

Decentriq for advertisers

Your one-stop shop for first-party data collaboration and activation

Why do I need a data clean room solution?

Signal loss

The decline of third-party cookies disrupts data connections, hindering precise targeting and traditional measurement accuracy.

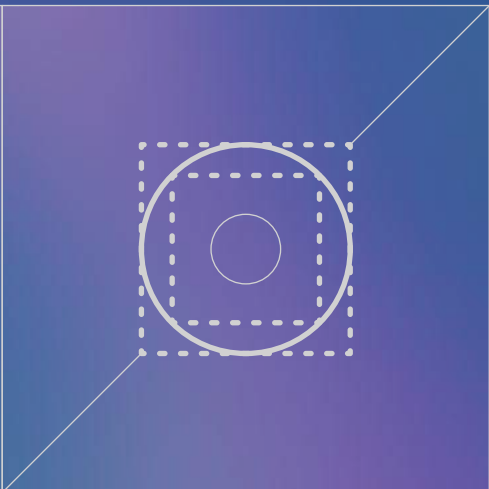
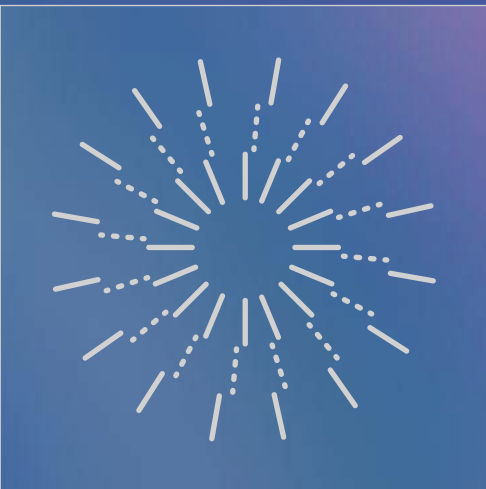
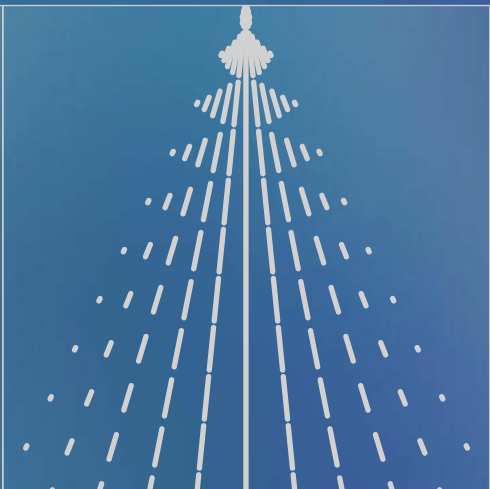
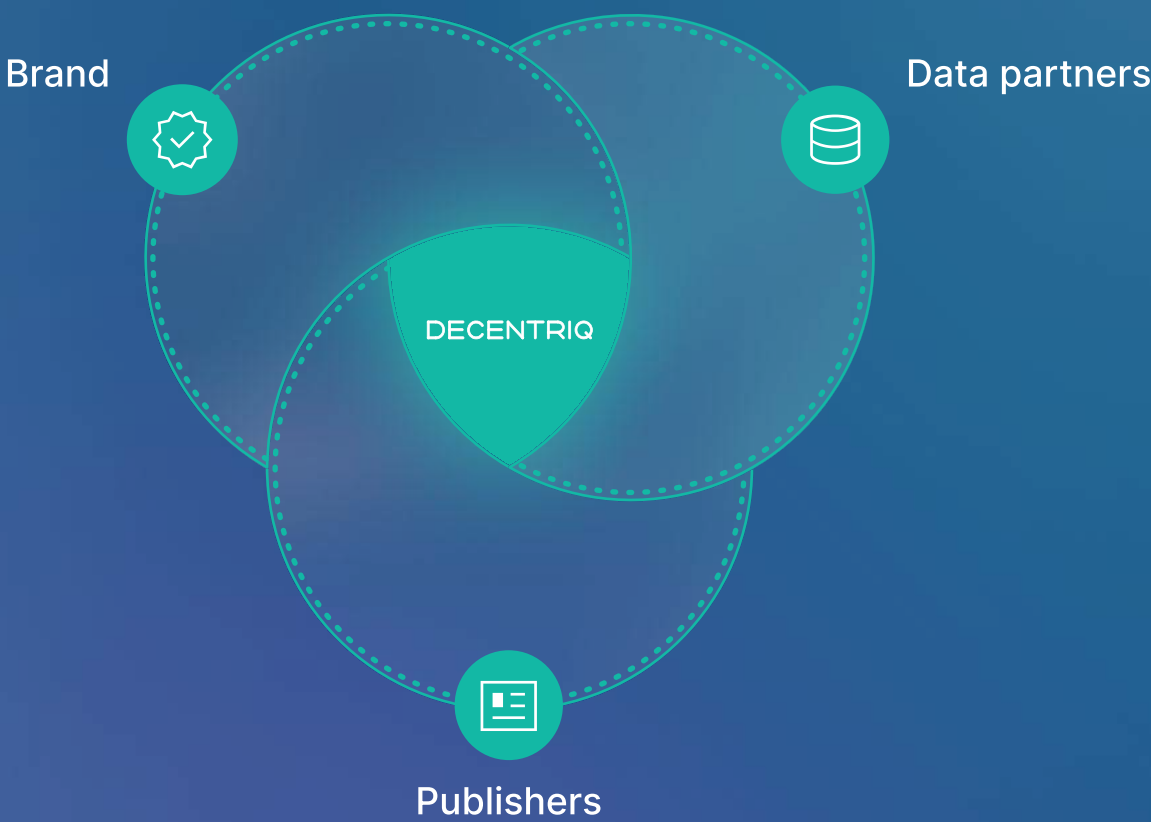
Increased compliance requirements

