

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.