



## 1st Party Data

Highly relevant data acquired via user interaction with your website, marketing initiatives and CRM.



## Sources



Website



Application



Loyalty Card

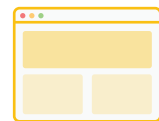


Email



## 2nd Party Data

Direct access to a trusted and 2nd-party partner's 1st-party data.



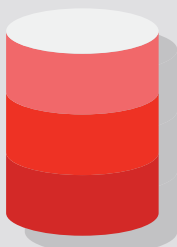
## Sources



Direct Relationship

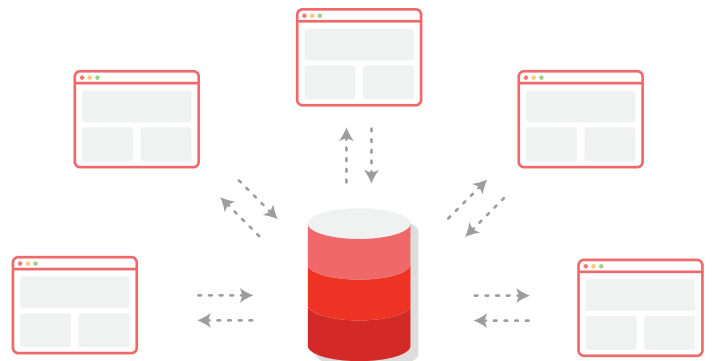


Private Deals



## 3rd Party Data

Data aggregated through numerous external platforms and websites, provided by various sources.



## Sources



Buy



Lease