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

Sources
- Order data
- Restaurant data
- Behavioural data
- Other data modules

Storage
- First party data infrastructure

Intelligence
- Predict
- Score
- Structure
- Reporting

Activation
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 focused on new- & early lifecycle customers

- **+50%** Conversion rate
  - Uplift when targeting existing JET customers 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

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**Identifiable Customers**

**Loyal customer share**

**Conversion rate**

**Unattributed Orders**
Key takeaways for a first party data infrastructure

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