

# Next-generation data onboarding



# Introducing our speakers



**Moderator:**  
**Nick Henthorn**  
InfoSum  
Sales Director



**Speaker:**  
**Richard Foster**  
InfoSum  
Chief Revenue Officer



**Speaker:**  
**Alex McIlvenny**  
zeotap  
Country Manager, UK



# Agenda

1. Why companies are moving to first-party data onboarding
2. Challenges when onboarding first-party data
3. Why InfoSum & zeotap provides the next generation of data onboarding solutions
4. How it all works
5. Q&A

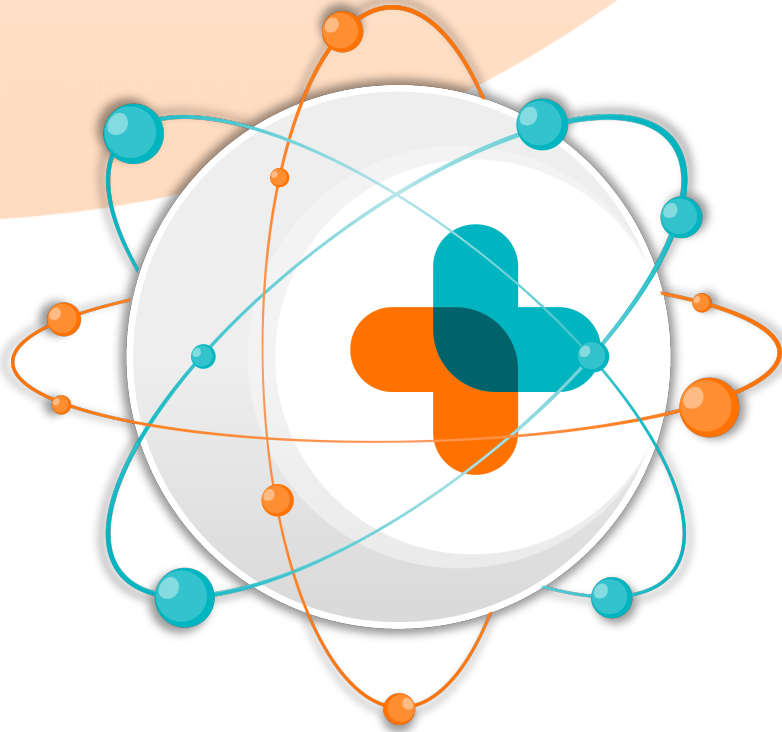


# Introductions



# The InfoSum approach

InfoSum's next generation identity infrastructure decentralises data collaboration, making the process simple, privacy-safe, secure and seamless.



- Founded in the UK in 2015 by Nick Halstead
- Sixteen worldwide patents pending
- 75% team engineers



