

# The ultimate guide to Data Clean Rooms

**2023 Edition**



# The ultimate guide to data clean rooms

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# Data clean rooms (DCRs) and data collaboration

As consumer behavior becomes increasingly fragmented across digital and physical environments, customer-centric companies need to collect more and more sensitive data. This continual avalanche of IDs, attributes, and behaviors often requires heavy investment in advanced technology from multiple partners to unlock the full potential of that data.

As data becomes more accessible, greater protection and security becomes paramount as consumer trust and privacy become critical for organizations. This runs counterintuitive to many practices and processes that currently underpin advertising technology, which heavily relies on sharing and commingling sensitive customer data.

To combat the status quo, data clean rooms have emerged to solve the major challenge of delivering advanced analytics and insights whilst maintaining the highest data protection, security, and consumer privacy.

A data clean room is a secure environment where multiple data sources are matched and analyzed without sharing or compromising the data. The safety and security of data combined with the power and intelligence of multi-party computation have put the data clean room at the top of the must-have list for any organization that handles customer data.


Data clean rooms provide a sustainable way forward, enabling secure data connections without sacrificing privacy or security, and are currently one of the most discussed solutions within the adtech and martech ecosystem. But, data clean rooms are also a portal to a new dimension of possibility for like-minded marketers. Data clean rooms with greater protection and security unlock new collaborative opportunities between organizations.

Media owners can create a competitive advantage by providing direct value and differentiation to brand and agency buyers.

Complementary companies, including competitors, can now work together to provide a better experience for a shared customer.

Brands can create new revenue streams by monetizing their proprietary data without risk of exposure or misuse.

# Challenges & Opportunities for marketers in a privacy-first era

	Challenge	Opportunity
 <p><b>A fragmented media landscape with new walled gardens</b></p>	<p>Spend is shifting from walled gardens to diversified media across retail, CTV, audio, gaming, and other first-party rich inventory. Many of these emerging channels are effectively new walled gardens, where the media owners have high control of their inventory and media offering, and are looking to create innovative media offerings powered by first-party data.</p>	<p>Opportunity for brands, media owners and other data owners to create, monetize, and protect their own walled garden or data enclave.</p>
 <p><b>Google is finally ready to deprecate the cookie</b></p>	<p>Unrelenting privacy legislation and technology changes mean that less and less of the global internet is accessible via cookies and mobile IDs. A data clean room can provide clear and immediate insight into the scale, reach, accuracy, and addressability of first-party data across media and campaign strategies.</p>	<p>Data clean rooms provide a sustainable and flexible transition away from third-party cookies.</p>
 <p><b>Identity fragmentation and measurement challenges</b></p>	<p>With the disappearance of a common identifier, and the proliferation of multiple IDs, first-party data will become the prominent matching key, requiring enhanced protection and enrichment services. Measurement will become more strategic, with data collaboration providing transparency and access to develop strategic optimization strategies.</p>	<p>A re-focus on measurement that calculates the impact on the bottom line.</p>
 <p><b>Economic uncertainty and increased competition</b></p>	<p>Companies of all sizes are feeling the need to diversify revenue, extend addressability, and reduce costs with increased efficiencies and new products powered by first-party data. Data clean rooms enable a try-before-you-buy ecosystem that lowers the burden and barrier to entry while providing more control and transparency for all parties.</p>	<p>Future-proof investments with try-before-you-buy clean room environments.</p>
 <p><b>Advanced privacy regulations represent an opportunity to innovate</b></p>	<p>Privacy regulations represent the largest opportunity for innovation since the .com boom. The need to do things differently will propel businesses to seek better ways to work with one another, turning privacy into a competitive advantage, providing the opportunity to operate business with all the necessary PETs in place to protect your entire partnership ecosystem.</p>	<p>Moving to a privacy-by-default data collaboration framework that simplifies data operations.</p>



Identity Architects Podcast

“I think the industry should - and it’s undergoing a lot of transformation because of regulations, and because of platform changes - we should really embrace these changes because all of our lives have moved online and it’s really important to honor and preserve the privacy of consumers throughout the supply chain.”



Shailley Singh  
COO & EVP, Product, at IAB Tech Lab

## The journey towards safe data collaboration

Although data clean room technology is currently one of the most discussed solutions within the adtech and martech ecosystem, it is also one of the most misunderstood. Data clean rooms are not a new concept. Google launched its data clean room, Ads Data Hub in 2017, followed quickly by both Meta and Amazon.

But original data clean rooms were centralized, walled garden owned, and limited to a few pre-determined use cases. Brands could target and/or measure, but had to relinquish control of their data to the media owner - whose legal liability also increased. But the appetite for joint data collaboration is here to stay.

Data collaboration is the process of connecting multiple proprietary datasets without physically joining or merging the underlying data, meaning each data controller remains in control at all times. Once the datasets are matched, insights can be extracted via a data clean room environment without risk of reidentification or exposure.



# A flexible data collaboration landscape

In the same way that not all companies have the same needs and goals, not all data clean rooms are created equal, and often don't solve for the same needs.