Evolving regulations like GDPR and CCPA necessitate solutions that ensure data privacy and accountability while generating meaningful insights.

Cookieless complexity

Transitioning to first-party data strategies brings a maze of new tools, requiring a careful balance of security, scalability, and operational clarity.

Collaborate with first-party data to gain insights and reach high-value audiences

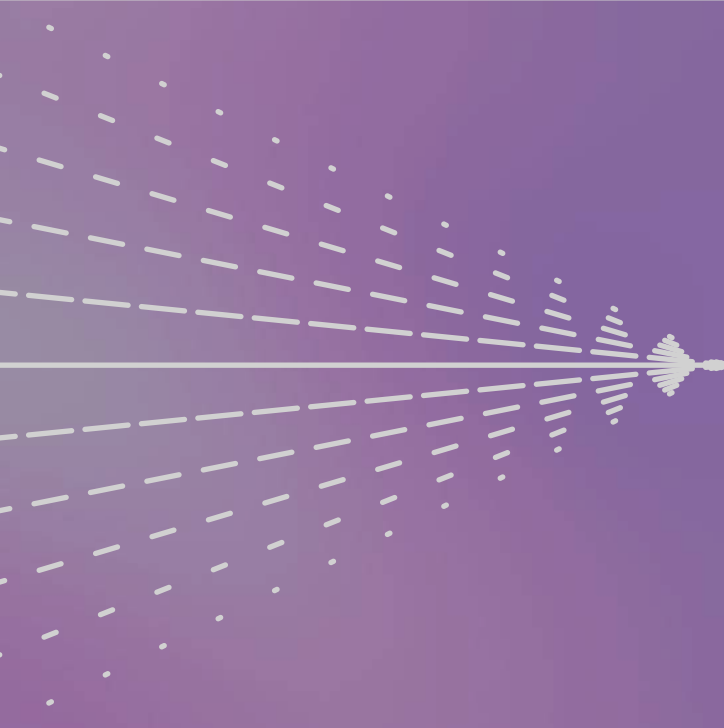


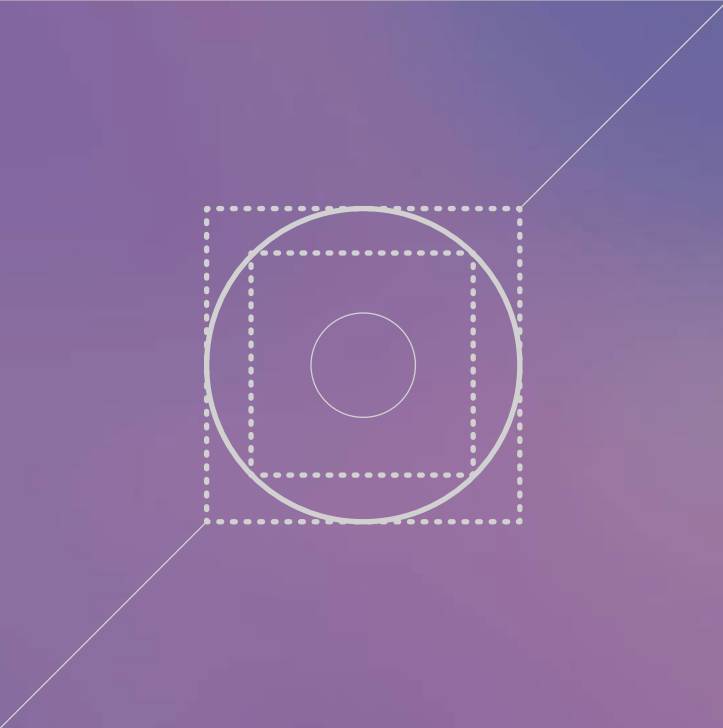


Why Decentriq

- **Boost performance and efficiency.** Improve ROAS, CPA, conversion rates, and more with fully cookieless campaigns across local or global markets.
- **Build the exact network you need.** Decentriq’s ecosystem allows you to leverage first-party data and collaborate with anyone. Invite your key publishers, data partners, and use any ID solution.