# The InfoSum approach

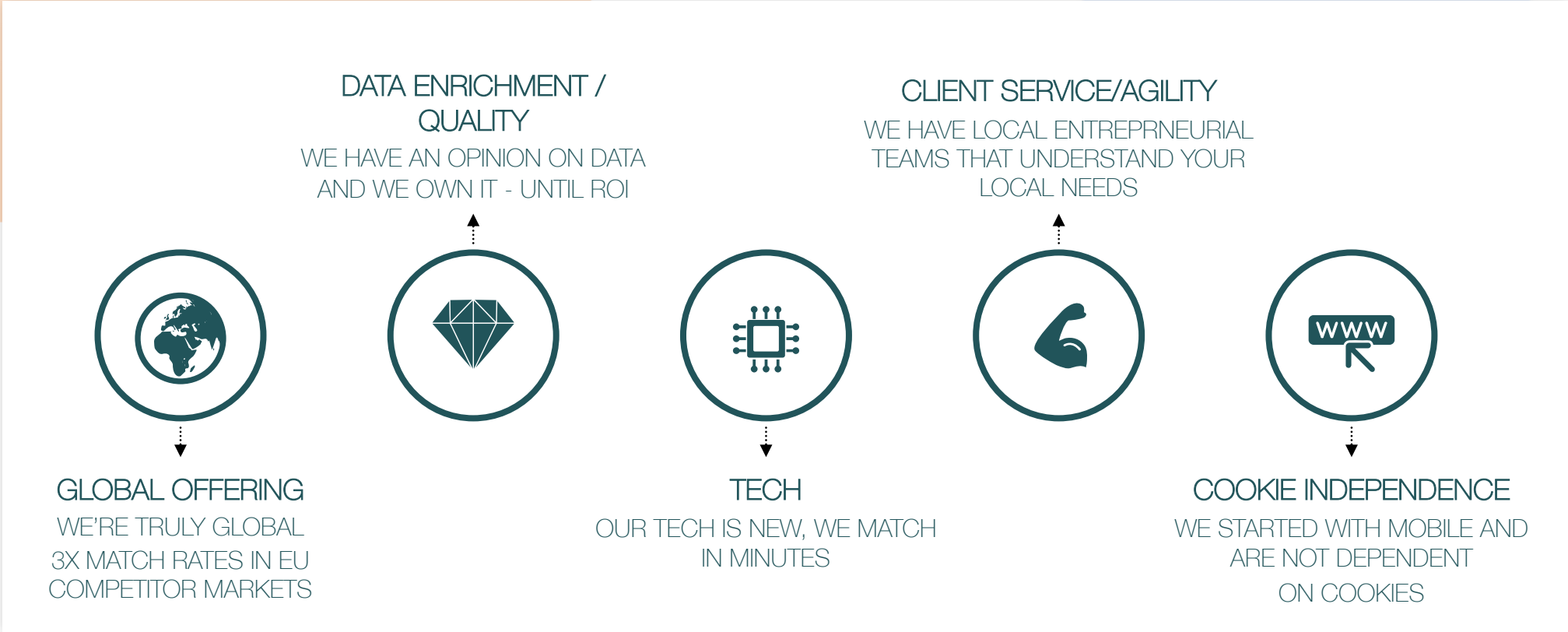
Decentralisation enables trust by ensuring every company retains complete control of their data, never sharing or exposing consumer personal data.

- WE DON'T OWN ANY **DATA**
- YOU DON'T GIVE US ANY **DATA**
- WE DON'T GIVE ANYONE YOUR **DATA**
- WE CONNECT **DATA** WITHOUT SHARING IT



# The zeotap approach

Customer Intelligence Platform which helps brands understand their customers and predict behaviour – enabling you to invest in customer relationships and products that matter.



# Why companies are moving to first-party data onboarding





# What is data onboarding, and why is it a good thing?



- Joins offline and online data to give more complete view of a customer or audience.
- Enables marketing activation to work more efficiently and informs business intelligence.
- Ensure that audiences are not bombarded with irrelevant advertising (e.g. re-targeting ads after I've purchased the product).



# Why companies are looking to move to first-party data

There are existential challenges now facing the digital advertising industry.



Third-party data has become much less reliable.



Browsers have created a layer of identity opacity.



Google has created a two year countdown, with lack of clarity around Privacy Sandbox.



# Challenges when moving to first-party data



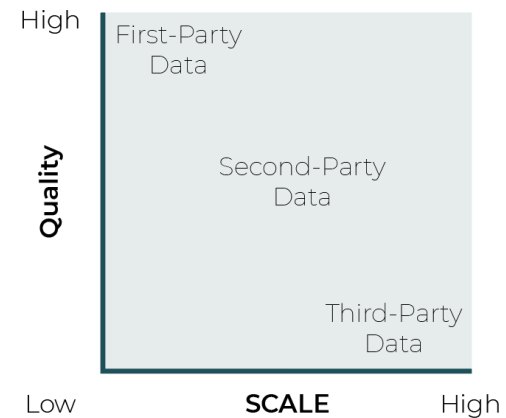
# Challenges moving to first-party data

The transition to a first-party data ecosystem is not without its challenges.

