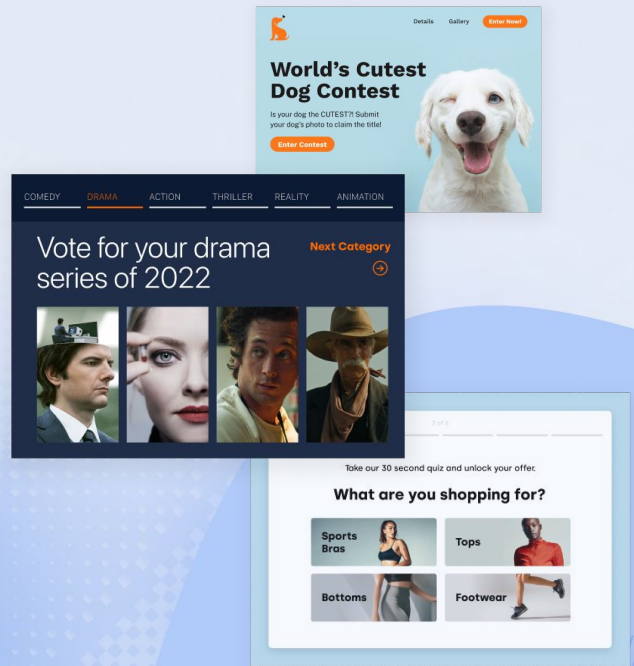


SAILTHRU

Sailthru Experiences:

Future-proof Your Brand



Consumer Data types explained

	Inferred Data	Observed Data	Self-Reported Data
Third-Party Data	Inferred household income	Mobile device ID Set-top box data Purchase preferences	Social media page likes
Second-Party Data	Product/category preferences	Web cookie data Partner data	Self-identified household income
First-Party Data	Cross-device identity matching	Loyalty program activity Purchase history	Date of birth Mailing address
Zero-Party Data			Preference insights and purchase intentions

Interested in learning more about how zero- and first-party data can help future-proof your brand?

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