



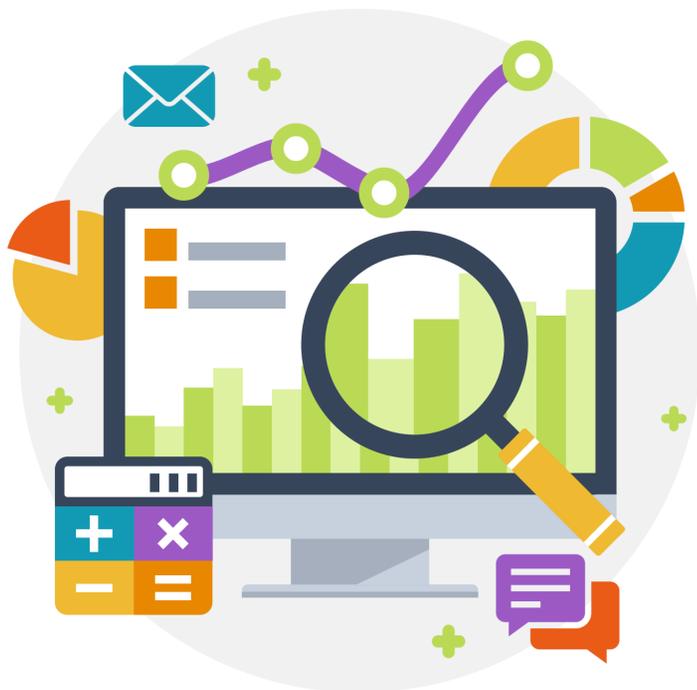
# Empowering Higher Ed with First-Party Data

Highlights from our session at the Higher Ed Web Analytics Summit - April 30, 2024



## What is first-party data?

It's data collected by you, from your audiences. Customers come to you interested in your business, and provide you with their info willingly.



## Value of 1PD in higher ed

- Comprehensive
- Student Insights
- Regulatory
- Compliance
- Personalization

## How to collect first party data

- Google Analytics 4 for understanding web user behavior.
- CRM Integration: Slate, Salesforce
- Customer Data Platforms (CDPs): Ex: Segment and Unomi



## What are the different data types?

**2nd** Partner data you share or buy with other companies.

**3rd** Data that comes from companies that collect data (data brokers)

**4th** Data your customers and visitors provide you

## How to use it

- Personalization: tailor digital touchpoints per student.
- CDP Utilization: Segment and Unomi for integrating and activating real-time data.
- Marketing Automation: Employing tools like Marketo for relevant communications.



**60%**

Consumers expect business to use personalization - think with Google



**80%**

Consumers are more likely to purchase from a company that personalizes their experience - Epsilon