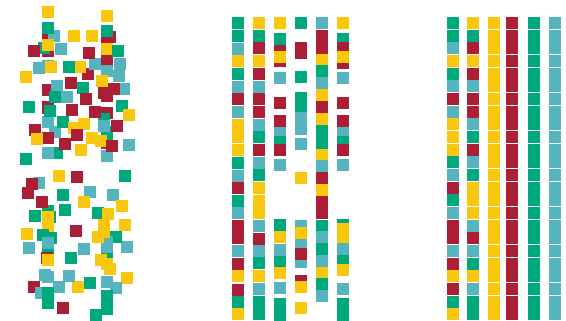
## Data is often siloed



## Lack of first-party scale



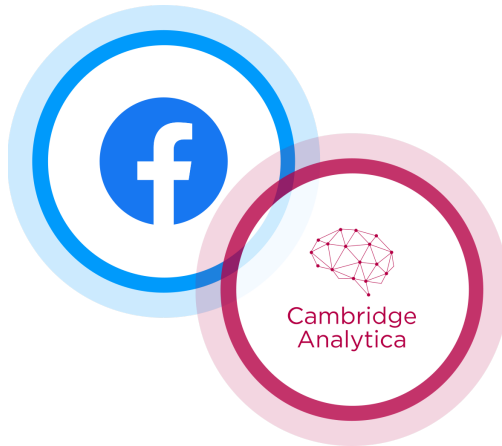
## Often low fidelity



# Companies are looking at partnerships as a way forward

...but this brings its own set of challenges.

## Lack of trust



## Increased compliance burden



## Death of the cookie



# Challenges when onboarding first-party data

The lack of proper data consent and the risks of exposing data to another party make onboarding a recurring challenge for brands.



# Challenges when onboarding first-party data

Brands have a growing need for full data control amidst tighter legislation and more consumer scrutiny, which makes data sharing with a third-party more challenging.



## GLOBAL CONSUMER TRUST REPORT

**68%**

of smartphone users think its important to know how their data is being used.

