

acoustic



Behavioral data transforms marketing potential

**Achieve stronger, more meaningful
connections with customers**

Marketing is in flux

Powerful data tools and artificial intelligence (AI) are changing the stakes — and pushing traditional marketing methods into the background. Yet this challenge represents a strategic opportunity for marketers. Organizations that harness the power of first-party data and leverage AI and other technologies gain a deeper understanding of customers. With the right data, they're able to deliver more impactful and financially successful marketing campaigns.



Owning your data

Third-party cookies have never been ideal for collecting data about customers because they're often stale and out of date. Engaging with customers through a personalized experience in a responsible way is critical. To more effectively prioritize privacy and ensure longevity, brands should focus on asking for customer data through a value exchange and owning it, rather than relying on third parties. First-party data offers an opportunity to marketers, as it has the power to transform marketing and shift performance into a higher gear. But navigating the **first-party data revolution** requires the right strategy and tools.

Why first-party data matters

In today's privacy-centric world, forging strong connections with customers is paramount, but challenging. First-party data, gathered directly from interactions with your brand (through website visits, purchases, surveys, and other tools), provides unparalleled insights into customer preferences and behaviors without relying on a third party to protect your customers' data. Armed with this information, you can personalize marketing campaigns, deliver relevant content, and target high-value segments with far greater precision. More successful campaigns and better financial results follow.





Ask the marketer

What are the benefits of incorporating customer behavioral signal data and intelligence?

56%

Improved performance marketing

52%

Increased investment in content marketing

48%

Improved segmentation

44%

Improved brand strategy and identity

Source: A commissioned study conducted by Forrester Consulting on behalf of Acoustic. January 2024.



7 ways to put behavioral marketing to work

01

Embrace a privacy-first mindset.

Customers spend an enormous amount of time online and are increasingly wary of how their data is collected and used. Building trust is essential. Privacy-first marketing elevates transparency and lets users control their data. When marketers receive explicit consent for data collection and provide a clear way to opt-out, everyone wins.

02

Develop cohesive first-party data strategies.

The advantage of first-party data is that it comes directly from your customers through interactions and explicit collection methods. They are willingly sharing high-quality and highly actionable insights. As a result, it's much easier to understand their preferences and real-world behavior.

03

Leverage personalization and engagement.

Today's customers wade through a high volume of marketing messaging. Therefore, it's critical to break through the noise with meaningful content that arrives at the right time and place. Contextual marketing helps deliver relevant content and messaging based on a customer's current experience, making it less intrusive and more appealing. The result is a holistic view that leads to more relevant ad placements, better content recommendations, and an ability to cross-sell and up-sell far more effectively.

04

Close your visibility gap with behavioral signals and intelligence.

Evolve beyond basic website analytics to an approach based on data-driven actions. Instead of using basic web tools, zero in on specific customer characteristics and better understand the entire customer journey. With the right information at hand, marketers can act — and react — in real time. It's possible to achieve one-to-one marketing.

05

Forge strategic partnerships.

Partner with relevant publishers, content creators, influencers, and affiliates to reach your target audience in trusted environments. This network expands your marketing reach and taps into the existing trust these partners have established with their audience. It also permits you to co-create content that drives engagement because it resonates with your target audience.

06

Explore emerging technologies and harness the power of machine learning.

Transform data into insight through AI and machine learning. These tools sift through vast amounts of data to identify patterns and predict consumer behavior. AI can personalize content recommendations, optimize campaign performance, and automate a variety of marketing tasks. The result is a higher marketing IQ, increased innovation, and advanced automation.

07

Rethink key performance indicators (KPIs).

Old-school KPIs based on clicks and impressions aren't likely to tell the whole story. Review your metrics and ensure they align with the desired customer journey and overall experience. This typically means tracking critical metrics like engagement time, click-through rates on personalized content, and customer lifetime value.





Ask the marketer

What are some downstream business impacts of incorporating customer behavioral signal data and intelligence?

63%

Improved customer satisfaction

61%

Increased revenue

59%

Improved the marketing team's productivity

54%

Improved brand strategy and identity

Source: A commissioned study conducted by Forrester Consulting on behalf of Acoustic. January 2024.



Conclusion

Behavioral marketing takes shape

First-party behavioral data offers a more comprehensive and accurate window into consumer behavior. This level of insight provides an opportunity to achieve stronger and more meaningful connections with customers. The right tools, technologies, and strategic framework can unlock hidden value and deliver on the promise of digital marketing.

Discover how Acoustic can enable you to leverage market-based behavioral insights to help you achieve closer, lasting, and more rewarding connections with customers. Acoustic's award-winning technology maximizes customer lifetime value.

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