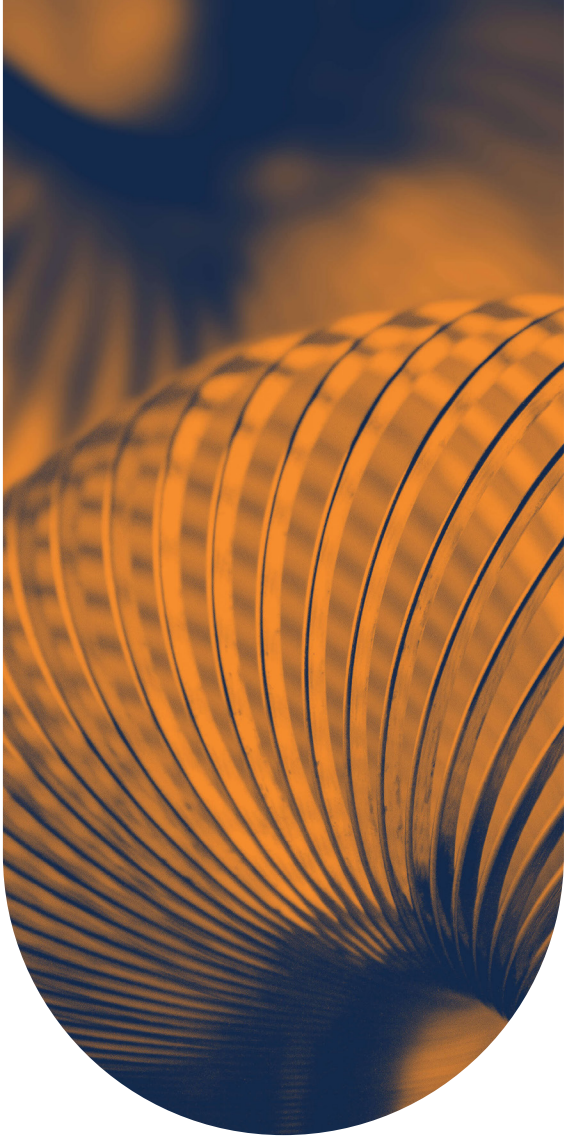
Some data collaboration tools are not technically data clean rooms because they have not been designed with complete data protection during collaboration in mind. The main use case of these technologies is data storage and analysis. The functionality to enable two parties to collaborate by sharing data has simply been added.

Various technologies have been positioned as data clean rooms in the market, leading to the IAB Tech Lab publishing its [Data Clean Room Guidance & Recommended Practices](#) to help the industry understand what defines a data clean room. The IAB also published in March 2023 a technical specification for Open Private Join and Activation ([OPJA](#)), that outlines how two data contributors can join their data for audience activation across the programmatic supply chain (SSPs and DSPs), with InfoSum as a key collaborator on outlining the framework.

Parallely, industry giant Google has also released its framework to provide a secure and privacy-safe way for advertisers and publishers to match their first-party data for activation. The solution, called [Google PAIR](#), launched in May 2023 with partners like InfoSum. Using advanced data encryption and synthetic ID generation methods provided by the InfoSum Secure Data Clean Room, Google PAIR creates a private match and encrypted activation IDs that can be activated across Display & Video 360, with no reliance on third-party cookies.

Yet some solutions described as 'data clean rooms' don't even provide basic functionality, such as enhanced privacy protection and decentralization of data. But that doesn't mean these technologies don't have a place in a company's tech stack. Companies need a way to collect data, store that data securely and empower data teams to generate insights from their first-party data.

However, data collaboration technology should not have access to all the data a company owns. The first step in ensuring the data clean room has strong data security protocols is confirming it allows companies to fully segregate the assets to be used for collaboration from the rest of their data to prevent accidental leakage or creating a back door to their data stack. Secondly, the data clean room should allow organizations to prepare the data by themselves, without third-party exposure.



Your customer data is too precious to leave in the hands of chance or human error. When using a centralized data warehouse for data collaboration, it only takes one bad actor or one wrong keystroke to expose the wrong set of data or even the entire customer database.

Only pure-play data clean rooms offer the complete feature set and functionality to cover all the desired data collaboration use cases of a data clean room.

# Data collaboration categories

## 1. Pure Play Data Clean Rooms

Decentralized or independent environments. The primary focus is on enabling fast, easy, and secure data collaboration between multiple parties with minimal data movement.

- Granular privacy controls
- Marketer friendly UI
- Multi-party computation
- High-efficiency low-cost



- Not just for data scientists
- Limited in-platform measurement
- Standalone solution



## 2. Data Warehouse and Cloud Storage

Enable connection across multiple datasets to enable full SQL analysis. These solutions' core business is built on gaining direct access to client first-party data.

- Large network effect
- Large data marketplace
- Fully customizable
- Advanced use of SQL



- Limited to one-to-one
- Requires data science resources
- Slow, complex, and costly
- No cross-region support



## 3. Legacy CRM and Identity Platforms

Enable centralization of adtech data for matching, segmentation, and measurement with built-in proprietary identity resolution and legacy CRM tools.

- Built-in identity spine
- Large network effect
- Advanced measurement
- Expansive media partners



- Must use their identity spine
- Limited to one-to-one
- Not marketer-friendly
- Dependent on third-party cookies



## 4. Query Orchestration Software

Enables advanced query capabilities through UI or managed service on top of other clean room or analytical environments.

- Marketer-friendly UI
- Use of advanced SQL
- Cloud agnostic
- Flexible API integrations



- Not a data clean room
- Limited privacy controls
- Requires professional services
- No direct activation





# How to choose the right data clean room

Data clean rooms make the collaboration process faster, easier, and more effective, but the devil is in the (clean room) details. Many data clean rooms provide value and solve common marketing challenges through the movement and sharing of data, but they do not provide the necessary protection and security of data.

## Operational factors

### Flexible data networks

Data clean rooms should enable and enhance your current operational processes, allowing you to work with multiple parties at the same time, resolving to the right identifier for each collaboration project, and reducing the complexity of collaboration, not increasing it.

### Scale beyond cookies

Current scale and reach rely on fleeting third-party cookies and device IDs. Access to higher-quality datasets has been limited due to privacy and ownership concerns. Data clean rooms provide audience activation at scale without relying on third-party cookies or device IDs.

