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# THE DATA REVOLUTION IN DIGITAL MARKETING: ETHICAL PERSONALIZATION WITH ZERO- AND FIRST-PARTY DATA

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## ABSTRACT

*Data-driven strategies are increasingly shaping digital marketing to optimize customer engagement, enhance personalization, and improve advertising effectiveness. However, the gradual elimination of third-party cookies and the growing enforcement of global privacy regulations are reshaping how data is collected, managed, and used for marketing purposes. Zero-party, first-party, second-party, and third-party data strategies have thus emerged as critical pillars in designing privacy-friendly, ethical, and customer-centric marketing approaches. This study presents a systematic literature review based on the PRISMA protocol to examine the integration of these four data types into digital marketing strategies in the post-cookie era. The findings reveal a significant shift toward first-party and zero-party data, driven by the need to comply with privacy regulations, gain consumer trust, and improve targeting accuracy. Moreover, AI-powered tools, contextual advertising, and CRM systems are being used more frequently to support personalized marketing without relying on invasive tracking methods. This review contributes to the literature by mapping current approaches, highlighting ethical concerns, and identifying future research directions for data strategies in a cookieless marketing landscape.*

**Keywords:** Zero-party Data, First-party Data, Second-party Data, Third-party Data, Third-party Cookies, Systematic Literature Review

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