still be relevant in a post-cookie landscape?

Even though Google has delayed its timeline for third-party cookie deprecation, marketers need to be getting ahead of the inevitable moment when third-party cookies become irrelevant—because this is a process that's well underway already. Now is the time to be future-proofing data strategies. In that regard, marketers need to ensure their third-party data partners have a good roadmap in place for a post-cookie reality.





Want to know how quality audience targeting data drives success for marketers?

Click here to learn how Eyeota quality certified audience targeting data performs better than non-certified audience data for marketers' campaigns.

[Read Now](#)



Certified by Neutronian

Eyeota has completed a comprehensive audit of the processes and procedures that build the Eyeota branded audience segments and has been awarded the Neutronian Certification Badge.

[Learn More](#)



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