

Three surprising insights on the state of customer data collection



To drive sales through personalized experiences and customized offerings, marketing and digital teams need to accurately identify customers and derive insights across all of their interactions. This is what it means to have a true 360-degree view of the customer.

However, **marketers have a data problem**. They are gathering an overwhelming amount of customer data that is scattered across multiple channels and a growing number of poorly integrated MarTech systems.

The result is a fragmented landscape of unreliable data, which impacts the ability to extract and activate actionable insights. This leaves companies and marketing leaders with a foggy understanding of their customers—and an even foggier idea of their data collection options. **A big question hangs over all of this: How well are marketers *really* leveraging their customer data?**

Okta recently conducted a research study surveying 426 marketing professionals in U.S. with the goal of answering this question. Read on for more information on the three major takeaways from the report:

- 1 Data leaders have confidence in their data—but that confidence doesn't match the *quality* of their data
- 2 Data quality issues are hampering the full strategic adoption of AI tools
- 3 Data leaders are still highly reliant on third-party cookies

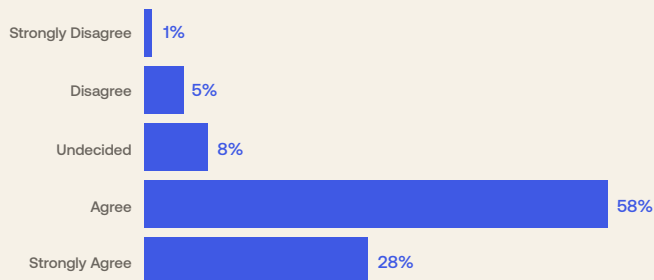
Main takeaways from Okta & Qualtrics research study

Takeaway #1:

There is a troubling disconnect between leaders' confidence in their data and the quality of that data.

The overwhelming majority (86%) of respondents reported having a 360-degree view of their customers.

My company has a true '360-degree' view of our customers/users.



However, over half of respondents reported finding issues like automation, governance and compliance, integration, quality, volume, and scalability to be either somewhat challenging or very challenging.

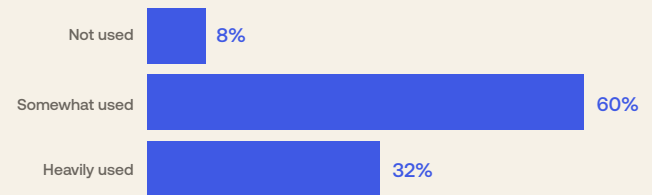
In other words, while data leaders generally feel confident about their comprehensive understanding of customers, that confidence is significantly undermined by real issues concerning the quality and usability of their data. Leaders seem to be confusing having **a lot of data with having an actionable 360-degree view of their customers.**

Takeaway #2:

Data leaders are embracing AI, despite concerns over data quality.

More than 90% of respondents reported making use of AI tools, saying that it creates value in interpreting results, profile matching, content creation, and campaign sequencing.

To what extent are you using AI tools in marketing?

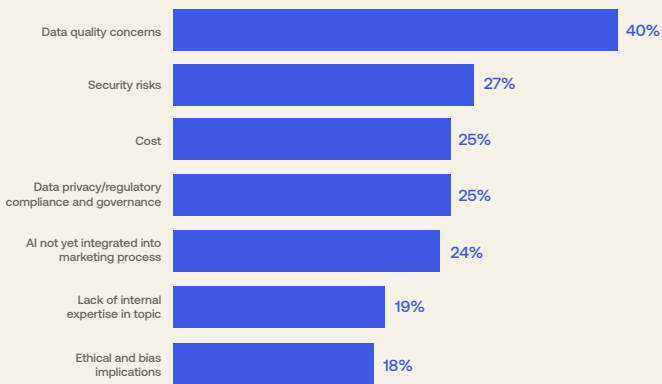


What uses cases are you automating with AI?

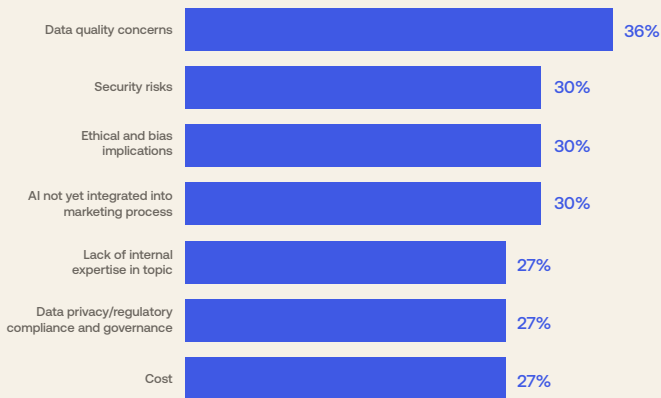


But data quality issues (e.g. outdated, duplicates, fake, etc.) are hampering a fuller adoption of AI tools. “Data quality concerns” was the most frequently cited reason for not adopting AI in additional use cases (40% of respondents). It was also the most frequently cited reason that non-AI users had reservations about adoption (36% of non-AI using respondents).

