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# Antsomi CDP 365 FAQ



FAQs on “Data Collection”

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## | 📥 Data Collection

### Introduction:

In today's world, where the "importance of Customer Experience (CX)" is frequently emphasized, digital marketing has become an indispensable element for business growth. However, when considering their own data utilization, **many organizations face hurdles such as "insufficient customer data" or "not knowing where to start."** In our past webinars, we've received questions about such **Data Scarcity**.

This document is specifically designed to answer these initial questions about data utilization. Discover how Antsomi CDP 365 can address your **data collection and utilization** challenges, and how it can invite you on a journey to unlock a future where data drives your business.

We encourage you to read on and explore new possibilities in data utilization.



## FAQ at a Glance

Use this table to get a quick overview of each topic. Feel free to jump to the relevant section by clicking on the clickable page number for more details.

	FAQ	Answer Summary	Page
	<b>What data do I need to start?</b>	You can start with <b>anonymous data</b> (like browsing history) even if you don't have existing customer data.	<a href="#">p.4</a> 
	<b>How can I collect data if I have none?</b>	It's a two-step process: <b>(1) automatically collect anonymous data with a tracking tag</b> , then <b>(2) gradually gather customer info</b> via pop-ups, surveys, etc..	<a href="#">p.6</a>
	<b>How does data quality affect my strategy?</b>	The more data you have, the deeper your strategies can be—from <b>website personalization</b> to <b>personalized emails and SMS campaigns</b> with rich customer profiles.	<a href="#">p.7</a>
	<b>How can I improve website data collection?</b>	Increase visitor engagement through <b>personalization, strategic pop-ups, surveys, and gamification.</b>	<a href="#">p.9</a>

## The First Step in Customer Understanding: Where and How to Collect Data?

The journey of customer understanding undoubtedly begins with **data collection**. However, many companies harbor concerns like, "**Can we really utilize a CDP if we don't already possess a large volume of data?**" Rest assured, with Antsomi CDP 365, you can take a firm first step, even if your current situation is "no customer data." Let's address some of the most common questions about data collection raised in our webinars.



**Q1: What data is necessary to leverage Marketing Automation (MA) with Antsomi CDP 365?**

**A: Ideally, customer profile data such as email addresses, phone numbers, and names are preferred.** This information is highly recommended because it allows you to directly identify customers and enable more personal communication.



**However, even if you don't have customer data yet, you can get started right away as long as you have digital assets like a website or an app.**

Let's break it down into two common scenarios based on your situation:

### **Case 1:**

#### **You Already Have Customer Data (The Ideal Situation)**

You can leverage your existing customer data to create more personal and effective communication.



#### **Examples of data you can use:**

Names, email addresses, phone numbers, etc.



#### **What you can achieve:**

You can identify individual customers and build a deeper, more direct relationship through actions like sending personalized emails.

**Case 2:****You Don't Have Customer Data Yet**

You can take the first step toward customer understanding by utilizing "**anonymous data**" from your website visitors.

**Examples of data you can use:**

- **Cookie IDs & Device IDs:** Unique identifiers to anonymously recognize visitors.
- **Behavioral History:** Pages viewed, time spent on site, click history, etc.
- **UTM Parameters:** Information on the traffic source, showing which ad or link a visitor came from.

**What you can achieve:**

- Display personalized product recommendations or pop-ups based on visitors' interests.
- Optimize the website experience based on how visitors arrived (e.g., from a Google search, a specific ad campaign, etc.).

**So the Key Takeaway is:**

Even if you're starting from zero, you can begin your journey toward customer understanding and personalization by leveraging anonymous data.



**Q2: How can data be collected if there is no existing customer data?**

**A:** You can start collecting data with a simple, two-step process. **First, you gather anonymous data, and then you gradually convert those visitors into known customers.**

**⚡ Step 1:**

**Start Immediately by Collecting Anonymous Data**

All you need to do is **install the Antsomi tracking tag on your website.**

This tag instantly begins to automatically collect anonymous data about visitor behavior, such as:

- 📄 **The pages they view**
- 🛒 **The products they browse**
- ❤️ **The content they show interest in**

This foundational data is the first step to understanding who your visitors are and what they want.

