



ownerIQ

# Winning Intent-Driven Moments with Second-Party Data

*It's Like Love at First Sight*



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# INTRODUCTION



The world today is more interconnected, complicated, cluttered, mobile, and digital than ever. The same goes for the world of marketing. As the only constant, change is paving the way for an increasingly altered path to purchase, where at any given point, your consumers are online. There is no offline. So if you're a retailer – or know someone who is – you know that it is absolutely imperative to take the continuum of change into account in order to drive demand and increase overall sales lift. Equally important is staying competitive – all the more difficult given the nature of today's overcrowded advertising and marketing ecosphere.

As we continue to progress and readjust our shopping behaviors, one thing will continue to exist: the first moment of intent to purchase. It's like love at first sight. Regardless of what triggers, or sparks, one's resolve to buy, the fact that there's something out there that sets in-market shoppers off on a particular course, more determined than ever before, is undeniable. The current digital path to purchase, however, is rocky – it's more disruptive than ever – and consumers are stepping over countless competing products on their way to a purchase. Not to mention the smaller companies entering the online market; these players are capturing key market share and fragmenting the path even further.



A recent Deloitte study found that over the last five years, the top 25 established retailers have lost nearly 2 percent of their combined market share, which equates to a whopping \$64 billion. And as digital continues to fuel the intensity of competition, the burning question is – how do you present yourself as the right one in a landscape bustling with choice? How do you, the retailer, ensure that the shopper is paying attention to what you have to offer at their first intent driven moment, all while thriving in today’s tumultuous retail marketplace?

The answer to creating lasting impression lies within creativity, or rather, with thinking outside of the box – even backwards. Looking at the situation from another angle, this eGuide explores the importance of utilizing the brands you sell with ownerIQ’s Brand Intendor Network, a new end-to-end second-party data solution for retailers to access, manage and market to the audiences of their key brands.

## Read on to learn:

- ✓ **Reach shoppers at their first intent driven moments with second-party data**
- ✓ **Ensure 100% accuracy in targeting in-market shoppers at scale**
- ✓ **Dominate share of voice among prospective shoppers with your highest valued brands**
- ✓ **Drive demand, increase sales, and achieve measurable ROI**

**Let’s dive in!**

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## CHANGING CONSUMER BEHAVIOR

It's only natural that changing times bring forth changing behavior. The new digital path to purchase is contributing to the already jumbled shopping process; presenting consumers with infinitely more options – enough to make just about anyone's head spin with questions. What to buy? Where to buy? And not necessarily in that order. Shoppers are also smarter than ever – equipped with unprecedented access to information at their fingertips, and they're doing their research; reading product reviews and comparing prices before committing to a purchase decision.

Simply put, shoppers are no longer shopping the way they used to; in fact, they don't really go shopping anymore – they DO shopping. To help illustrate the new face of the changing and fragmented retail environment, take a look at some recent figures:

- ✓ On average, consumers visited 3 online stores before making a purchase
- ✓ 13% of consumers will make weekly purchases



# 83%

of consumers still prefer to purchase at retail vs. a brand website



## HELP A RETAILER OUT



**The progression towards **DOING shopping**** only underscores the challenges retailers face when trying to convert a shopper into a buyer while they are on their digital path to purchase. The traditional marketing landscape is long since disrupted, and the majority of retailers are left struggling to compete in a landscape jam-packed with information. It's also important to keep in mind that the new digital shopping path is itself a process that's difficult to define – made up of highly complex and individual consumers like you and I, with widely different

preferences made available at various locations and ecommerce channels. And chances are, **a consumer's mind is already made up when they hit the tail end of their path to purchase.**

At the same time, the vast majority of shoppers will cross specific milestones along the way to a purchase, and if you're not present at each of these key milestones, you can be sure that your competitor will be. Strictly speaking, you're always at risk of losing a sale at the end of the customer journey.





That's why, now more than ever, it's **critical to reach your consumers at each of their first intent driven moment to win over your competitive set.** And with digital a key influencer at every single touch point in the path to purchase, online tactics are absolutely imperative. But one thing's for sure – you can't win by relying on the same old strategies or ineffective sources of intent.

Retailers often rely on broad third-party data audiences such as demographics or proxies for reaching **some random consumer**, in-market for...it's really anyone's guess. Consider a brand that sells upscale purses and only targets "affluent shoppers" – this brand is without a doubt missing out on a large percentage of intent shoppers. How was this data collected? How do you know that your advertising is reaching a consumer with a higher income?