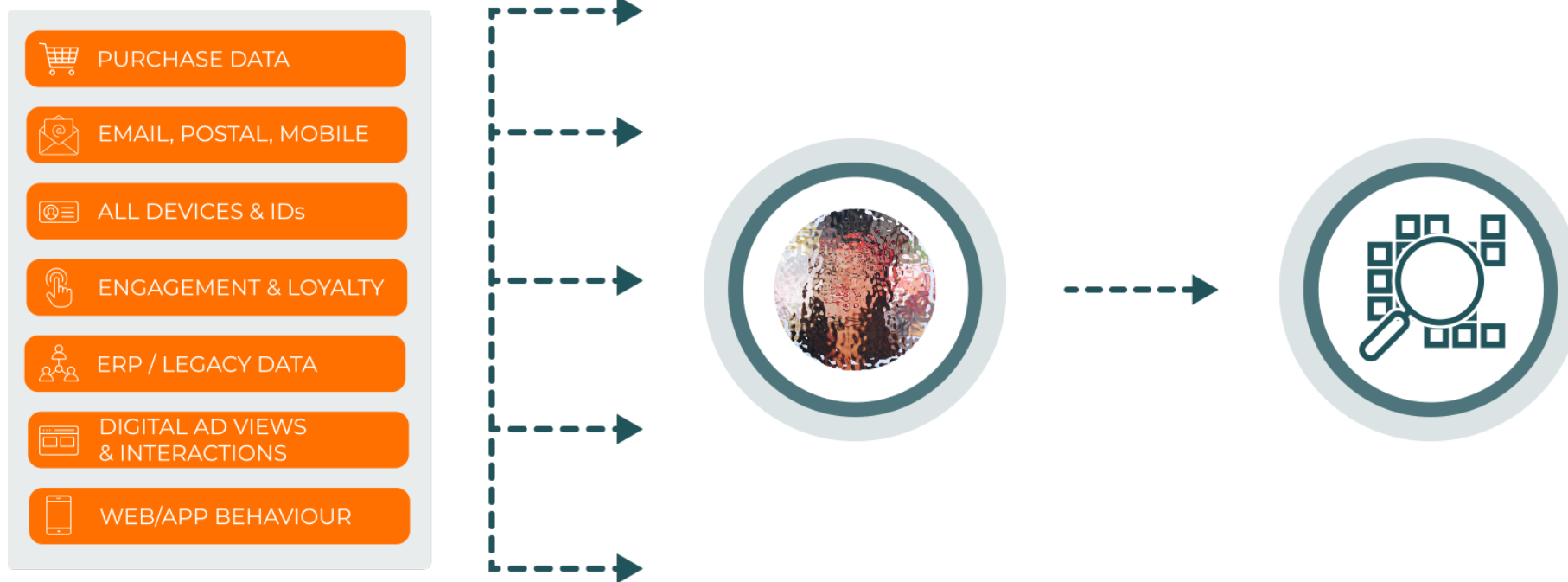
**66%**

have experienced data-related harm (themselves or someone close to them)



# Scarce and sparse first-party data across verticals

How can brands get a 360° consumer view?



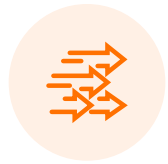


# Why InfoSum & zeotap?



# InfoSum & zeotap

Introducing an end-to-end first-party data onboarding that removes the need to centralise data. Unlocking privacy-safe, secure and seamless data collaboration opportunities.



## Deliver privacy-first data onboarding

Deliver personalised messaging in the cookie-free world, using first-party data



## Create second-party partnerships

Grow privacy-safe relationships between brands and media owners.



## Build strategic alliances

Create flexible first-party data and identity alliances to achieve a network effect of collaboration.



## Discover new audiences

Match brands with media owners and data providers with the greatest potential to reach new customers.

