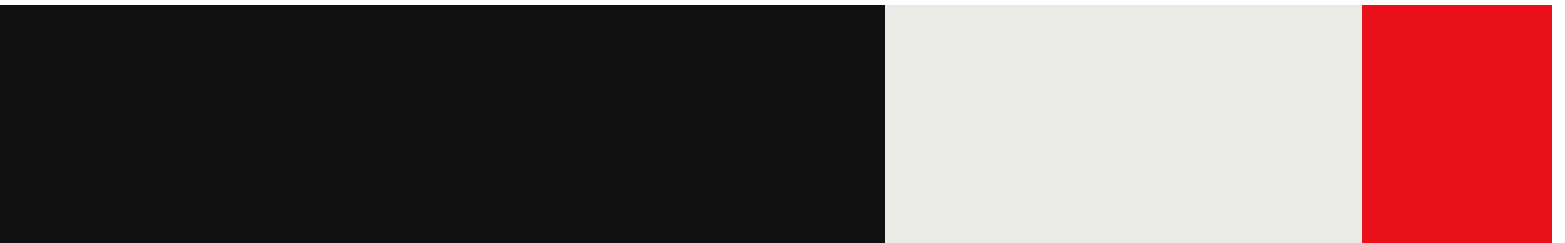


# The Ad Platform: What's the right approach to collecting first-party data?

Audio



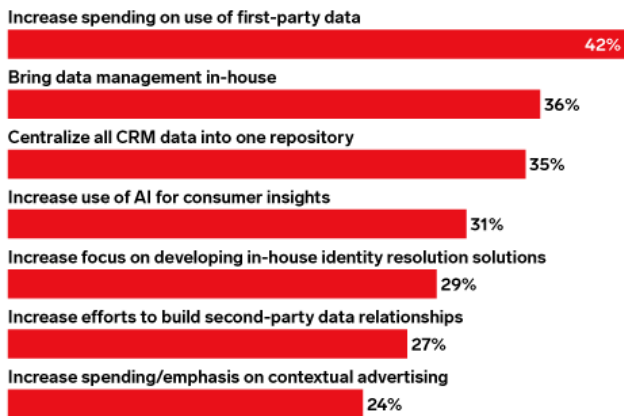
It seems like a given sometimes that brands should be collecting all the first-party data they can. Sharon Harris, global CMO at agency Jellyfish, joins eMarketer principal analyst at Insider

Intelligence Nicole Perrin to discuss why that's the wrong approach, what brands should consider before collecting data from their audiences, and what they should do with it once they have it.

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**Effect of the Coming Changes to Third-Party Cookies/Identifiers to Their Company's Use of Data According to US Data Users, Jan 2021**

% of respondents



Note: n=121

Source: Interactive Advertising Bureau (IAB), "IAB State of Data 2021," March 11, 2021

264369

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*Neustar Fabrick™ is a next generation customer identity platform that powers identity management, cross-channel planning, marketing activation, audience syndication, and analytics in a post-device ID world. This integrated set of identity management and marketing solutions connects Neustar's unique identity assets and capabilities with brand, publisher, and technology-partner data to provide a sustainable means of managing and mobilizing customer data across marketing, technology, and analytics use cases. [Learn More.](#)*