

BUILD YOUR FIRST-PARTY DATA STRATEGY

The Essential Checklist for Mobile Games Companies



[Read our in-depth companion piece for this checklist](#)

As users become more conscious of their data privacy, a **good first-party data strategy is critical to your mobile game company's success**. It may seem like a daunting task but we're here to get you started with this handy checklist:

INVESTIGATE YOUR EXISTING CUSTOMER DATA

Compile and review the data you already have:

- App analytics
- Advertising data

With your existing data:

- Look at the gaps in your user data coverage
- Model purchase paths to find the highest level of conversion
- Perform segmentation analysis to understand your RFM



REVIEW YOUR MARTECH STACK

- Catalogue **all the tools** your studio uses
- Bring together your partners to discover your most valuable tech tools
- Perform a security and PII audit
- Consult with your legal team to ensure PII is handled correctly



ANALYZE YOUR CURRENT MARKETING & DATA STRATEGY

Get buy-in from your strategy team: your CFO, CTO and CMO

Design your customer experience goals

- How are you going to reach your desired users?
- Do your marketing and advertising tactics match your goal?
- What technology will help you reach your goals?



CLOSE YOUR TECH GAPS

Identify the gaps in your MarTech stack. Do you need:

- a first party data partner to help you get consent?
- to ensure you have a single first-party data source i.e. **The One Truth To Rule Them All**



Decide whether it's more beneficial to start from scratch or build on top:

- Do all your tools and providers work together smoothly?
- Are your partners focused on a proactive, privacy-first approach?

COLLECT AND MANAGE YOUR FIRST-PARTY DATA

First-Party Digital Handshake: your mobile game user understands why you're asking them to log in

Give them a reason to share their data

Single Sign-On: Does your tool support a single sign-on across all your games for a streamlined end-user experience?

Privacy Management: Does your technology partner provide tools like the ability for your end-user to manage their own data deletion?

Data Governance: Is your data being managed accurately and securely?

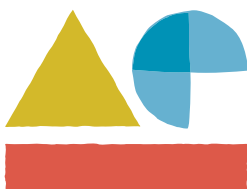
Engaged Experiences: Are you using key segments for personalization?

Scaling: Make sure that your tools and partners will be able to scale with you



Congratulations! You're now set to get started on your first-party data strategy. It's going to be hard work, but you can be confident it will pay off.

[Be sure to read our in-depth companion piece for all the details on developing your strategy.](#)



Appreciation Engine (AE) is a first-party data solution that helps global businesses drive conversions from their online user data.

Talk to one of our privacy experts today to learn more about how AE can help you to develop your mobile game's first-party data strategy for the cookieless future.

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