

## WHAT IS EARNED DATA?

Earned Data is data intentionally shared by an individual with an organization via transparent and consensual data capture

It is acquired through an individual-defined value exchange and with a clear understanding of how it will be used

## WHY IS IT IMPORTANT?

It builds an understanding of each customer over time, directly from the customer themselves

This generates proprietary and defensible insights that create increased engagement, improved sales and lower costs for brands

CAPTURE THEIR ATTENTION

CONSENTED ENGAGEMENT

EARN DATA THROUGH AN INCENTIVIZED VALUE EXCHANGE

PROGRESSIVELY BUILD AUDIENCE PREFERENCE PERSONAS

DERIVE INSIGHTS FROM ANALYSIS OF EARNED DATA

ADAPTABLE PERSONALIZED OFFERINGS TO BUILD LOYALTY

ENCOURAGE SOCIAL SHARING

We cut through the marketing noise and generated a two-way relationship with key consumers using the 3radical.

Daniel Chia  
Marketing Communications Manager,  
Dell, Singapore

It has been incredibly successful; we got data acquisition and drove customers into store.

Jo Fawcett  
Digital Director & Marketing Director  
Azzuri Group

With rich, real time data, operators can compare and analyse player behaviour versus historic norms and expectation.

Alistair Boston-Smith  
CSO, Bede Gaming

CONSENT + DATA = MORE ENGAGEMENT

Large Restaurant Chain's board game resulted in

✓ **27,000** quiz completions and  
**22,000** new marketing prospects identified

Large Restaurant Group awarded over

**9,500** prizes

which increased customer retention and in store visits.

Online Gambling and Online Casino Group saw a

**30%** increase in daily active wagering player volumes

**60%** of customers engaged on five or more days

A leading global Bank's digital transformation employee awareness campaign saw an

**88%** completion rate of the training  
**77 point** increase in Banker confidence

Online Gambling and Online Casino Group reported that every player that played in month one also played in month two

Large Restaurant Group collected

**6,000+** additional pieces of self-reported data on their customers

## ABOUT 3radical

3radical is the developer of the Voco audience engagement platform, which allows individuals to interact with organizations on their own terms. Voco's real-time decisioning engine is able to combine game science theory, data accumulated from billions of interactions, and the real-time accumulation of 'earned' data, resulting in the optimum blend of interactive content, rewards incentives and channels for each engagement. Earned data is willingly and transparently provided as part of a value exchange, informing ongoing product and service development and, ultimately, improving the relationship between the individual and the organization.

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