### Simplicity & usability

Marketers with no technical or analytics experience should be able to extract valuable insights without data science resources. Query tools for more granular analytics should also be available for those organizations with technical resources in-house.

### Speed

Data clean rooms shouldn't have lengthy infosec processes and lengthy periods of costly data preparation to set up the right queries for each use case. They should enable data collaboration, simplify the legal burden, and generate instant match rates, insights, and activation segments.

### Cost

Analyzing complex datasets across multiple parties usually requires expensive data science tools and teams to power them, often with hidden professional services costs. Data clean rooms must have a clear pricing structure and truly self service tools.

## Privacy and security factors

### Privacy

Privacy protection is the core requirement of data collaboration and data clean room solutions. Multiple privacy-enhancing technologies (PETs) and methodologies must work in conjunction to provide a strong solution using encryption, differential privacy techniques, and secure multi-party computation.

### Transparency & compliance

Currently, data matching and modeling are done within a black box with no visibility into how data is collected, used, transformed, or shared. Data clean rooms must provide full transparency to know exactly how, where, and why their data is being utilized.

### Control

Data clean rooms must eliminate the need for any data to change hands, ensuring all parties maintain complete control and holistic governance over their data. Additionally, granular permissions and access controls must allow each party to dictate how their data is matched, analyzed, and activated.



Download our 10 questions to ask your data clean room infographic to ensure you can easily evaluate the technical capabilities of any vendor.

[Download Infographic](#)





Identity Architects Podcast

“[To prepare for the cookieless world] We’ve been investing heavily in how we use our first-party data. We’ve focused on strengthening what we do, first-party data proofing our tools and building some really important strategic relationships of which the one with InfoSum for me is a really significant one where we want to be at the front for how we best get in front of customers at the moments that matter.”