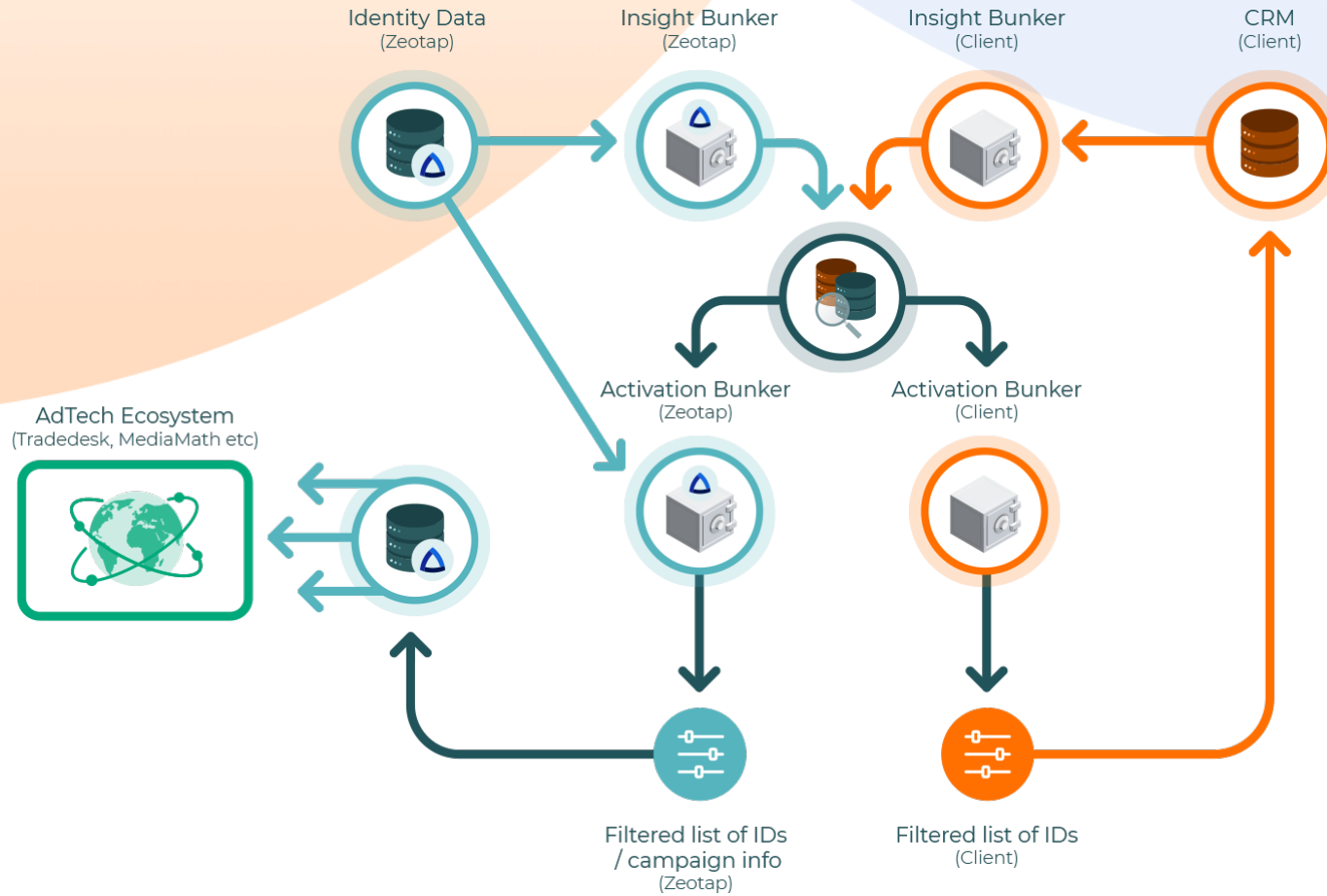


INFOSUM



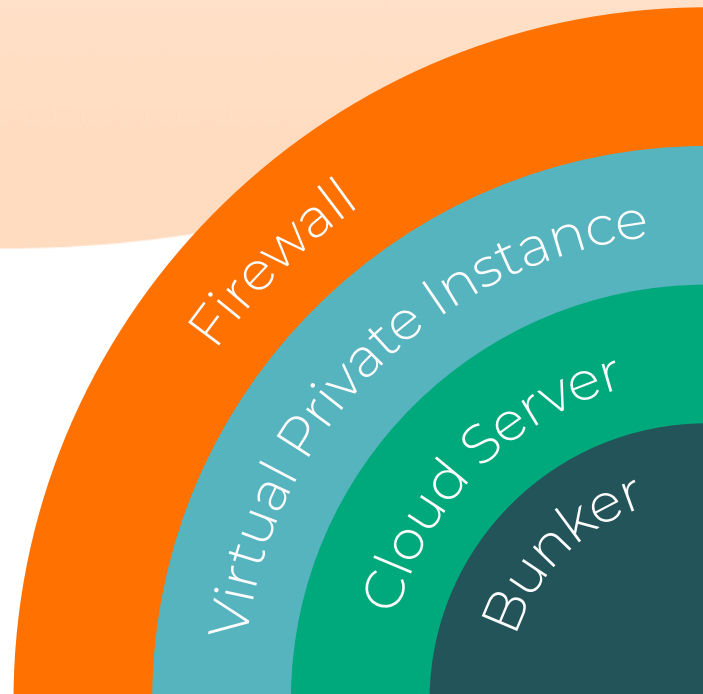
ZEOTAP

# The simple explanation....



# Breaking it down

InfoSum is built on a federated architecture that ensures your dataset remains decentralised. So, while *information* can flow between systems your data never moves.

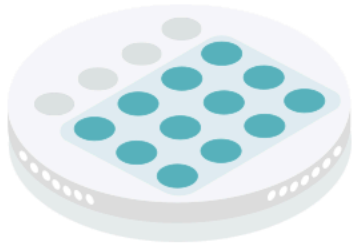


- Each datasets is stored its own isolated virtual private instance in the cloud, known as a Bunker.
- Only the creator can access the Bunker and grant permissions to use the Bunker in an analysis.
- Only one-way communication is possible from the Bunker back to the Platform.
- Activation Bunkers produce lists of personal identifiers that can be sent directly to another platform to minimise the risk of data mishandling.



