INFOSUM

Future-proof addressability using first-party data

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 make your addressable audience available for brands to match their first-party data against in a privacy-safe, trusted environment.

Unlock new addressability opportunities

AUDIENCE MATCHING

Enable brands to match their first-party data against your addressable audience for planning and targeting, without having to share 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

Enable brands to accurately measure marketing ROI by analysing the intersection between their new customer data and your 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.
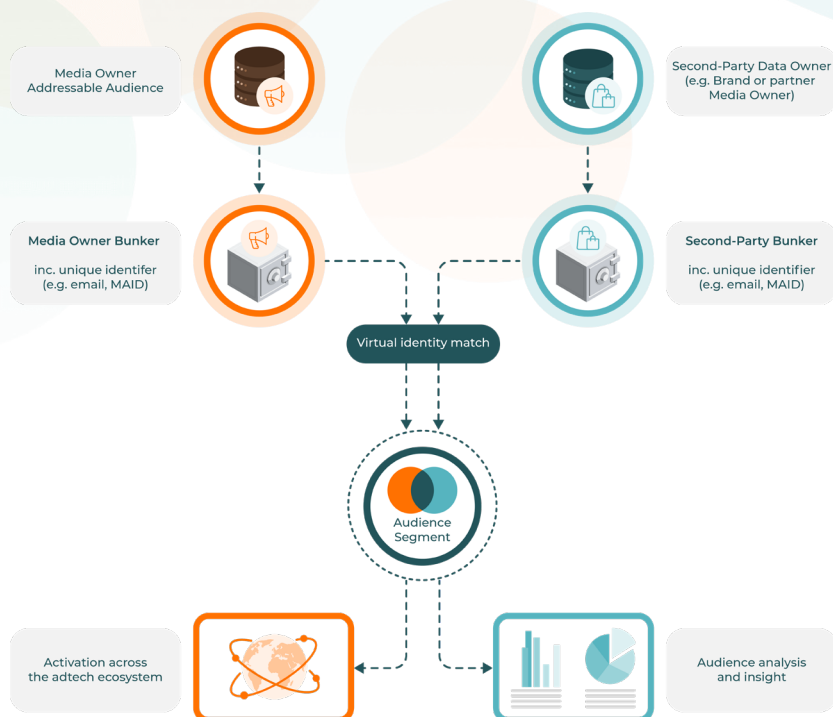
Ready to get started with a next-generation data clean room?

Get in touch today to start unlocking value from your addressable audience in a privacy-safe, trusted environment.

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How the InfoSum data clean room works

Media Owner
Addressable Audience

Second-Party Data Owner
(e.g. Brand or partner
Media Owner)

Media Owner Bunker

inc. unique identifer
(e.g. email, MAID)

Second-Party Bunker

inc. unique identifier
(e.g. email, MAID)

Virtual identity match

Audience
Segment

Activation across
the adtech ecosystem

Audience analysis
and insight

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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