What are the main reasons for not using AI in your other use cases?



What are the main reasons AI is not being used?



Takeaway #3:

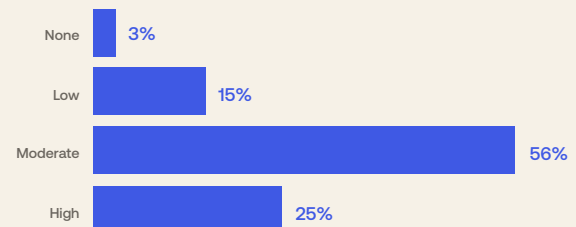
The majority of data leaders claim that the bulk of their customer data is zero- and first-party—but they’re still reliant on third-party cookies.

On average, respondents claim that zero- and first-party data make up 33% and 31% of their total collected data, respectively.

Data source type	Mean % of whole
Zero-party	32.63%
First-party	30.66%
Second-party	18.34%
Third-party	18.37%

Despite this, 81% of respondents report being either moderately or highly dependent on third-party cookies and over half are somewhat or very concerned about losing third-party data sources. This indicates that they haven’t been able to effectively map customer Identity across their owned data sources.

How reliant is your organization on third-party cookies for customer data?

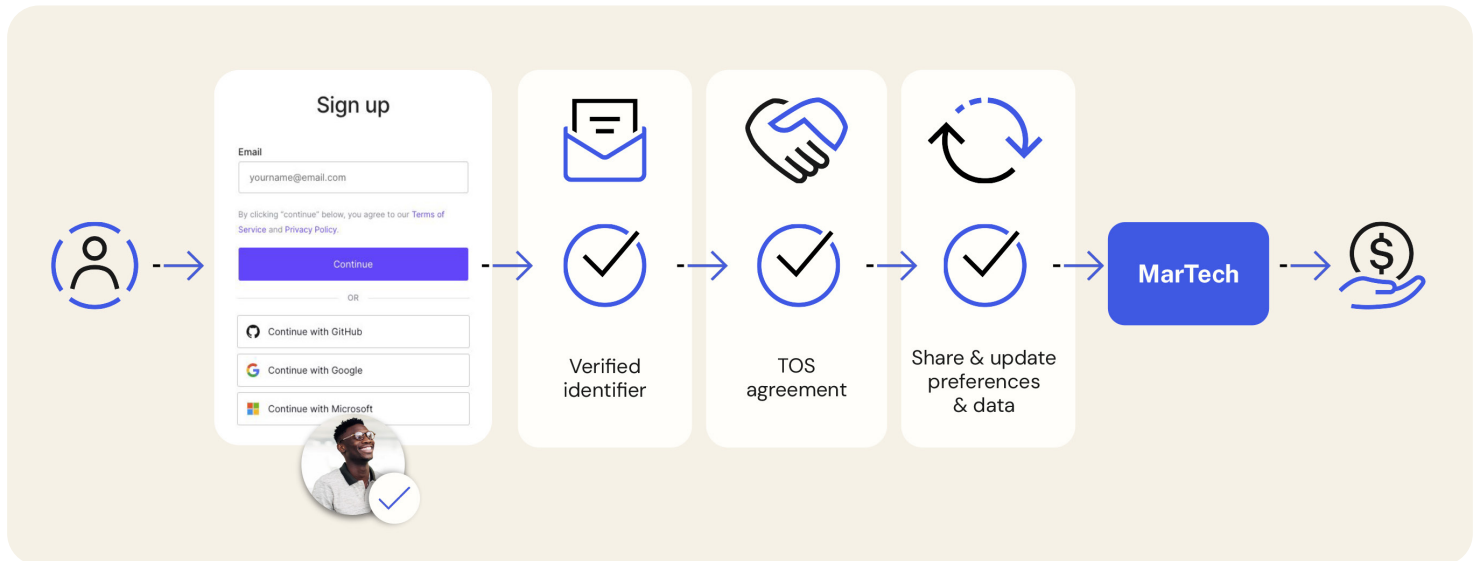


Bottom line

Organizations are not maximizing the potential of their AI and 360-degree view data collection tools. When data is being collected across separate customer entry points and channels (each with their own methods for identifying customers and classifying data), the result is a host of serious data quality and classification issues. This undermines the organization's ability to map customers' Identity in real-time and deliver consistent, personalized omni-channel experiences that adhere to compliance requirements.

Okta can help

Okta’s Customer Identity Cloud (CIC) is an **authoritative, omnichannel source** for normalized first- and zero-party customer data. Through a unified interface, it facilitates customer access to services, determines how they input data, and allows them to update their preferences and consent to their data being used.



Through its highly extensible architecture, Okta CIC can support two-way integration with any MarTech system — for instance, to enrich profiles in a CDP or trigger a real-time recommendation — providing a means to protect, activate, and orchestrate data across MarTech in real-time.

Interested in learning more?

Schedule a demo and see how the Okta Customer Identity Cloud can supercharge your data collection and personalization.

[Learn more](#)

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