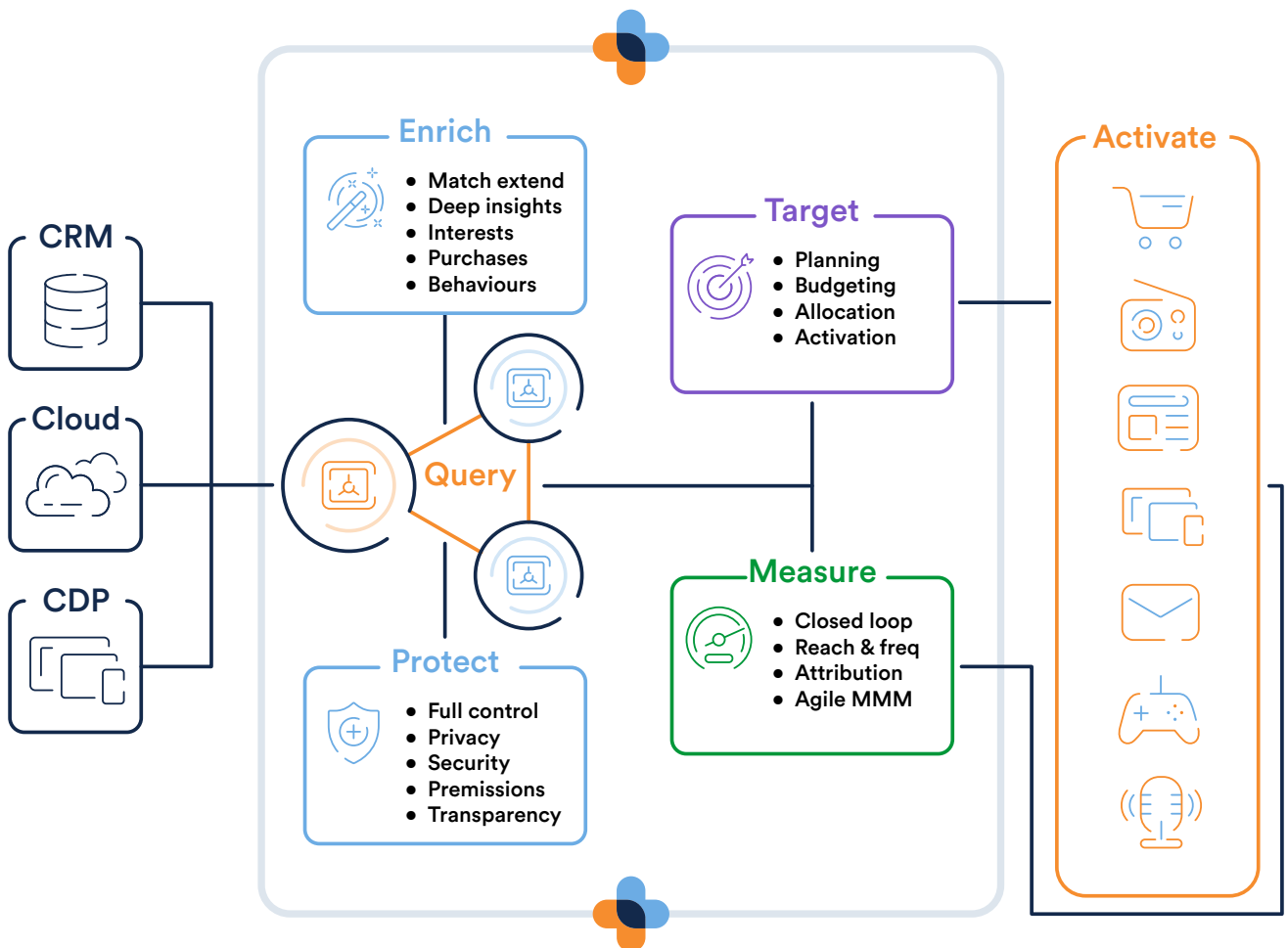


Pete Markey  
CMO at Boots



## Building an interoperable & resilient data collaboration tech stack

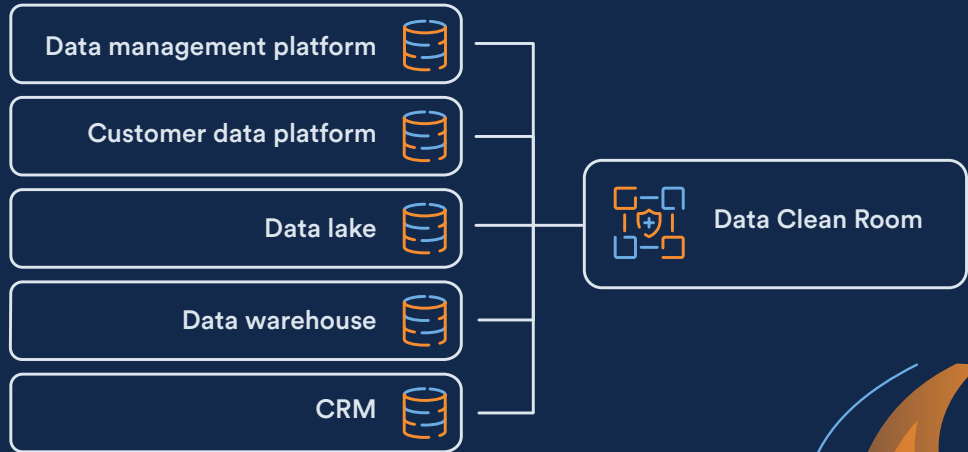
Data clean rooms are about building anew, not ticking a box on a martech shopping list. Data clean rooms can and do replace antiquated and obsolete technology of the past, but they aren’t a silver bullet. As more data is collected and more complex use cases are enabled, it is critical to create interoperability between identities, data formats, management technology, and data clean rooms to prevent new data silos from emerging.



# Upstream from data collaboration

As we've mentioned above, data clean rooms should segregate the data used for collaboration to prevent the creation of an unintentional back door through human or technology errors.

Yet making sure that the solution works well with the existing data stack is also crucial. Data clean rooms should be able to ingest data swiftly from any chosen location and allow marketers to use only the slices of data they need to create a specific solution or enable the chosen use case.

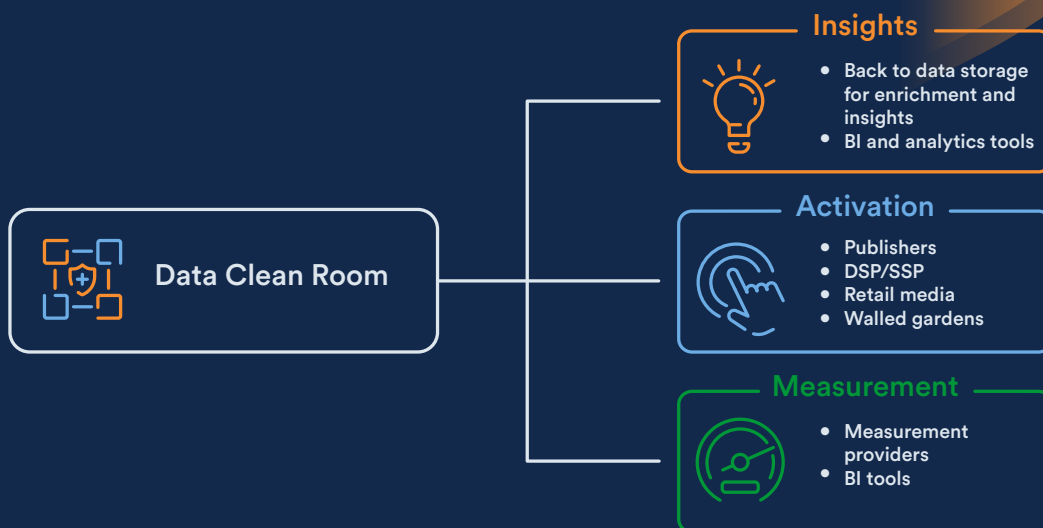


# Downstream after data collaboration

Collaborating with partners is only part of the solution. It is crucial to know what to do with the data after it's been matched. Many use cases can be enabled within the clean room environment, but others need data to be activated to other platforms to complete such as activation, enrichment, or measurement.

Data clean rooms must meet the challenge of enabling these use cases while still preserving privacy and data security. Initiatives such as Google PAIR and the IAB OPJA standards provide a much-needed path towards new ways of activating that first-party data into the ecosystem without exposing it.

When it comes to measurement and enrichment, companies want more flexibility to work with the partners or within the systems they are accustomed to. Data clean rooms should provide that flexibility and interoperability by providing privacy protection and security off-platform.



# How to build a data collaboration strategy

With data collaboration still a nascent category and the data clean room tech space still striving for standards, it can seem daunting for companies of all sizes to get started. It can take time to determine the appropriate level of investment and resources needed to get started.

Our experience working with hundreds of clients across various geographies and of different sizes has shown us that company size, data volume, nor monetary investment rarely are the main indicators of success. Instead, it comes down to three simple factors: a motivated team, good old project management, and the right clean room partner.

**Creating a company-wide first-party data strategy is a large project. Download our guide to find out how to organize the areas, teams, and data you need.**

[Download](#)



**Identity Architects Podcast**

“The thing I always try to focus on when we are talking with clients and prospective clients or when I’m talking on industry panels, I really encourage people to start with the problems internally. Don’t go try to buy a solution when you haven’t really even defined the problems that you’re trying to solve internally.”