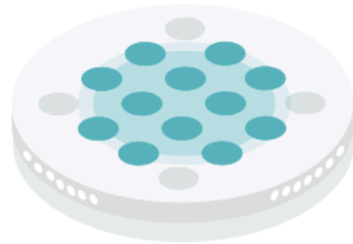
# Ensuring the anonymity of information transfer

InfoSum provides a secure way to connect first and second-party data sources with zeotap for analysis, segmentation and activation, without ever moving raw data.



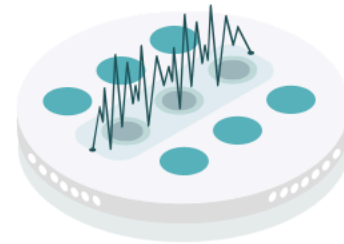
## Redaction Thresholds

No results are given or displayed where the number of results is less than the threshold.



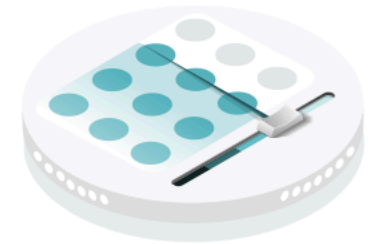
## Rounding

Results are rounded, meaning introducing a single individual through granular queries will not cause the result to change.



## Noise Addition

A small level of purposeful inaccuracy is inserted into the results to ensure analysis can't expose an individual.



## Rate Limiting

Increases the time and cost associated with an attack allowing it to be detected and stopped sooner.



