DATA CLEAN ROOMS FOR **RETAILERS** | The most secure, interoperable, and scalable clean room for first-party data collaborations

DECENTRIQ

Why now?

Walls are closing in. Privacy regulation, platform requirements, and third-party cookie deprecation has made it **difficult for brands to target users**.

With Data Clean Rooms, retailers can turn their biggest asset (**first-party data**) into a **high margin revenue opportunity**.

Why Decentriq?

EASE OF USE
Onboard brand first-party data for activation through no-code clean rooms

INTEROPERABILITY
Easily integrates with your existing AdTech stack for seamless workflows

INCREASED REACH & PRECISION
Enable the use of all consent-less data to unveil high performing data segments

HIGHEST COMPLIANCE GUARANTEES
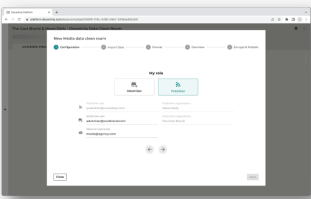Confidential Computing enables GDPR compliant, future-proof workflows
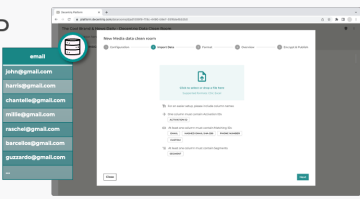
The Decentriq Solution

NO-CODE CLEAN ROOMS
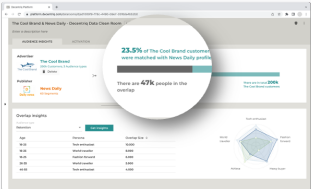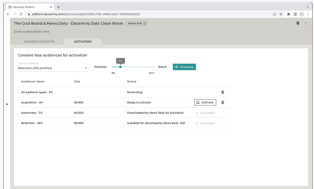Effortless media planning and activation in a no-code environment

1. INVITE

2. UPLOAD DATA

3. MATCH & ANALYZE

4. ACTIVATE

ACTIVATION USE-CASES

RETAILER

DECENTRIQ

BRAND

HIGH-VALUE SEED AUDIENCE

PRECISE ACTIVATION

Retarget or perform exclusion targeting with precision

USER123   USER345   USER899

CONSENT-LESS LOOKALIKES

Identify high-intent audiences for targeting

Male 25-32 Sports interest   Women 40-50 Home-owners   Men 35-40 Traveling
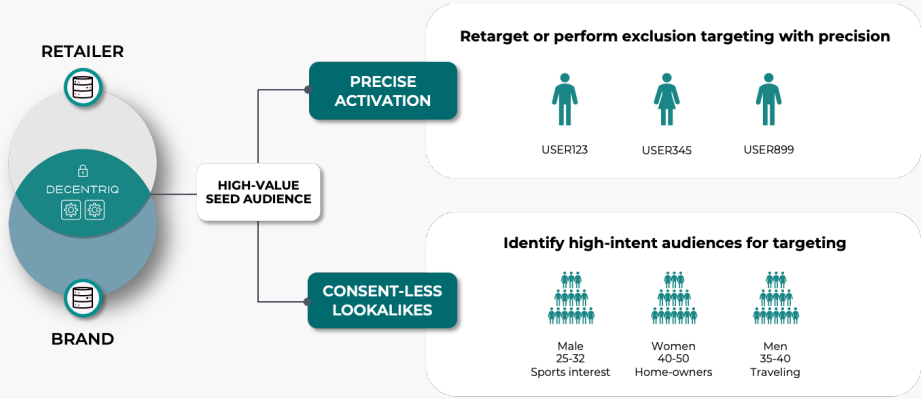
**How does Decentriq enable the use of consent-less first-party data?**

"The publisher and advertiser are not required to obtain the consent of the data subjects for the computation of aggregated insights in the Decentriq Platform."

MLL Meyerlustenberger Lachenal Froriep Ltd legal opinion

DATA SCIENCE CLEAN ROOMS
Advanced capabilities with SQL, Python and R for complex use-cases

RETAILER   BRAND

DECENTRIQ

PUBLISHER

RETAILER   DATA PARTNER
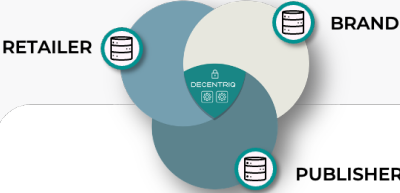
DECENTRIQ

CROSS-PUBLISHER MEASUREMENT
Uncover insights for media spend optimization

ATTRIBUTE PREDICTION MODELING
Learn from partners without data transfer

ABOUT DECENTRIQ

Decentriq is a Zurich-based enterprise SaaS platform providing Data Clean Rooms powered by confidential computing.

Decentriq is a founding member of the Confidential Computing Consortium alongside Microsoft, Google, Facebook and Intel, and trusted by brands such as:

Get in touch with our team
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www.decentriq.com

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