 **ActionIQ**

**Justin DeBrabant**  
SVP, Product at ActionIQ



# Start with an assessment

## Strategic data clean room assessment

A data clean room's insights are only as good as the data that you put in. So as with all journeys, the first step is [understanding your starting point and future destination](#).

### Your situation now

What data do you have, and where is it stored?

How are you and your agency partners currently using your data?

What team and resources do you have in place?

- tech/data (e.g., people who can prepare your data and pipelines)
- marketing (e.g., people deciding on audience strategy)
- operational (e.g., people who might or might not be techy who will be using the UI to execute the use cases. This could, of course, be the same person as tech/data, marketing or a different person)
- legal/procurement (to consult on strategy, contracts, and DSAs, etc.)

What are your privacy, legal and security needs when it comes to using your data?

### Your future goals

What are your overarching data strategy and project readiness?

What are the specific goals and objectives you'd like to achieve using first-party data?

What initial use cases would you like to test in a data clean room? Think of preferred partners, campaigns, data requirements, etc.

How will your organization adjust to changing privacy regulation by state and/or region? How will Google Chrome deprecating the third-party cookie impact your long term scale, reach, accuracy and performance?

# Prepare dedicated team resources

Data clean rooms can seem inaccessible for many businesses due to uncertainty around resources and level of effort. Legacy clean rooms, and still some modern clean rooms, are environments built by and for technical users. These complex systems require one or multiple data engineers or data scientists to perform all the data preparation, setup, and day-to-day work.

But that doesn't need to be the case; data clean rooms should be made for business users. You shouldn't need a huge team to drive adoption and ensure your data clean room is integrated seamlessly into your tech stack and operational processes.

**These are the resources that you absolutely need:**



One tech resource for the initial setup and data ingestion. Following initial setup, this can be easily automated and will require minimal long-term effort.



One super user to manage day-to-day operations. This could be anyone at the organization, usually a marketing resource or an agency that can extract insights, build audience-based campaigns, and activate.



Additionally, marketing and agency teams should enable the commercial and sales teams to understand the added value of first-party data strategies and drive external awareness and demand.

## Streamline legal and partnership processes

Data collaboration platforms like data clean rooms take the heavy lifting out of data preparation and matching. However, your company still must ensure that you are following the privacy policy, collecting the appropriate legal basis to use the data, and that there are agreements in place to use a partner's data or for a partner to use yours.

We recommend involving the legal team early to ensure that the clean room's privacy and security protocols align with the organization's governance plan (included in the initial assessment above). Legal and privacy teams are often involved in the strategic technology and partnership selection process. It's essential to make them comfortable with how a data clean room works and what happens to the data at each point - so they can make the appropriate recommendations and become an advocate and enabler.

Creating a streamlined legal and partnership process will yield huge value for the business. Our legal team has created many resources to bring your team up to speed, including recommendations on requirements for each use case, simple templates to use for Data Sharing Agreements (DSAs), and a Data Clean Room Guide for Lawyers.



**Download our Data Clean Room Guide for Lawyers for your region:**



**UK & EU**



**USA**



**Australia**



## Create a crawl, walk, run use case roadmap



Our most successful clients have approached their data clean room journey with a test-and-learn attitude. They've identified the value for the business, moved fast to set up a test campaign, and worked collaboratively to set up POCs and more complex use cases over time.

At this stage, success means working collaboratively with your clean room partner to create an achievable crawl-walk-run roadmap. This roadmap should allow you to build expertise over time and expand your runway of collaboration opportunities with new partners, generating immediate short-term ROI for your business while also allowing you to create a long-term collaboration plan that is sustainable and successful.

### Steps to build data collaboration strategy

Assessment



Resources



Legal & Compliance



Crawl-walk-run roadmap



# Core Clean Room Use Cases

## Identity resolution



### Challenge

Today, marketers must select a single identity provider to match and resolve their identity across fragmented IDs and channels. This process often requires sensitive data to be copied and shared in bulk directly with these partners putting your data at risk of leakage or exposure. With no control over how data is stored, managed, and resolved.

### Data Clean Room Solution

Allow marketers to work with any number of identity vendors, delivering a seamless experience, transparency, and flexibility when resolving identity. Leverage multiple identity graph partners to increase match rates using the best performing key or combination of keys to maximizing reach and scale.

## Secure first-party data match



### Challenge

The current standard for data matching activation is a 'daisy-chain' of identity that promotes an enormous loss of accuracy, scale, and transparency. Onboarding and matching are often done in a black box with no transparency as to how match rates are calculated or inflated. Marketers need greater control and visibility into how their data is being used and transformed.

### Data Clean Room Solution

Allow brands, media owners, and data providers to maintain the highest-fidelity of match rates and create the most value for all parties. Executing a match should be self-serve, simple even for non-technical teams, and instantaneous, allowing marketers to make decisions faster and more confidently.

## Segmentation and enrichment



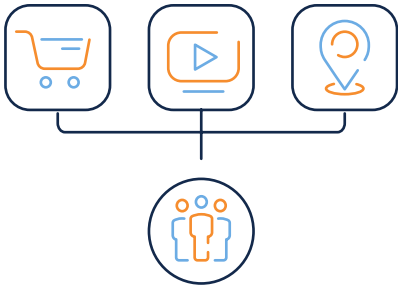
### Challenge

Brands and media owners need additional consumer data to understand, create profiles, and segment their audiences. Most of that data today comes from data aggregators who rely on fleeting third-party cookies with little to no oversight of quality or privacy. Also, once data is appended or used for enrichment it can never be undone, with no way to revoke access once rights have been granted.

### Data Clean Room Solution

Easily connect, match, and enrich first-party data with direct access to unlimited datasets without reliance on third-party cookies or aggregated data. Quickly identify the best performing consumer attributes across existing core customers and use that intelligence to build powerful audiences without sharing your data with a third party.

