Collecting zero-party data

Using Delighted surveys

What is zero-party data?

Zero-party data is information customers intentionally share with a brand.

Examples of zero-party data:

→ Customer feedback surveys

→ Contact information

→ Product satisfaction surveys

→ Customer demographic information

→ Brand perception surveys

Benefits of zero-party data

Other types of data like first, second, and third-party data don't have the same benefits as zero-party data, like:

→ Trustworthiness

→ Accuracy

→ Obtained with consent

→ Allows for personalized experiences

Start collecting zero-party data from your customers using Delighted's free survey templates.