

The evolution of the data clean room



First generation data clean rooms...

...were originally created to allow data providers to match their offline data to a brand's CRM data.

To unlock these services, advertisers were required to upload their data into a third-party environment where it was commingled with other data sets.

Once uploaded, the data could not be exported, and it was locked in the third-party vendor's ID. Meaning the data owner lost control and sight of the data.











Macro-changes in the industry are driving data clean room demand

Loss of commercial trust







Increased compliance burden

Loss of third-party IDs









To challenge traditional centralised solutions, a new decentralised approach has emerged



N F O S U M





A centralised approach...

... is utilised by the likes of Google with Ad Data Hub, and other third-parties.

Similar to first-generation data clean rooms, data is uploaded into a third-party environment where it can be commingled with other datasets.

Once uploaded, the data only be exported at an aggregate level. Additionally, there is no cross-platform analysis available. This means insight is siloed to one platform, for example marketing activity with Google.









Extensive pre-upload manipulation...

... is required when first-party data is centralised and commingled in a third-party environment. This data wrangling process soaks up considerable internal resource, and slows the process of unlocking data insights by weeks or months.



'Plug and play' data normalisation...

...removes the need for lengthy ETL processes by enabling all transformation to take place within the Platform. Our normalisation process automatically standardises and maps the data to our global schema.







Decentralisation unlocks new use cases



Data Onboarding



Use InfoSum's data clean room to unlock the power of your first-party data with the only end-to-end data onboarding solution that requires no movement of data.



Connect multiple first-party data sets in InfoSum's Data Clean Room to create privacy-safe co-ops that enable you to compete with the Walled Gardens.



Second-Party Data



Match first-party data with addressable audiences and second-party data sources to identify the optimum partners to reach customers and prospects.





The benefits of a decentralised Data Clean Room



The commercial benefits of a decentralised identity infrastructure

Decentralisation offers significant commercial benefits to data owners by offering accelerated speed-to-market, and ensuring they never sacrifice control of their data assets.



Speed-to-Market

Centralisation of data creates significant compliance burden, as data is moved between parties.

By removing the need to move data into a thirdparty environment, decentralisation dramatically lowers the compliance requirements and enables you to contract faster on data partnerships.



Control

By centralising data, you sacrifice control over how your data is used by the third-party.

Decentralisation removes the need to move data between parties, ensuring you never lose control over your data and eliminating the risk of a thirdparty re-sharing or reselling your rich data assets.





The privacy and security benefits of a decentralised identity infrastructure

By removing the need to share data between parties, decentralisation overcomes many of the privacy and security challenges that exist in the current advertising ecosystem.



Privacy

Centralisation results in a third-party becoming a controller of your data, creating privacy challenges.

Decentralisation means never passing personal data between parties, ensuring no additional data controllers and protecting against your data being commingled with another parties data.





Security

Centralising data into a single database or data lake creates a higher risk of leakage or breach.

A decentralised approach enables each data set to remain distributed. This means there is not a single point of failure that can be targeted or exploited.









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