**🌱 Step 2:**

**Gradually Collect Detailed Customer Information**

The next goal is to encourage them to share their information (like an email address) in exchange for something valuable.

Here are some effective strategies:

- 📝 **Surveys:** Use simple pop-up banners to ask for feedback or opinions.
- 🎮 **Gamification:** Engage visitors with interactive content like a "Spin to Win" wheel or a "Lucky Draw" contest to win prizes.
- 🏷️ **Strategic Pop-ups:** Offer a discount coupon in exchange for an email address when a visitor is about to leave your site.

These engaging methods help you build your customer database over time.






### Q3: How does the type and amount of data impact what we can do with Antsomi CDP 365?

**A:** Think of your data as the fuel for your marketing engine. The type and amount of data you have directly determine the "**breadth**" and "**depth**" of the strategies you can execute. Here's a simple breakdown of what you can achieve at different data levels:




#### **Level 1: With Anonymous Data Only**

Even with just the anonymous data of your website visitors, you can already add significant value:

-  **Personalize Website Experience:** Show different content or layouts to new vs. returning visitors.
-  **Display Relevant Content:** Recommend products or articles based on a visitor's real-time browsing history.
-  **Encourage Sign-ups:** Use targeted pop-ups on specific pages to ask visitors for their email in exchange for a coupon.

#### **Level 2: With Basic Profile Data (e.g., Name & Email)**

Once you collect basic information, you can start building relationships:

-  **Create Personalized Emails:** Address subscribers by name in the subject line and body of your emails to increase engagement.
-  **Build Audience Segments:** Group customers based on simple criteria (e.g., how they signed up) for more targeted campaigns.
-  **Nurture Leads:** Guide new subscribers through a welcome email series to introduce your brand.

### ✨ **Level 3: With Rich Profile & Behavior Data (e.g., Phone Number, Purchase History)**

As you gather more detailed data, you unlock advanced, multi-channel strategies:

- 🎯 **Achieve a 360-Degree Customer View:** Combine all data points to understand the full customer journey and communicate with them seamlessly across all channels.
- 📱 **Launch Campaigns:** Send timely alerts and promotions directly to your customers through emails, SMS, message apps, etc.
- 📁 **Deliver Hyper-Personalized Offers:** Create special offers based on a customer's past purchases and browsing behavior.

### 🌱 **Our Recommended Approach: Start Small & Grow**

Antsomi CDP 365 is designed to support this gradual journey. The key is to:

1. **Start** by understanding customer behavior with the anonymous data you already have.
2. **Then, progressively collect** more profile data to build deeper, more personal, and more effective communication.





#### Q4: How can I improve data collection on our website?



**A:** The key to better data collection is **creating more engaging experiences** for your website visitors.

Here are some examples of effective strategies you can implement using Antsomi CDP 365 to boost engagement and enrich your data:

##### 🌟 1. Personalize the Experience

Show visitors **product recommendations and articles tailored to their browsing history**. When content feels personally relevant, visitors are more likely to stay longer, explore more, and trust your brand.

##### 🎫 2. Use Strategic Pop-ups

Offer a clear value exchange. For example, use an **exit-intent pop-up to offer a 10% discount coupon** in return for an email address. This gives visitors a compelling reason to share their information before they leave.

##### 📝 3. Ask for Feedback

Use simple pop-up banners to run **mini-surveys or polls**. Asking for your visitors' opinions is a great way to learn about their preferences while making them feel valued and heard.

##### 🎮 4. Make It Fun with Gamification

Add entertaining elements like a **"Spin to Win" wheel or a "Lucky Draw" contest**. Games not only make the experience more enjoyable but also encourage repeat visits and make visitors more willing to provide their information.

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### Conclusion:

Thank you for reading this far. **The current state of "no customer data" by no means closes the door on data utilization.** Rather, with Antsomi CDP 365, it becomes a signal marking the "beginning of a new journey of customer understanding and relationship building." Understanding customer behavior deeply, even from anonymous data, and progressively collecting profile data to create personalized customer experiences—this flexible and practical approach is the greatest strength of Antsomi CDP 365.

If you are interested, please feel free to contact us anytime.

- **Request a demo**
- **Request an individual consultation**
- **Request more information**

We look forward to hearing from you.



If you have any questions,  
contact us any time!

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