## Media planning



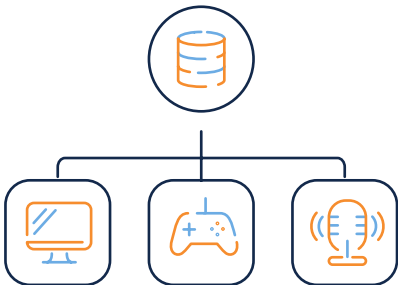
### Challenge

Current solutions are not purpose-built for privacy or simplicity, requiring sensitive data to move across an opaque supply chain of multiple systems and point solutions. With no direct relationship between brands and media owners, costs can be inflated, and accuracy is unpredictable.

### Data Clean Room Solution

Maximize the accuracy and scale of your campaigns with direct collaboration between brands and media owners. Easily match and analyze across sensitive datasets with no risk of exposure and continually optimize campaign and media performance.

## Data activation



### Challenge

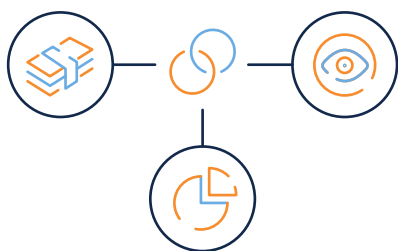
Cookies and device IDs or MAIDs are the global standards for digital activation which are being quickly phased out creating a vacuum across the supply chain.

To fill this void both brands and media owners need to rely on their own customer relationships and their underlying data to maintain addressable connections at scale.

### Data Clean Room Solution

Both brands and media owners can future-proof their advertising performance with first-party data matching and deliver relevant high-performing experiences with little to no media waste. Maintain addressable scale with direct supply-chain integrations that eliminate reliance on cookies or device IDs.

## Measurement and optimization



### Challenge

Most measurement solutions today require ingesting large amounts of sensitive data and expensive data science resources to comb through complex datasets to generate results. As the access to walled garden data becomes more difficult and common industry identifiers dry up, calculating even basic campaign performance will be increasingly difficult. Marketers need a faster lighter-weight solution to measure and optimize performance.

### Data Clean Room Solution

Marketers can quickly understand and measure the effectiveness of their campaigns, audiences, and sales performance through direct collaboration. Simple query tools alongside drag-and-drop functionality empower all users, from those with no technical skills to advanced analysts and data scientists, to extract fast insights from complex datasets.



# Collaboration playbooks

The use cases we've described above can be further refined depending on the type of business using the data clean room. However, it's worth noting that the beauty of the first-party data revolution is that organizations aren't limited to acting as advertisers or media owners just because they have traditionally fallen under that category. Data collaboration powered by data clean rooms allows companies to move fluidly between data consumer and data provider roles and create innovative products and revenue streams.

## Advertiser playbook

Faced with multiple industry challenges and to address the gaps left by cookie deprecation, brands must reimagine data-driven advertising to drive sustainable business growth and deliver the personalized and seamless omnichannel experiences consumers expect.

All brands now realize the value and critical role of first-party data. But in the quest to gain a holistic understanding of your customers, it's essential to look beyond first-party data.

Your customers and prospects also interact with a large number of other companies. These companies hold different pieces of the puzzle that will help you create a complete picture and reach relevant audiences at scale - which is where data collaboration comes in.

## Brands are enhancing performance through data collaboration



Download our playbook for brands to find in-depth information on how to enable your use cases and get ROI from your data.

[Download](#)



# Media agency playbook

Build a first-party data product and help your brands enter the world of first-party data easily and confidently regardless of ID, tech stack, or data needs. Quickly develop and access new partnerships with the highest data protection and compliance using the data clean room connections to plan and deliver true people-based marketing for your clients, from audience definition to closing the loop with measurement.

## Audience planning and activation

- Generate a match in seconds to provide valuable insights against your clients' datasets as well as our ecosystem of second-party data providers
- Build smarter, more precise audiences with your clients' first-party data
- Drive greater scale and performance across media through direct relationships with media owners
- Activate across a range of direct multi-channel media, programmatically across your existing media relationships, and via walled gardens
- Reduced ad tech costs with direct-to-media pathways

## Measurement

- Leverage high-quality retail to measure in-store and online campaign impact by connecting with retail partners
- Provide audience insights reports and create new high-quality audiences directly in the platform
- Easy and fast to generate with dedicated InfoSum support
- Create new partnerships to deliver custom measurement solutions for your brands



# Media owner playbook

Media owners use data clean rooms to safely bring all their first-party data together, enrich it, and operationalize it. This enables them to streamline advertiser relationships and create net new revenue opportunities with a unique data match solution that improves activation and measurement.

Media owners can also use our platform to create strategic partnerships with other media owners to increase the scale and attractiveness of their audience and to plan their registration acquisition strategies.

## First- and second-party audience match solution

- Provide brands who want to advertise on your inventory with a simple and compliant way to match their first-party data to yours for direct targeting or to create expanded audiences
- Future-proof advertising revenue with cookieless data matching across all ID types and vendors
- Maintain scale by expanding a small first-party data match into larger audiences that deliver the appropriate reach without compromising on quality
- Craft strategic partnerships with second-party data providers like retailers to provide an attractive offer for CPGs and other brands with low visibility on their clients
- Easily prove the ROI of your inventory with simply-to-execute incremental measurement reports without sharing proprietary exposure data



### Client spotlight:

National UK broadcaster Channel 4 utilizes the InfoSum platform to provide their digital advertisers with four data-driven products built on top of data clean room technology.

