

An overview of how first-party opt-in data and third-party opt-in data are collected and collated by our organization, specifically through our telemarketing efforts as well as other channels.

Our telemarketing team collects first-party opt-in data by directly contacting potential customers or users who have expressed an interest in our products or services. During these conversations, our team members obtain consent from the customers or users to receive marketing communications from us. Examples of first-party opt-in data collected through telemarketing include names, phone numbers, email addresses, and other relevant contact information.

In addition, we also use third-party opt-in data to supplement our telemarketing efforts, as well as data collected through other channels such as our website, social media channels, and offline events. This data is collected from external sources such as data providers or partners who have obtained the data from their own opt-in customers or users. The third-party opt-in data is then used to target potential customers or users who have expressed an interest in similar products or services as ours. Examples of third-party opt-in data collected include demographic data, interests, and preferences.

Once both types of opt-in data are collected, they are collated and integrated into our data management platform. This platform allows us to unify and organize the data to create a comprehensive view of our customers or users. We also use various data cleaning and verification processes to ensure the accuracy and completeness of the data.

Finally, we use this collated data to develop targeted marketing campaigns and personalized experiences for our customers or users. By leveraging both first-party and third-party opt-in data, we can provide a more relevant and engaging experience for our customers, while also ensuring that our marketing efforts are compliant with relevant data protection laws and regulations.

Market Wavegen, we believe in collecting and collating opt-in data in a transparent and ethical manner. Our data management platform allows us to effectively leverage this data to develop targeted marketing campaigns and personalized experiences for our customers, ultimately driving greater customer engagement and satisfaction.

The image shows two screenshots from the Market Wavegen platform. The top screenshot is the 'Analytics' dashboard for the domain 'marketwavegen.com'. It displays '1.27 GB' of total bandwidth and '53,196' total number of requests. Below this, there is a 'Change domain' dropdown menu currently set to 'marketwavegen.com' and a 'Filter by' section with buttons for 'Last 1 hour', 'Last 6 hours', 'Last 24 hours', and 'Last 7 days'. The bottom screenshot is the 'Email Marketing' interface, specifically the 'Contacts' section. It shows a summary with '9,12,348' total contacts and '8,48,238' subscribed contacts. A 'Contacts growth' line chart shows an upward trend from approximately 10,500 contacts on 03-27 to over 11,000 contacts by 04-02. The interface also includes a sidebar with navigation options like 'Start', 'Activity', 'Audience', 'Forms', 'Campaigns', and 'Automations', and a user profile for 'rachel'.