DMP vs DCR — Why your adtech stack needs both

Data management platform (DMP)	Data clean room (DCR) with Decentriq
⊘ Curates first-party audiences based on web and mobile user visits	⚠ Publisher curation is done before the DCR upload
⊘ Enriches first-party audiences via third-party cookies (for now)	⚠ Only relies on first-party data, not third-party cookies (that are on their way out)
⚠ Cannot onboard first-party data from advertisers for targeting while guaranteeing privacy	⊘ Onboard first-party data from advertisers to build remarketing and AI lookalike audiences without exposing data
⚠ Cannot onboard conversion data from advertisers for measurement/ attribution while guaranteeing privacy	⊘ Onboard conversion data from advertisers for pixel-less measurement and attribution without exposing data

How DCRs enable DMP audience enrichment post third-party cookies