

## DMP – Data Management Platform

A data management platform (DMP) is a unifying platform to collect, organize and activate first-, second- and third-party audience data from any source, including online, offline, mobile, and beyond. It is the backbone of data-driven marketing and allows businesses to gain unique insights into their customers.

### HOW A DMP WORKS



- **First party data** is the information you collect directly from your audience or customers. It includes:
  - Data from behaviors, actions or interests demonstrated across your website(s) or app(s)
  - Data you have in your CRM
  - Subscription data
  - Social data
  - It can also include non-online information such as completed surveys, customer feedback and other customer information stored in your CRM database.
- **Second party data** is essentially someone else's first party data. The seller collects data straight from their audience, and it all comes from one source. You can feel confident in its accuracy. Second party data is similar to first party data, but it comes from a source other than your own audience. It could include data from many of the same sources first party data comes from, such as:
  - Activity on websites
  - Mobile app usage
  - Social media
  - Customer surveys
- Third party data is data that you buy from outside sources that are not the original collectors of that data. Instead, you buy it from large data aggregators that pull it from various other platforms and websites where it was generated. These aggregators pay publishers and other data owners for their 1st party data.

### 1<sup>ST</sup> PARTY, 2<sup>ND</sup> PARTY, 3<sup>RD</sup> PARTY DATA

#### WHAT DOES IT ALL MEAN?



#### 1<sup>ST</sup> PARTY DATA

Your Audience Data  
Collected Directly From The  
Source May Lack Scale



#### 2<sup>ND</sup> PARTY DATA

Someone Else's 1st Party Data  
Sold in a Private Data Marketplace  
Purchased Directly from the Source



#### 3<sup>RD</sup> PARTY DATA

Aggregated From Various  
Sources Bought & Sold from  
Data Exchange Most Scale

## Big DMP Players

Some of the major DMP technology sellers are Adobe AudienceManager (Adobe acquired DMP Demdex in 2011), Oracle DMP (Oracle acquired BlueKai in 2014), eXelate (now owned by Nielsen), Krux and Lotame. Additionally, some DSPs now have their own DMP technology. Turn is an example of a DSP that also offers clients DMP technology.