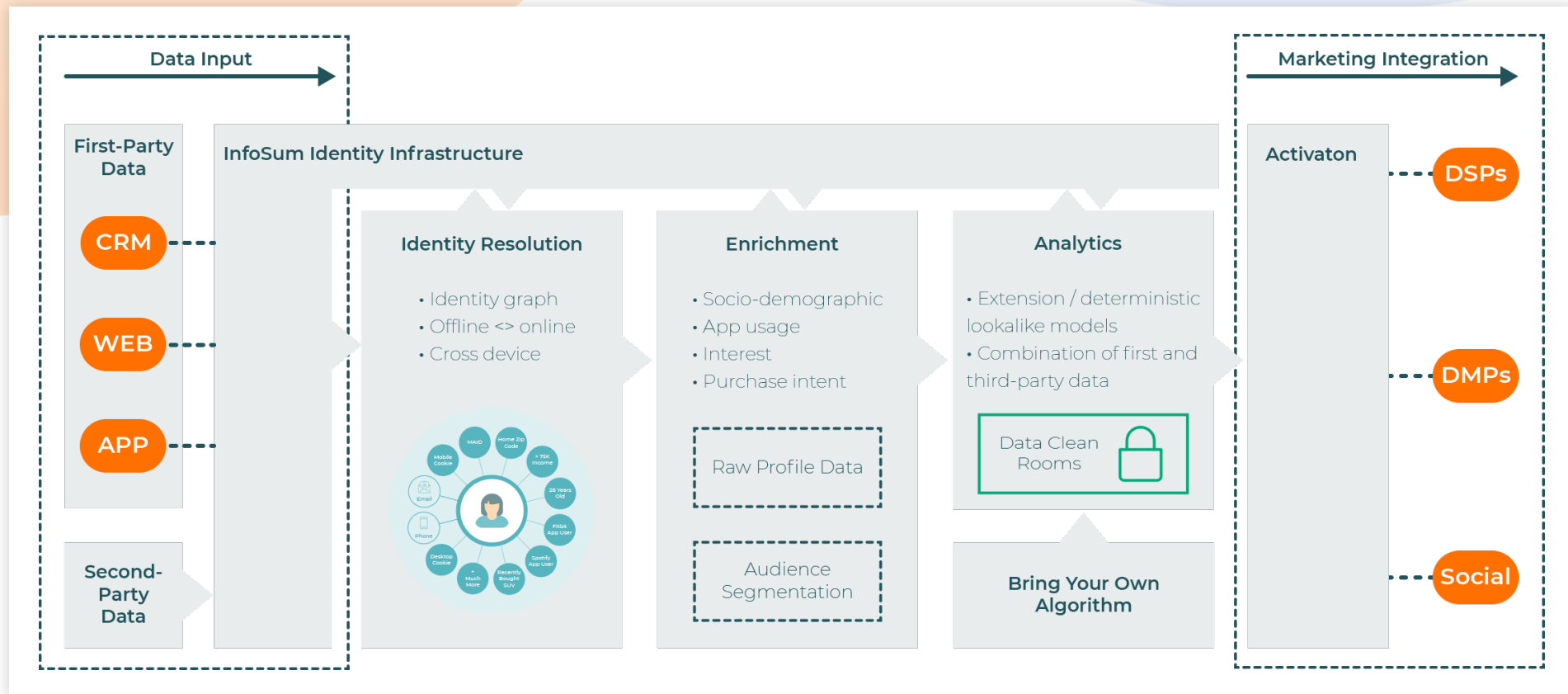
INFOSUM



ZEOTAP

# Why InfoSum & zeotap

Zeotap's end-to-end customer intelligence platform incorporates zeotap's unique identity capabilities across marketing, BI and analytics functions



# Why InfoSum & zeotap

Zeotap only works with 100% consented data across the world and has strict measures in place to ensure its compliance at all times.

zeoID

## ID Store

- Mobile Device ID
- Cookies
- Hashed emails & phone numbers



## Profile Store

- Socio-demographic
- App Usage
- Purchases

- Zeotap collects personal data and pseudonymized data and receives pseudonymised data.
- Zeotap has an internal identifier (zeoID) connects our stores for maximum security and privacy.
- Zeotap uses privacy-by-design (pseudonymization, security measures, separating the storage, adjusting retention period).





# Why InfoSum & zeotap

After going through a stringent data quality audit, zeotap's third-party data can be trusted and ensures results every single time.

