

# Data Clean Room



With evolving landscape of data regulation, your business needs a collaboration platform that will enable you to share your data without physically exposing it. As a result, digitalAudience data clean room solution has come to exist as a natural extension of our solution for publishers and agencies.

## It is designed to:

**1** Eliminate any risk of raw data sharing

**2** Give you full and absolute control of your data

**3** Enrich your data through publisher's data in a privacy-safe manner

## The digitalAudience solution is the gateway to wealth of data and insights:



### Onboarding and Activating Data

You onboard your first and third-party data into your own data clean room. You can then activate your segments on a platform of choice.



### Data Enrichment

Whenever your first-party data is incomplete, you can plug the gap by utilizing third-party data. Again, no physical data sharing takes place. Data enrichment is carried out through an identity graph.



### Gaining Insights

You can gain insights into each segment immediately upon activation. You receive access to a profiling dashboard.



### Decentralized Collaboration with Your Partners

With dA solution, your raw data never leaves your space. Only you determine which partners you entrust your data with, specifying duration and indicating a type of cooperation.

## What sets us apart

**1** Most data clean rooms work for a single platform and cannot be combined with other data clean rooms. dA clean room solution enables collaboration among multiple data clean rooms.

**2** Our proprietary identity algorithm creates unique id graphs in each cleanroom for optimal matching.

**3** dA boasts a substantial number 50+ of integrations and all you need to do is to select the connections that you intend to establish.

**4** dA provides near real-time data exchange.