#### BRANDMATCH

Easily and securely match a brand's first-party data against Channel 4's on-demand audience and activate campaigns.

#### BRANDMATCH IQ

Enables brands without large, authenticated first-party data assets to generate insights for media planning.

#### ATTRIBUTION

Seamlessly match brand/retailer transaction data with exposure data from Channel 4 to measure the success of campaigns.

#### RETAIL

Leverage first-party data from leading loyalty programs (i.e., Nectar 360) to create custom segments and activate campaigns.

# Data owner playbook

Create a sustainable data monetization strategy and easily enable brands and media owners to boost connectivity and increase customer knowledge using your data without accessing it directly.

## Data enrichment and audience insights

- Connect to new clients in regulated industries that wouldn't share their data
- Create strategic partnerships with media owners and agencies to leverage your data as part of an integrated solution

## Second-party audiences

- Provide accurate audience segments to brands with little to no first-party data without giving them direct access to the data
- Brand and agency clients can be self-serve with minimal resources required to stand up and maintain your data solution

## Enhanced measurement

- Give brands access to your high-quality outcome and audience data to use for measurement
- Create custom measurement solutions for different client verticals

# Retail media playbook

Starting a new retail media network can seem like a daunting task. However, most retailers already have a large set of existing and parallel partnerships, just waiting for the right environment to be formalized and their potential maximized.

## Shopper marketing

- Brands can easily and securely match first-party data against a retailer's audience
- Allow brands to build custom audiences based on specific campaign goals e.g., retention, upsell or re-engagement
- Brands can use these custom audiences to target across a retailer's online, offline and in-store properties

## Off-site activation

- Match and activate across multiple media owners
- Brands and retailers can unlock new insights about their customers, such as viewing habits and interests
- Activate tailored audience segments across multiple media owners and multiple channels

## Measurement

- Closed-loop online and in-store measurement opportunity
- Work with media owners to gain visibility on off-site exposure
- Simple but powerful insights with incremental measurement on KPIs like sales, basket value, or halo effect
- Retailers don't share or receive any data

## Second-party data planning

- Retailers can seamlessly and securely monetize their data assets without ever sharing data or sacrificing control
- Allow brands to leverage their data for insights, creating second-party audiences, and closing the loop with measurement

### Client spotlight:

Biscuit brand McVitie's was one of the first six test clients of the new Channel 4 and Nectar360 RETAIL product:

“The Channel 4 and Nectar product gave us something new in the AV space which we were really keen to be part of. The process was really straightforward, and the results were positive. We are keen to continue to look into these retail data products going forward”

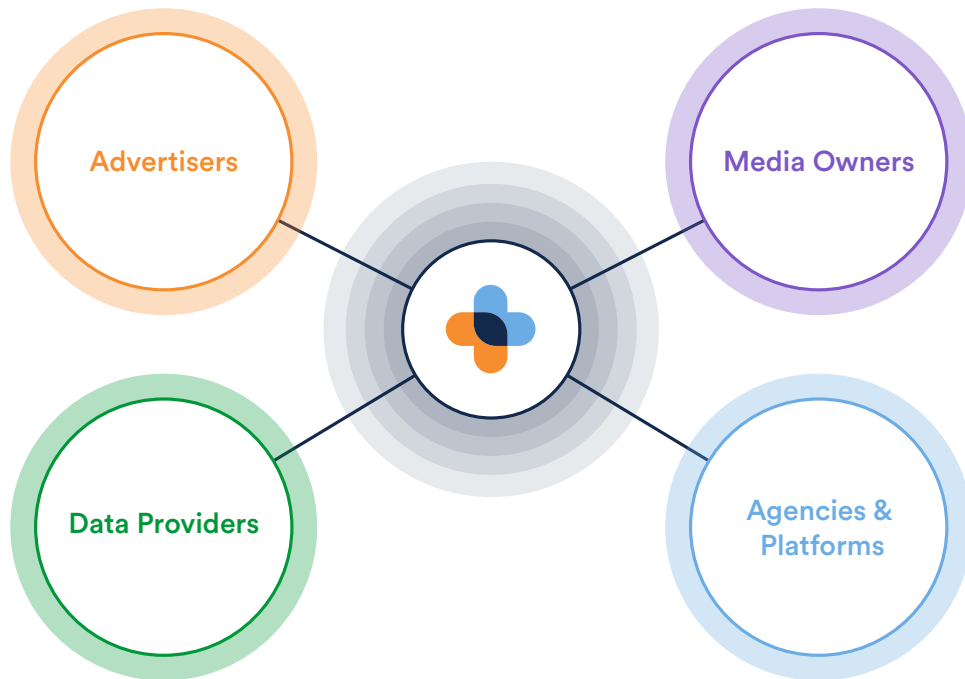


Carly Hunt

Head of Media, Pladis Global (McVitie's)

# Future proof your data strategy with the InfoSum Secure Data Clean Room

Connecting the world's data without sharing it



## Fast

A powerful, lightweight solution that provides actionable results in seconds, not days, with instantaneous match rates, deep consumer insight, and direct data partnerships.



## Easy

A fully self-service marketer-friendly UI that enables full-scale use of first-party data to plan and execute high-performing campaigns at scale without risk.



## Effective

Collaborate directly with brands, media owners, agencies, and data providers to maximize ROI and ROAS with total control and transparency.



## Interconnected

Connect and activate your data with confidence and privacy, whether directly with media partners, using the latest collaboration frameworks like Google PAIR, or enriching and measuring performance using your tool of choice without exposing PII.

The world's leading businesses trust InfoSum to power their first-party data strategies. Using our technology and software, enterprise marketers build their own data clean rooms for privacy-centric collaboration without risk or limits.