- **Developed in Europe for Europe.** We are the only data clean room provider who can ensure absolute data privacy of your first-party data, letting you protect your competitive advantage and ensure compliance with privacy laws and regulations.

Use cases

			
<div>Insights</div> <p>Uncover audience insights for better media planning by flexibly combining data from different providers.</p>	<div>Lookalikes</div> <p>Acquire net new customers by generating lookalike audiences and/or excluding existing customers.</p>	<div>Remarketing</div> <p>Retain your high-value customers by targeting them where they spend their time.</p>	<div>Custom collaborations</div> <p>Enrich your audiences, perform pixel-less attribution and much more.</p>

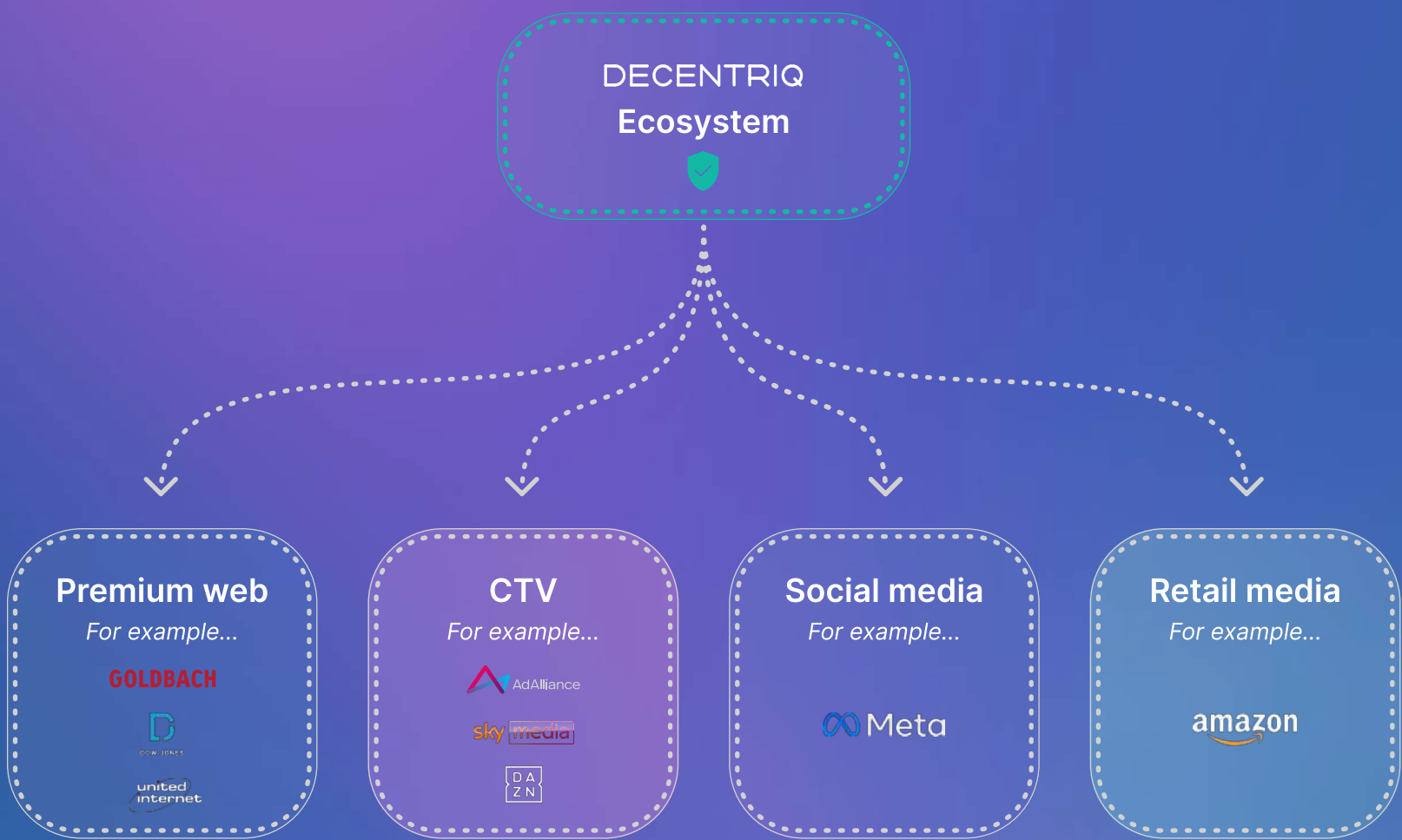
Keep your competitive edge by maintaining complete control over your data

