

Data Clean Rooms for Media Owners

Media Owners have the opportunity to turn the deprecation of third-party cookies to their advantage by leveraging their rich first-party data to attract more revenue from marketers and advertisers. Decentriq's Data Clean Room is the solution to leverage such data in collaboration with brands and media agencies while remaining GDPR compliant.



What Media Owners use Data Clean Rooms for

Assess Audience Reach

Set the stage for effective campaigns by assessing customer overlap and guarantee precise audience reach to brands.

Activate Precise Audiences

Combine your first-party data with brands' first-party data to build privacy-compliant lookalike target audiences for activation.

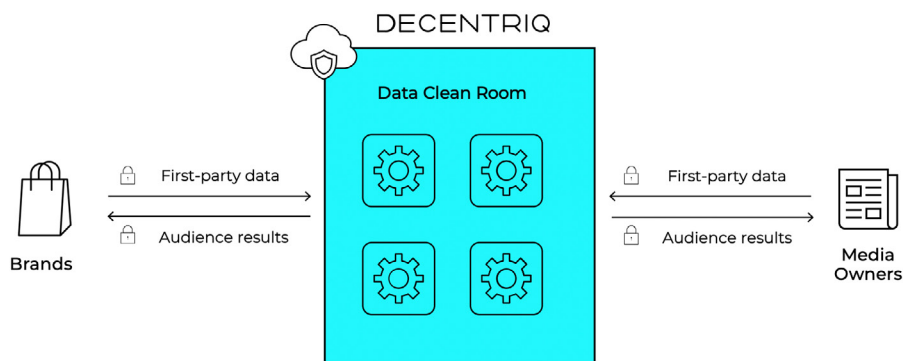
Offer Closed-loop Attribution

Enable brands to understand the impact of ad campaigns on purchases by matching impressions with their transactions data.

How it all works?

Seamlessly set up data clean rooms and rapidly enable first-party data collaborations with unlimited stakeholders on a global scale.

Unlock value with your first-party data and provide better advertising experiences for your audiences within minutes, not months.



What you get with DECENTRIQ



Privacy & Security
No one can see the data



Frictionless & Scalable
It only takes minutes



Revenue Growth
Stay competitive

About Decentriq

Decentriq is a Swiss-based enterprise SaaS platform providing data clean rooms - allowing users to leverage data previously not possible.

Easily and securely collaborate with partners to derive new data value - all with guaranteed trust and privacy because of Decentriq's underlying encryption-in-use technology called confidential computing.

Decentriq is also a founding member of the Confidential Computing Consortium including Microsoft, Google, Facebook and Intel.

DECENTRIQ

Do you have another use case in mind?

Reach out to us:

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