

InfoSum for Brands

Deliver more powerful marketing by safely matching your customer data with media owners, other brands, and data enrichment sources, without sharing data.

With the deprecation of third-party cookies and the multiple alternative IDs available, brands can find it challenging to ensure that their strategy is future-proofed. They need to find new ways of working that prioritize the privacy of consumers whilst still delivering on their business outcomes.

With InfoSum, brands can use any combination of IDs thanks to our multi-key direct match. Brands can also discover enrichment and bridging data sources that are ready to use to inform their targeting decisions, access addressable audiences across media owners, and close the loop by accurately measuring their results.



Our solutions for brands

1

Generate in-depth consumer insights

Understand your consumer base by pooling all your online and offline data together with second and third-party data to create a unified customer view.

- Safely connect internal data silos
- Discover and access sources of enrichment data
- Maximize your match with multi-key connectivity

2

Create and manage your audience segments

Once you have a clear view of your audience, use our platform to create audience segments without compromising on scale.

- Leverage additional data sources for audience definition
- Use second-party datasets to bridge identity
- Save different audiences for different strategies

3

Access rich media ecosystems

Find the best media configuration for your campaign objective, across a wide range of cross-channel publishers, including exclusive ecosystems.

- Discover and access the right media owners
- Immediately know the size of the overlap and create audience expansion strategies
- Activate the segment directly with the media owner's ad stack or send your own data back to your owned platforms, like your CRM or EMS.

4

Transparently measure effectiveness

By working directly with media owners and other data companies, you can accurately measure campaign results based on exposure and other outcomes, such as purchases.

- Closed-loop measurement using retailers exposure data
- Access second-party data sets to measure different outcomes
- Calculate the incremental impact of your campaign

The benefits of our ‘non-movement of data’ technology

100% Control of Your Data

‘Non-movement of data’, via decentralized technology, ensures you retain full control of your data.

Future-Proofed Solutions

Future-proofing your business against privacy changes and eliminating reliance on a single identity.

Customer-Centric Collaboration

Enabling infinite collaborative opportunities with access to a network of data-rich companies.