

Bringing the power of data clean rooms to OOH and beyond

Marketers can safely use their first-party data to execute powerful out-of-home experiences across Clear Channel billboards within the InfoSum Secure Data Clean Room.

Marketers can easily match audiences to Clear Channel Outdoor media to optimize accuracy, reach, and relevancy at a hyper-local level to increase awareness and conversions.

Marketer's needs in today's first-party data world

Collaboration

Securely connect proprietary first-party data assets to premium media owners to maximize campaign performance.

Control

Retain complete control and transparency over how first-party data is connected, analyzed, and leveraged.

Reach and scale

Extend addressable reach and scale of targeting strategies without reliance on perishable IDs or risk of data exposure/leakage/misuse.

Omnichannel

Easily identify and activate relevant consumer profiles across offline and online channels.

Critical challenges facing marketers



Secure data matching

Current solutions risk exposure of customer data by sharing and activating the client's data directly with the ecosystem. The threat of data leakage, exposure, and privacy infractions increases as data moves across first, second, and third-party sources including CRM, CDP, DMP, SSP, and DSP partners.



Adequate data governance & privacy

Customers do not have full control or visibility into how their proprietary data is being used or protected, putting customer privacy and business reputation at risk.



Sustainable scale and addressability

With the cookie and other perishable identifiers being deprecated and the continued expansion of privacy regulation; organizations need to find new ways to maintain addressability and performance of connected consumer experiences.



Time, cost, and complexity

Current clean room solutions are not purpose-built for speed or simplicity requiring costly data science resources to access and analyze complex datasets. This limitation adds time as well as cost, especially for organizations that do not have internal data scientists.

InfoSum and Clear Channel Outdoor Solution

A first-of-its-kind Out-of-home data clean room that provides protection and performance for marketers when executing omnichannel campaigns using first-party data. CCO is the first OOH media company in the U.S. to harness this advanced privacy-compliant technology. Marketers can safely leverage InfoSum to connect their first-party data to the CCO RADAR® data platform for improved planning, activation, and measurement across out-of-home campaigns.

Use cases



Secure data collaboration

InfoSum's data collaboration platform empowers companies to connect their data directly to CCO RADAR® in real-time - without sharing any data. All data is normalized, anonymized, and aggregated within a decentralized data clean room to ensure complete privacy, security, and connectivity.



First-party data matching

Quickly onboard and match first-party data against multiple datasets - without the need to share or move data. Understand the overlap, match rate, or even exclude specific segments--all within seconds.



Audience enrichment

Uncover deep insights about your core customers with direct connectivity to CCO 4500+ audience segments across 130M Americans reached weekly.



Audience planning

InfoSum provides a direct matching between advertiser data and CCO OOH inventory using simple drag-and-drop tools to identify the most relevant and impactful audiences in real-time.



Audience activation

Quickly activate audiences across 70K+ roadside and airport displays in 65+ US Markets. Tailor hyper-local experiences based on foot traffic, consumer behavior, or geospatial signals/inputs to achieve greater reach, relevancy, and performance.



Advanced Analytics

Providing granular insight across first-party, second-party, and audience profiles to help marketers measure true incrementality and verify audience performance. InfoSum provides an easy-to-use query tool and a powerful query library for fast analysis and modeling across unlimited data sets.

Key benefits

Data-centric

Execute more relevant data-driven and customer-centric campaigns across premium out-of-home media.

Deep insights

Unlock deep insights about consumer behaviors and interests in the physical world.

Performance

Analyze and optimize audience segmentation for maximum relevance and performance.

Privacy

End-to-end privacy protection and data security ensure brands retain full control and ownership.

Sustainable

A fully sustainable solution with zero reliance on third-party cookies or other perishables IDs.