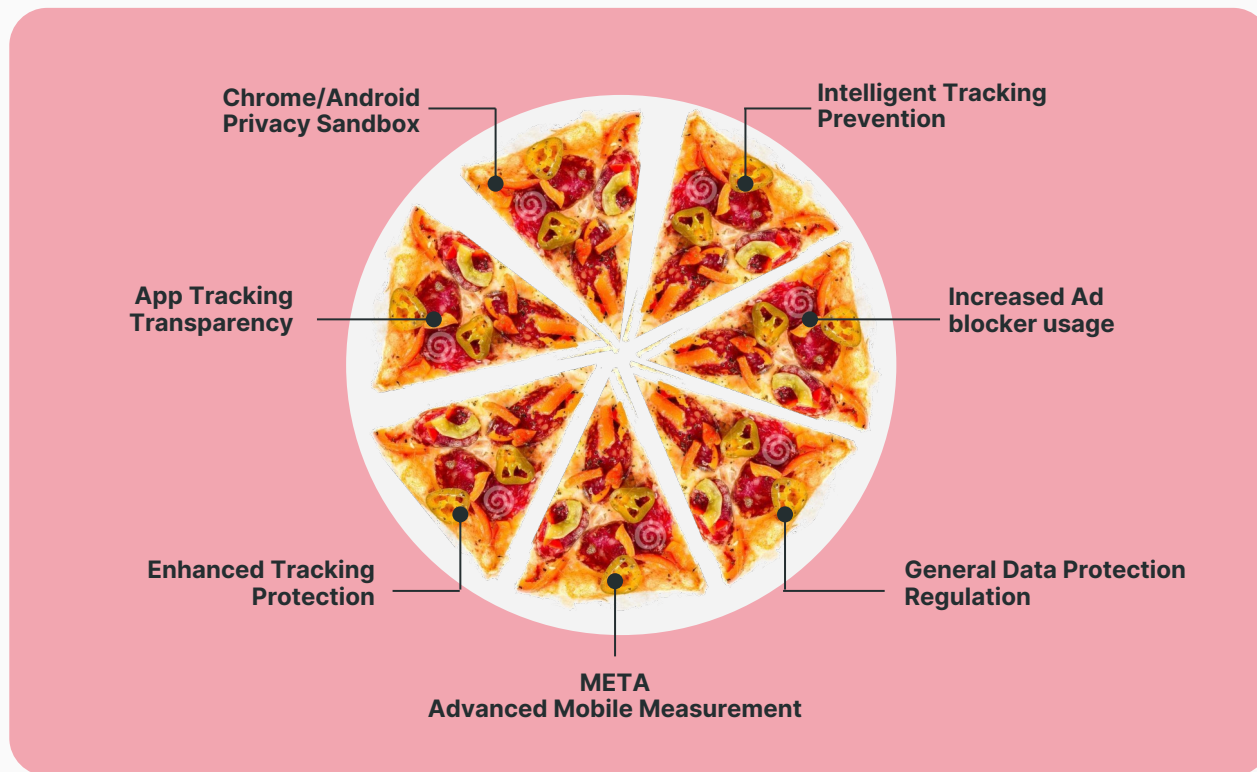




The importance of first-party data & how JET brings it to life

June 2022

Why the appetite for first-party data is changing



Causing:

- Loss of attribution
- Decrease third party audiences sizes
- Bidding algorithms receiving less data

Affecting:

- Reported CPO
- Budget management
- Hitting order targets

What different kinds of first party data ingredients are on the menu?



Order
data



Cuisine
data



Customer
data



Behavioural
data



Restaurant
data



Payment
data



Voucher
data



CLV
data



Location
data



Attribution
data



Review
data



Prediction
data

JET's recipe for a first party data approach in Performance Marketing





Focus on **New Customers** and increase efficiency in Paid Search campaigns by..

- **Excluding** existing customers from specific Paid Search campaigns
- **Bidding down** for already loyal customers
- **Bidding up** for New Customers & Early Life Cycle customers

Focus on **Early Life Cycle Customers** in Performance Display campaigns by..

- **Targeting** customers that recently started a session recently
- **Targeting** recent app installs
- **Targeting** customers that recently placed an order
- **Excluding** loyal customers from expensive channels

Targeting **bespoke awareness audiences** via Digital Media campaigns...

- **Excluding** our customer base to increase reach amongst potential new customers
- **Creating** Look-a-Like audiences of customer segments with specific chain or cuisine preferences
- **Targeting** customers with specific geographical order behaviour

Control over our campaigns...Also, on the *marketing eligibility* of our targeted audience.

Results delivered from using first party data



+3x

Identifiable Customers



Uplift when identifying existing JET customers by using first party data based audiences compared to cookie based audiences

-40%

Loyal customer share



Decrease in share within paid marketing activities focussed on new- & early lifecycle customers

+50%

Conversion rate



Uplift when targeting existing JET customers in by using first party data based audiences compared to cookie based audiences

-76%

Unattributed Orders



Decrease when using first party data based tracking implementation for analytics



1

Start small

- Trial with small use case and 1-to-1 data integration
- Be clear on KPIs and objectives to evaluate your test case
- Make use case relevant enough for the business to buy into a roll-out

2

Make or buy

Investigate 'Off the shelf' product versus 'build your own' solution.

Considerations:

- Implementation speed
- Cost vs. Resources
- Development & API maintenance
- Vendor lock-in

3

Involve all experts

The implementation of customer data platform requires alignment across the entire company

- Marketing
- Business Intelligence
- Data Infrastructure
- Product
- Legal
- DPO



Thank you