

# Five reasons why decentralisation is vital when considering a data clean room

## FOR BRANDS



1

### Remove risk when activating your first-party data

A decentralised data clean room is the most privacy-safe and secure way to deliver data-driven marketing within the advertising ecosystem. Unlike centralised clean room solutions that require your data to be commingled with other data sets (and often then locked in an interoperable proprietary vendor ID), you never have to share personal data; ensuring you retain full control over your data at all times.



2

### Accelerated go-to-market

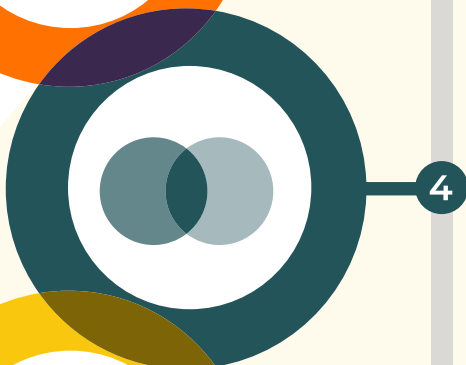
With personal data no longer being shared between parties, the burden on compliance teams is dramatically reduced. This streamlines the time required to establish a commercial relationship from several months to a matter of days; enabling you to deliver relevant and timely marketing faster and at a greater scale than ever before.



3

### Access previously hard to reach data sets (e.g. CPGs to retailers)

Due to the risks associated with sharing data within the advertising ecosystem, those holding some of the richest forms of data - e.g. retailer, transaction, purchase history data - have not allowed their valuable insights to be used by others. A decentralised data clean room removes the need to share data, empowers data owners to remain in control at all times, enabling new and exciting media planning and attribution opportunities.



4

### Work directly and closely with your most valued media owners

With a decentralised data clean room, you are able to seamlessly match your first-party data against media owners addressable audiences, without either you or the media owners having to share any personal data. This allows you to quickly and easily build custom audiences to activate against.



5

### Deliver true people-based marketing

Because a decentralised data clean room doesn't require data to be flattened to a third-party proprietary ID, you are able to plan and activate against custom audiences built at an attribute level, rather than relying on one-dimensional segments.

**For more information, visit:**

[www.infosum.com/data-clean-room](http://www.infosum.com/data-clean-room)