All important questions. Moreover, your competitors have access to the same exact opaque data. And in today's day in age, it's really all about the specifics – those unique attributes that set one's shopping behavior apart from another's. Simply put, **if you're not using the right sources of intent data, you're not leveraging the world of digital to its fullest potential.**



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## WINNING INTENT DRIVEN MOMENTS WITH SECOND-PARTY DATA

We know that intent driven moments matter, but there's something else that matters more: **winning those intent driven moments**. Reaching consumers at their first key intent driven moment is the retailer's best bet to capitalize on its digital advertising, winning over competitors. Easier said than done? Absolutely – but starting something new is always the hardest part. As matchmakers in the retail ecosystem, we're here to help.

You may already know that one of the most important tools in your digital advertising strategy kit is your first-party data, or YOUR own data. Essentially your retargeting pool, first-party data can include anything from the data your CRM captures to other on-site audience behaviors. But because it's scarce, there's limited opportunity for scale. In an ideal world, you'd have access to more quality first-party data, right? Someone else's first-party data? But not just anyone's, of course, the data would have to benefit you directly, it would have to make strategic sense.

**This is where ownerIQ's massive second-party data marketplace for retailers and brands comes into play.**



***Second-party data is more efficient, [than first and third]. We can maximize that digital dollar and drive the conversion on the website and in the store.”***

**- Kevin Lyons, SVP & GM of eCommerce at H.H. Gregg**

If you could share your first-party data with anyone, who would be your best bet? With second-party data, you have transparent access to your key trusted and relevant brand's first-party data – massively increasing your scale, facilitating first-party results at scale. Second-party data assures a cooperative and secure relationship between you the retailer and the brand(s) you sell.

Getting back to winning intent driven moments – think about what you're

missing, or rather, how you can expand your advertising reach to increase sell-through of your products sales at retail. What if you had access to your key brands first-party audience data? Remember, **80% of your consumers interact with brands or products online before arriving at a physical store.** This is the audience you want to be in front of – and leveraging second-party data is that key first step to capture consumers at their first intent to purchase.

“  
**80%**

of your consumers interact with brands or products online before arriving at a physical store.”





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## THE OWNERIQ DIFFERENCE – WHAT SUCCESS LOOKS LIKE WITH A CUSTOM BRAND INTENDOR NETWORK



Through the power of second-party data, ownerIQ's Brand Intendor Network programmatically supercharges your retargeting efforts with relevant, transparent and truly scalable audience data. The end-to-end solution builds a network of shoppers who have visited the websites of the brands you sell, creating new advertising opportunities and greater brand awareness – i.e. new in-market consumers that would have otherwise gone unnoticed. Because the majority of consumers will interact with a brand's website on their digital path to purchase, and given that both retailers and brands have the same goal of driving sales, it's easy to see how aggregating audiences can create a compelling and qualified network.



## What else? With a Brand Intendor Network...

- ✓ Retailers build a custom network of shoppers who have researched product on the websites of the brands they sell.
- ✓ Retailers are equipped to dramatically increase their remarketing pool of in-market shoppers beyond the reach of their own website by supplementing their first-party data with the second-party data of their brand partners.
- ✓ Retailers and product brands share audience data for marketing through the first ever second-party data platform for enabling a true retail and brand connection.

## You're now fully primed to win intent driven moments with ownerIQ's proven process for success.

- ✓ Gain a competitive advantage and expand your pool of in-market consumers with your custom channel of brands.
- ✓ Drive outcomes that matter: increasing sales, upsell/ cross sell opportunities and brand lift by bringing consumers down the funnel to purchase.
- ✓ Steal share in an ever-competitive and crowded digital landscape by winning shoppers from your competitive set, and impact online sales, in-store sales and in-store consumer behavior.

*Ready. Set. Launch.*

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## ABOUT OWNERIQ



ownerIQ, “The Q” digitally connects retailers and brands through the power of second-party data, providing transparency, scalability, and relevancy within digital marketing. ownerIQ changes the way retailers, brands and e-commerce websites run their digital advertising campaigns, reaching consumers both online and in-store. The Q has the largest and most transparent second-party data marketplace, called “The Qniverse,” which aggregates over 1 Billion online shopping behaviors of more than 200 million U.S. consumers each month from retailers, product brands and e-commerce sites. Our fully integrated programmatic stack, built specifically for the needs of marketers in the Retail ecosystem, enables our advertisers to leverage our partners’ 1st party data pools to power their e-commerce campaigns, retail initiatives, and prospecting programs. ownerIQ was recently named in the 2015 Ad Age BtoB Best Awards, as CIOReview Magazine’s Top 50 Retail Solutions, Digiday Signal Awards, Boston Business Journal's Hottest Tech Companies to Watch, and Editor's Choice Award from Shopper Marketing Magazine. For more information, visit [www.ownerIQ.com](http://www.ownerIQ.com).



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