Decentriq is the only data collaboration solution that ensures your data remains 100% under your control. Read how one luxury car brand used partner data to **improve conversion rates by 58%** — without being able to see or access the raw data.

READ MORE

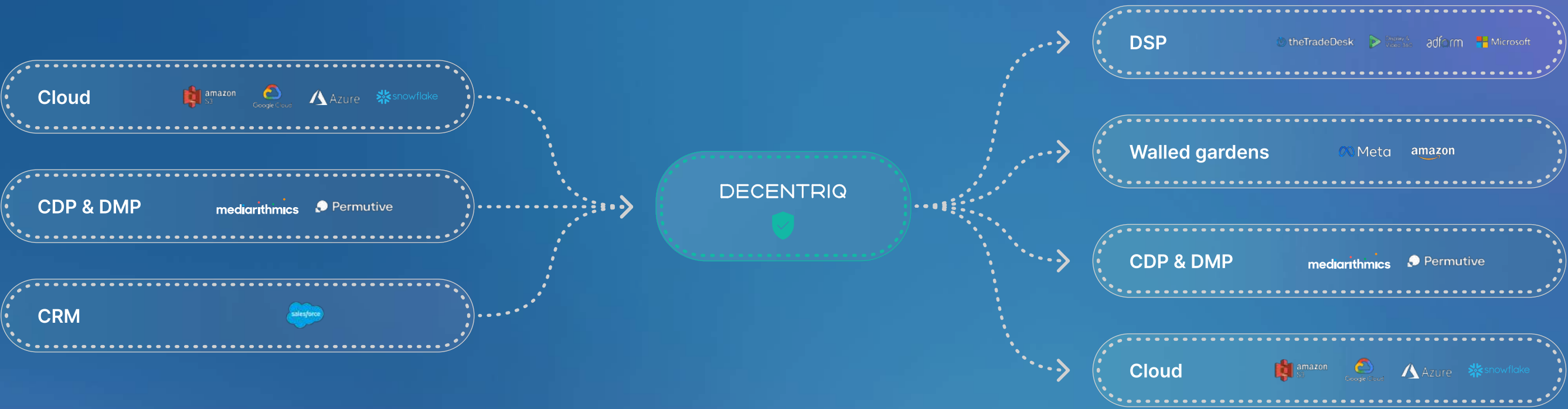
Activate tailored audiences across any media channel

Export audiences directly to our network across the premium web and walled gardens.



Decentriq integrates seamlessly into your media buying stack

Our growing network of data connectors supports more streamlined workflows across leading data platforms.



Identify your ideal target audiences

Join forces with publishers and data partners to find and engage your target customers, all while keeping sensitive data private.

GET IN TOUCH

