

SOLUTION FACT SHEET

Realise the power of first-party data partnerships

InfoSum's next-generation data clean room is the only solution that doesn't require you to share or centralise your data with another company; empowering you to connect multiple first-party data sources to drive marketing insight, targeting and campaign measurement.



Unlock data partnerships



DATA ONBOARDING

Match your first-party data directly against a media owners addressable audience for planning and targeting, without sharing any personal data.



DATA ALLIANCES

Build or join privacy-first data ecosystems that optimise ad performance by connecting brands, media owners, data owners and media agencies.



ROI MEASUREMENT

Accurately measure the marketing ROI by analysing the intersection between new customers and media owner ad exposure data.

InfoSum's data clean room solves the industry problems of today and tomorrow



Commercial trust

High profile data misuse and leakage stories has led to a loss of both trust between companies to collaborate on data, and from consumers around the use of data.



Increased compliance burden

Stricter data privacy legislation has been introduced around the world that increases the burden of compliance, meaning the contract process is lengthy and laborious.



Depreciation of third-party IDs

All of the major browser providers will block third-party IDs by the end of 2022. This creates an 'opacity layer' when connecting identities for media planning and targeting.



InfoSum solves the lack of commercial and consumer trust by removing the need to share customer data.



InfoSum reduces compliance burden by never sharing data and using differential privacy.





InfoSum relies solely on existing first-party identifiers in a dataset, removing the reliance on third-party IDs.



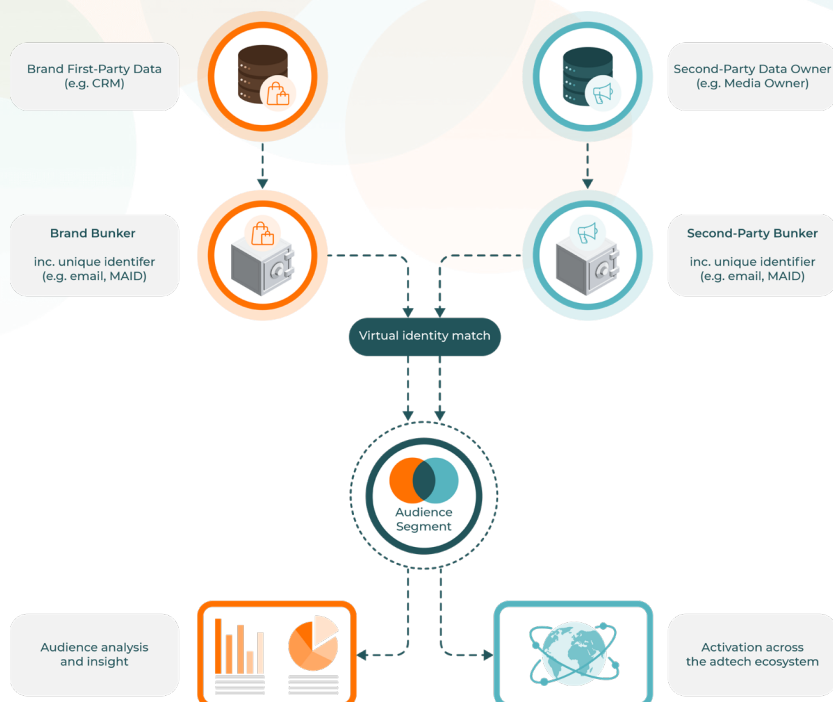
Ready to get started with a next-generation data clean room?

Get in touch today to start unlocking the value from your first-party data, and access new data sources in a privacy-safe environment.

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How the InfoSum data clean room works



Unlike first-generation data clean rooms that require data to be moved into a third-party environment, InfoSum provides the only data clean room that requires no movement of data.

Each party's data remains firmly in their control in a private standalone Bunker. Only the data owner can ever access this Bunker.

Instead of moving data between parties, our platform generates anonymous mathematical representations of the data, which moves between Bunkers and measures customer overlap.

This analysis can then be used to drive audience insights, as well as media planning and activation.

All without having moved any data between parties.

The benefits of InfoSum's decentralised Data Clean Room



Speed-to-Market

By removing the need to centralise data, decentralisation dramatically lowers the compliance requirements and enables you to contract faster on data partnerships.



Control

As data is never passed to another party, decentralisation ensures you never lose control over your data and eliminates the risk of a third-party re-sharing or reselling your rich data assets.



Privacy

Decentralisation means never passing personal data between parties, ensuring no additional data controllers and protects against data being commingled.



Security



Rather than pooling data into a central repository, decentralisation 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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