

# How would you **COMPARE** first, second and third-party data?

All three data types have their place in the marketplace, overall, and your business, specifically. How do you know which is best to meet your marketing needs? We like second-party data best, but we are a tad biased...

	First-Party Data	Second-Party Data	Third-Party Data
 <p>Where is the data from?</p>	<p>Your company!</p> 	<p>Another company's first-party data through a data co-op.</p> 	<p>External data collection platform.</p> 
 <p>How accurate is the data?</p>	<p>Very accurate! Your company gathered it.</p> 	<p>Accurate and trusted. Verified by data co-op.</p> 	<p>Accuracy is not verified.</p> 
 <p>How can the data scale?</p>	<p>Limited to who visits your website organically.</p> 	<p>Wider cast to all participating in data co-op.</p> 	<p>Massive scale.</p> 
 <p>How relevant is the data?</p>	<p>Very relevant! Your company gathered exactly what they wanted!</p> 	<p>Very relevant! The data co-op will provide you with the data requested.</p> 	<p>No opportunity that the data will truly be relevant.</p> 

**hive**wyre

Hivewyre is a forward-thinking programmatic advertising company, with an exclusive second-party data co-op for our partners. We drive unconverted, in-market shoppers to your online retail business from competing sites in real-time.

With over 500 retailers and over 100 million monthly in-market shoppers in our co-op, our distinct advertising strategy allows you to combat rising search engine PPC & PLA costs and the ever-expanding online marketplace growth. Our team of second party data experts will advise you on how to create cost-effective campaigns that drive unique, highly-qualified traffic to your site. For more information, visit us at [hivewyre.com](http://hivewyre.com).

