

# Discovery

CASE STUDY



## THE PARTIES



Luxury Brand



Premium Publisher

## THE OBJECTIVES

A luxury brand planned to launch an advertising campaign targeting lapsed customers.

Using CRM data, they need to identify the optimum online publisher or group of publishers to activate through.

## THE CHALLENGES

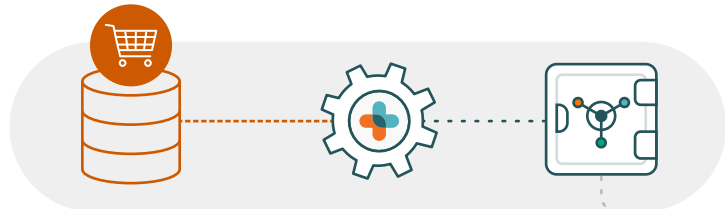
A lack of trust prevents either party sharing data with each other.

Data privacy and compliance demands mean a data processing agreement is needed and data transfer is an arduous process

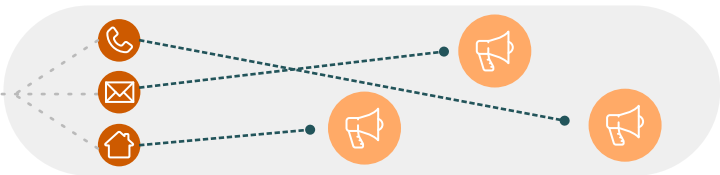
Matching identities requires a common ID or data to be sent to a third-party to match.

### STEP ONE

The brand uploads their lapsed customer data to a secure Bunker. Data goes through InfoSum's AI-powered normalisation and mapping process.



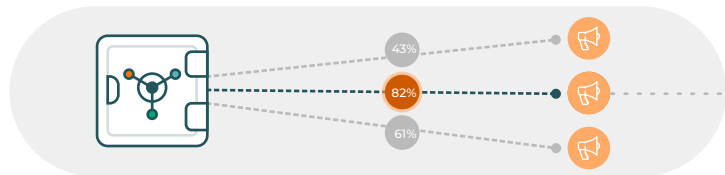
### STEP TWO



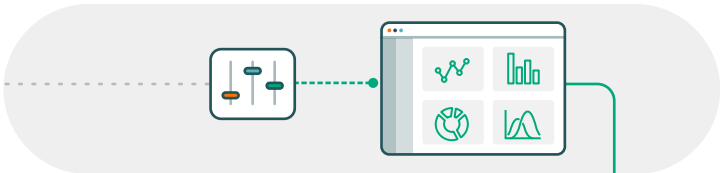
Publishers make their audiences discoverable. InfoSum's automated identity matching processes match individuals using existing identifiers.

### STEP THREE

The brand can immediately identify which publishers are available and can request the ability to analyse audience affinity.



### STEP FOUR



The brand requests further permission to enable them to enrich their customer insights with the new attributes and create segments for activation.

## RESULTS

### TRANSPARENCY

By enabling direct analysis of audience intersection, brands and publishers can build lucrative relationships underpinned by transparency.

### TRUST

Discovery requires no movement of data to drive insights, and therefore no loss of control, helping to build commercial trust between parties.

### COMPLIANCE

Non-movement of data, aggregate level results and differential privacy features reduces the compliance burden.

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