### Acquire new customers

Work directly with partners to maximize accuracy and scale while delivering better consumer experiences to more qualified prospects.



### Retain existing customers

Ensure existing customer relationships remain intact by implementing privacy-enhancing technology to safeguard customer data.



### Drive value and increase spending

Use improved understanding of existing customer base to tailor relevant and impactful experiences across partners and touchpoints.



### Reduce costs while minimizing risk

Drive deeper strategic relationships with high-value partners and end-to-end privacy protection while eliminating risky and low-performing partnerships.

**63% increase in brand awareness**

**38% increase in brand consideration**

**38% improved target profiles\***

**4x expansion of addressable first-party data scale**

**20% incremental lift conversions**

**2x boost in CPMs with enriched segments**

**15% reduction in cost per acquisition\***

**19% reduction in cost per click\***

\*Compared to a cookie-based campaign

# HOW IT WORKS



## Connect

Securely connect data in any size, shape, or location to the InfoSum platform. Data from all parties is encrypted, hashed, salted, and transformed into a mathematical model where all PII is removed, and no data can be extracted – ever.



## Permission

Permission and access controls enable, down to the key and attribute level, how data is accessed, by who, for what purpose, and for how long - to ensure protected and transparent collaboration across protected datasets.



## Match

Brands and media owners can match directly across multiple datasets to instantly calculate overlap, analyze consumer attributes, and build powerful audience-based campaigns with full end-to-end protection.



## Execute

Execute audience-based campaigns directly with media owners or across the open exchange. Users can also measure the impact of their campaigns without sharing or exposing sensitive data within the InfoSum platform.

# Steps to implement a clean room

Every company's journey to develop and implement a data strategy is as unique as its product, tech stack, resources, or brand. But all companies have to comply with the same regulatory restrictions. We've helped many brands, media owners, retailers, media agencies, and more to enable their strategies via the InfoSum Data Clean Room. Below are some of the key common steps that all successful companies follow:

1

## Define use cases and prepare your data

Create a plan with our team that defines your initial use cases, and how to enable them using our data clean room technology. Prepare your data assets by deciding what data you will use and ensuring it's in the right format.

2

## Confirm data and media relationships

Find your test partners - we recommend at least one media owner and an optional data provider. If your second-party data needs are extensive, establish a roadmap of desired partnerships to work towards.

3

## Streamline legal and compliance processes

Once your initial paperwork with us is complete, you might want to have a scope of work or standard NDA in place with your partner to run an initial match test and agree on the scope of your collaboration. Some partners may also require a data-sharing agreement to be in place. InfoSum can provide lightweight templates to help remove friction and speed the process up.

4

## Receive training and onboard your data

When you work with InfoSum, your data team will use our import UI to onboard your data to your own private Bunker. Bunkers are standalone cloud instances that only the data owner has access to, meaning neither InfoSum nor any other party in the InfoSum ecosystem can access your data.

5

## Grant and receive permissions

Grant or receive permissions from your partners to enable data connections and activation. If you're working with an agency, you can grant them permission to generate match rates, insights, and or activation. Permissions are one-directional and granular, and never give access to the underlying data.

6

## Match with your partners

Match with your partners, and safely leverage identity graphs to enhance connections. Use the matched data to inform placements, targeting, and audience expansion to generate enough reach. Analyze the matched segments and create custom activation segments.

7

## Growing your collaboration network

A data clean room provides the ideal infrastructure to support multiple parallel collaborations between networks of partners. Following your data strategy will highlight your next use cases and help you prepare to execute them.



# Case studies

## Renault and German publisher Axel Springer achieve an 18% increase in conversion rate using first-party data targeting vs. classic cookieless targeting

Renault wanted to create a test to compare the performance of cookie-based targeting with that of a first-party data strategy, with the assumption that their data would provide higher-quality targeting and results. In German media owner group Axel Springer All Media, Renault found the perfect partner, with their solution powered by InfoSum's data clean room providing the right answer to both technical and legal challenges.

[Download and read the full case study here](#)



## Global fintech platform delivers an 18% app download increase with ITVX campaign



When a global fintech app wanted to plan and activate a connected TV campaign across UK broadcaster ITV's streaming service, ITVX, they needed a technology that could also support a measurement approach that could determine the impact of the national campaign. Utilizing InfoSum's Secure Data Clean Room, ITV and the brand could calculate the campaign's incremental uplift and see the tangible impact on its bottom line without sharing any data.

[Download and read the full case study here](#)

## RETAIL: Nectar360 and Channel 4 deliver up to 122% sales uplift for CPGs

CPG brands' lack of first-party data meant they had largely been unable to benefit from first-party data solutions, such as Channel 4's BRANDMATCH. Discover how the strategic second-party data partnership between retail data provider Nectar360 and CTV media owner Channel 4 allowed those CPG brands to enhance their customer targeting and measurement strategies without exposing any parties' data other parties.

[Download and read the full case study here](#)



# Get started today to maximize the value of your data



## Maximize ROI, ROAS, CPM, and Yield

Safely extract the full potential from first-party data to generate valuable insights, execute smarter campaigns, and continually optimize performance with ease.



## Increase efficiency and reduce costs

Connect data to multiple datasets in real-time - without sharing any data. All processing is done within a decentralized cloud environment, eliminating complexity and risk.



## Fast and easy self-service platform

Our intuitive platform tools, drag and drop functionality, and error-proof software puts everyday users, not just data scientists, in the driver's seat to execute at rapid speeds without risk.



## Fully neutral, agnostic, and secure

InfoSum does not own any data or media; our platform is purpose-built to enable secure data collaboration at scale with end-to-end privacy protection without compromise.

# What are you waiting for?

# Get started today!

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