

# InfoSum for Data Owners

Easily enable brands and media owners to boost connectivity and increase customer knowledge. InfoSum's non-movement of data approach ensures you never lose control or risk the commercial value of your data.

With increased government regulation surrounding user privacy and industry changes like the disappearance of third-party cookies, the old way of connecting identity and behaviors is changing. Data businesses must find a better way to make their data available to advertisers and media owners, and future-proofed ID alternatives.

Using InfoSum, data owners can ensure that the service they provide is safe against changing regulations and tech.

We provide an agnostic infrastructure to connect with rich ecosystems, regardless of the tech or ID solution used, and streamline data matching by removing the need to physically move the data for matching or processing. Data owners can gain new monetization opportunities whilst increasing their scale. with smart industry partnerships.



## Our solutions for data owners

### 1 Create new monetization opportunities

Access a rich ecosystem of brands and media owners and match with them securely.

- Make your data discoverable in the InfoSum ecosystem
- Streamline the partnership process thanks to our 'non-movement of data' tech
- A simple normalization process to match your data to our global schema

## 2 Offer your data for enrichment or bridging in a safe environment

Let brands and media owners leverage your datasets to gain audience insights, define their segments or find activation IDs within a privacy centric solution.

- Offer privacy-safe data enrichment quickly and transparently
- Instant match evaluation to determine project feasibility
- Manage permissions for every collaboration

## 3 Provide marketing measurement without third-party cookies

With our multi-key data match, two or more datasets can be directly linked to measuring the difference in a set of outcomes, such as sales or product consideration.

- Future-proof revenue with cookieless measurement
- No reliance on a single key for data matching
- Measure any outcome recorded in your dataset

## 4 Maximize the scale of your data

Work directly with brands, media owners, and other data companies to deliver a more competitive and scaled audience solution.

- Avoid matching errors with a direct data match
- Level the playing field by partnering with others
- Re-energize the industry with powerful data products

## 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.