



Are You Sitting On A Goldmine? August 2026

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Did you know you could be sitting on a potential goldmine of information for your business? If you haven't tapped your customer databases for research recently, it's time you did.

Let me back up a bit...

Last month's *Rink ink* focused on data parties – first, second and third. As a reminder, first-party data is customer records collected directly from your own channels (your website, apps, CRM, etc.). These records might include demographics, purchase history, and the like.

First-party data can be very useful for segmenting customers, building customer profiles, and generally improving your marketing and web content.

But first-party data is limiting because it is passively-collected info.

If you go one step further and engage with your customers directly, you are entering the realm of zero-party data! Zero-party is just a fancy term for information that customers *willingly* share with your company.

This self-reported data by customers is one important level up in usefulness from passive transactional data. It is particularly valuable because it comes directly from customers *with their consent*, it's unbiased, and it tells you what they think or want.

There are many ways to generate zero-party data: surveys, polls, online forms, interviews, interactive quizzes, and more.

The key to a good response rate – and quality responses -- is the promise of an enhanced customer experience. Obviously, the more you can make good on that promise, the happier (and more loyal) your customers will be.

Have you maximized your opportunities to engage with your customers and go from first-party to zero-party data?

Need help with you customer data? Contact me at lrink@LindaRink.com.



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