

LOGAN®

Zero Party Data

It's time for Zero Party Data!

Exclusive to Logan

We are the first company in Latin America to have a complete Zero Party Data (ZPD) infrastructure to enhance your targeting.

Zero Party Data eliminates users' concerns about data privacy. By adding a new layer of data collected directly from users, we can:

Run campaigns
Data shared
directly,
intentionally, and
proactively.

Transparency and explicit consent.

The user decides
how they want to
be rewarded.

The consumer as
the owner of their
own segmentation.

Accurate and
hyper-personalized
data.

How does Zero Party Data Clustering work?

We conduct periodic surveys with our subscribed users, asking them exclusively about their interests. Through their responses, users can segment themselves while protecting their legitimate interests.

It is a source of declarative data, without intermediaries, where the consumer owns their segmentation. The user chooses to share the data, so it belongs to them, whereas First Party Data is obtained by inferring their behavior and consumption.

With Zero Party Data, we complement other data sources, allowing us to precisely delve into the interests, products, and promotions the user wants to receive.

Specifications

Zero Party Data

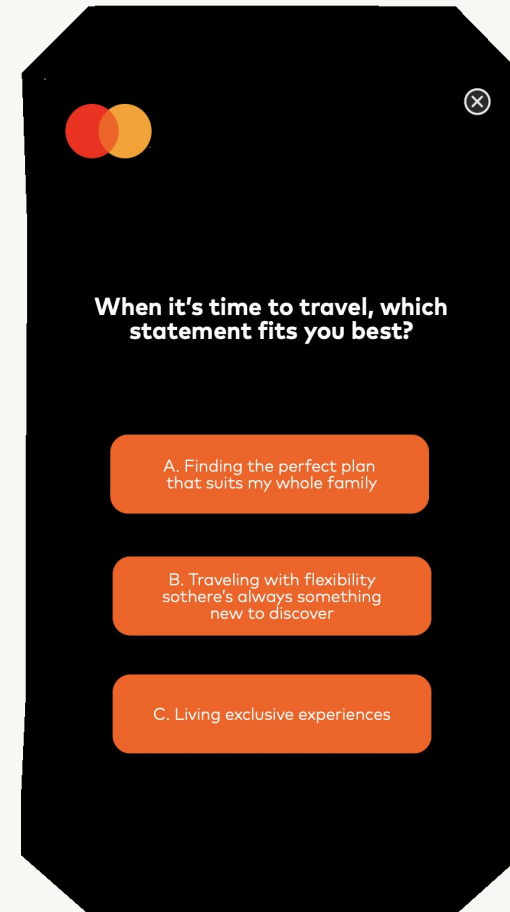
Questions: 2 to 3, ideally only 2 questions.

Answers: 2 response options per question.

Recommendation: Avoid overly long questions and answers, as they could affect survey performance.

The survey will be designed based on the client's campaign visual identity.

After the survey is distributed, we share the response percentages for each question.



Scan to discover the full creative.

**GOT A
CHALLENGE
FOR US?**

The text "GOT A CHALLENGE FOR US?" is displayed in a bold, black, sans-serif font, arranged in three lines. Four irregular, hand-drawn style shapes are overlaid on the text: an orange shape behind the 'C' of 'CHALLENGE', a yellow shape behind the 'O' of 'GOT' and the 'A' of 'CHALLENGE', a green shape behind the 'N' of 'CHALLENGE', and a blue shape behind the 'U' of 'FOR US?'.