**<10%**

of potential data partners make it onto our platform

## 1. QUALITY

- Deterministic
- Fresh
- Raw

## 2. EXCLUSIVITY

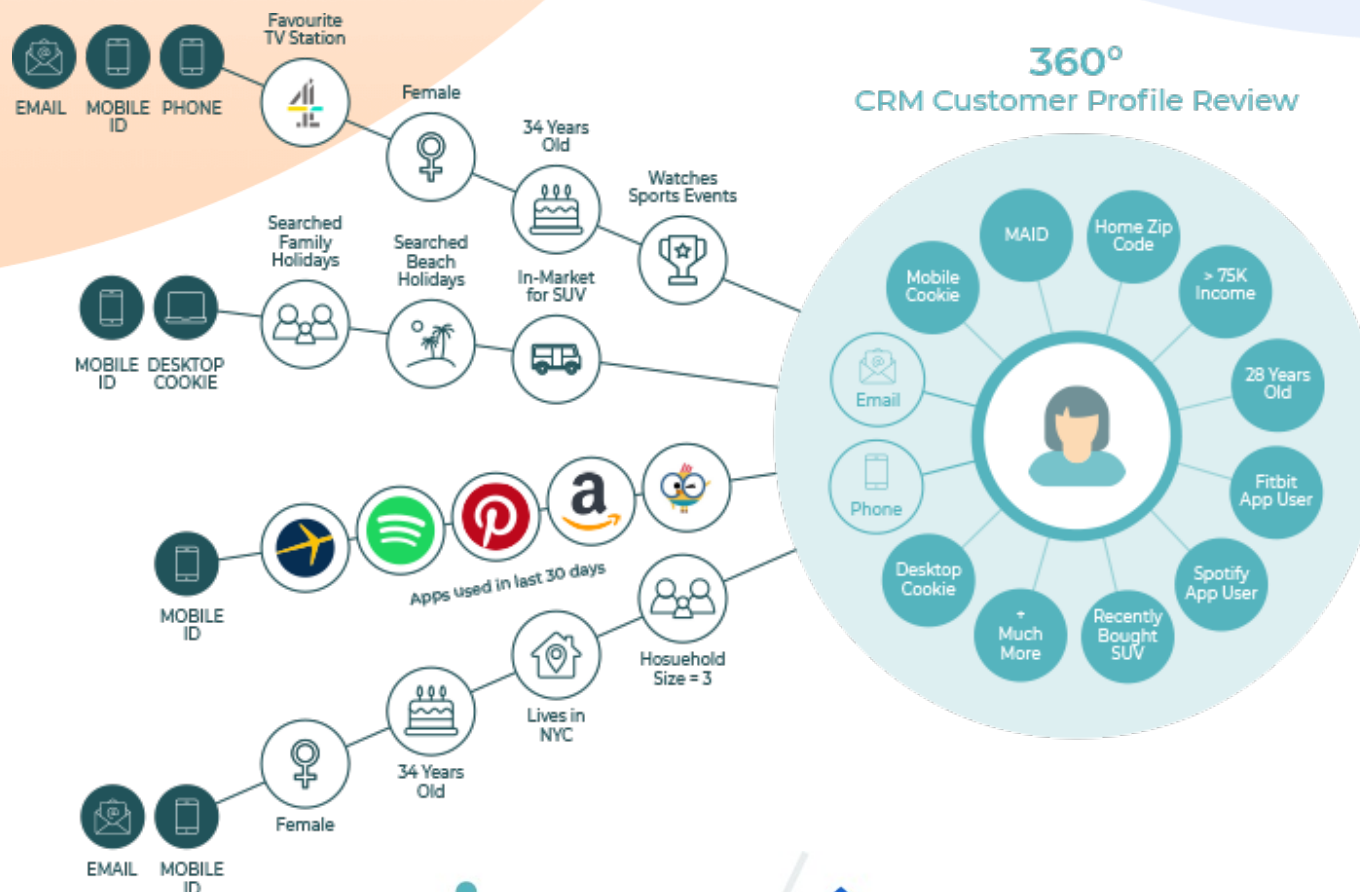
## 3. SCALE





# Why InfoSum & zeotap

Zeotap offers first party data enrichment in a privacy and security-compliant way.



# InfoSum & zeotap...recap

Unlocking simple, privacy-safe, secure and seamless data collaboration  
Key use cases again...



## Deliver privacy-first data onboarding

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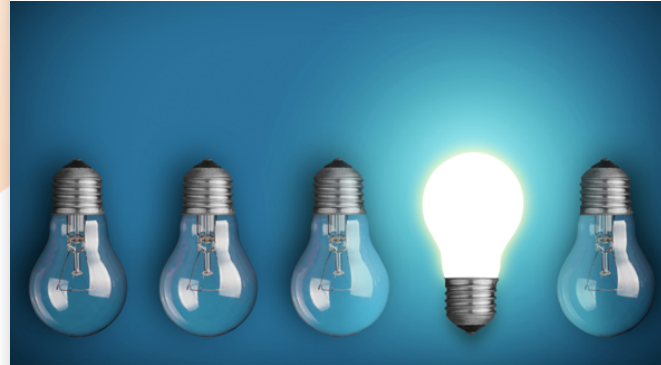
# The proof is in the pudding

## Problem faced



- No direct relationship with customers
- Lack insights on few emails gathered
- Large acquisition budgets not efficiently spent

## Solution offered



- Connected and enriched gathered emails
- Provided customer insights and accurate lookalikes

## Results



- Omnichannel acquisition strategy
- More relevant ads shown to the right target
- Large savings



**50%**  
EMAIL  
MATCH RATE

**30M**  
PROFILES  
ENRICHED



**2.5x**  
ON-TARGET  
REACH

**-70%**  
COST ON  
TARGET

# In summary



InfoSum and zeotap offer the first end to end truly first party data onboarding solution.



InfoSum's decentralised infrastructure means your raw data assets never have to be shared.



The non-movement of data enables trusted data collaboration and lowers the compliance burden...you can work more nimbly and flexibly.



Zeotap's product graph enables rich business insights and data enrichment.



Zeotap's deterministic and fully consented identity graph enables seamless activation to programmatic and social platforms.



**InfoSum + zeotap:** What the market has been needing...



# Q&A

