



Clean Rooms: Why Marketers Need to Care

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ENVIRONICS
ANALYTICS

Defining a Clean Room

A secure, neutral environment enabling two or more parties to collaborate (match, query, enhance, analyze, activate) using their 1st party data without *sharing* the data or compromising consumer privacy.

Privacy by design. Permission based.
Purpose limited.



How It Works



Advertiser

Brands
Marketers

First Party Data

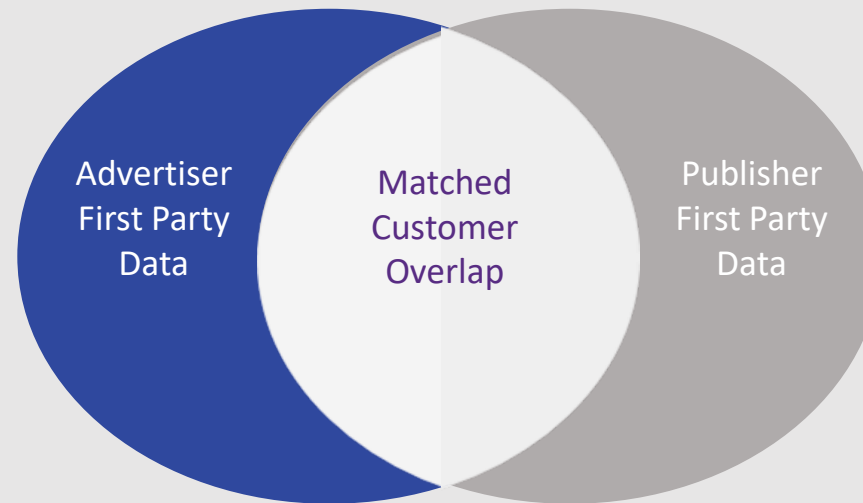
- CRM
- Transactional
- Loyalty

Attribution

- Audience
- Format
- Program
- Time of Day

Clean Room

Normalize ▶ Match ▶ Analyze ▶ Enhance ▶ Define ▶ Activate



3rd Party Data Overlay ▶ Insight & Scale Opportunity

Publisher

Platforms
Media Owners

Subscriber Data

- Email
- Phone
- ID
- Log file

Activation

- Email
- Postal Code
- ID

Market Dynamics Driving Growth



61% of Clean Room adoption has occurred in the last 2 years*

- Stronger data privacy legislation
- Deprecation of 3rd party cookies & location signals
- Challenges with consumer targeting
- Advertisers looking for measurement, attribution & ROAS

*IAB 'State of Data 2023'

Stakeholder Value Proposition



Advertisers

- Leverage FPD in a privacy-compliant way
- Identify relevant audiences & activate
- Cross-channel measurement & attribution

Agencies

- More effective media planning & targeting
- Measurement on ad spend
- Media and market mix optimization

Publishers

- Monetization of audiences & content
- Target audience scaling with 'look-alikes'
- Leverage detailed log/program data

64%

of Brands, Agencies and Publishers currently use data clean rooms.

An additional

21%

are considering them.

IAB 'State of Data 2023' – US data

Capitalizing on the Opportunity

The potential is enormous...



...but you need to be prepared!

- Understand the ecosystem & investment requirements, and align your strategic intent with the right capabilities
- Legal & CorpSec agreements take time – start early!
- Be realistic about your data quality (60-80% of clean room time is spent on upfront data processes)
- Use deterministic and probabilistic matching
- Focus on activation and measurable outcomes
- Leverage third party data for audience insights, campaign targeting, and audience scaling

Thank You



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To find out more about Environics Analytics' EAVault Clean Room services, or for any additional questions, please contact: cleanroom@environicsanalytics.com

