

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

FOR MEDIA OWNERS

**1**

Build direct relationships with brands

A decentralised data clean room enables you to make your addressable audience available for brands to match their first-party data against, without having to share or centralise the data. This allows brands to measure the synergy between their customer base and your audience, enabling them to build custom audiences to activate against.

**2**

Future-proof ad revenue

Being able to rely on your own authenticated addressable audience, and each brand's first-party customer data, means there is zero reliance on third-party IDs. This ensures that your ad revenue will not be impacted by privacy and technology changes made by the browser companies that limit the effectiveness of third-party IDs.

**3**

Build strategic data alliances

By removing the need for data to be centralised into a single third-party environment, you are able to build flexible strategic alliances with other media owners, commercial partners and brands. Because you and your partners never have to sacrifice control of their individual data sets, these alliances can be achieved without having to lock into onerous, costly and time consuming formal joint ventures.

**4**

Accelerated deal cycles

With personal data no longer being shared between parties, the burden on compliance teams is dramatically reduced. This can reduce the time required to establish a commercial relationship from several months to a matter of days, enabling you to come to market faster and realise ad revenue quicker.

**5**

Create a unified customer view

A decentralised data clean room empowers you to bring together various internal data silos, to create a truly unified understanding of your audience, without having to centralise data into a data warehouse or lake. By removing the need for a central repository you avoid expensive and time consuming data integration exercises, enabling you to unlock insights faster and with less risk.

For more information, visit:

www.infosum.com/data-clean-room