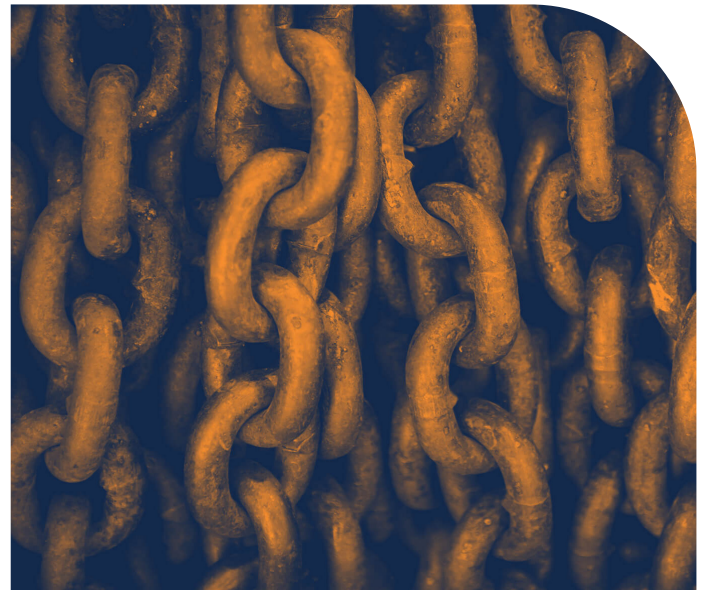# InfoSum for Intermediaries

Create value at scale by safely partnering with other intermediaries and offering a unified workflow to your clients.

The open internet is about to become more fragmented without third-party cookies as a common identifier. Intermediaries are looking for long-term alternatives, but with the existence of numerous ID solutions, finding the right one in advance is almost impossible, and supporting multiple when working with different vendors can be technically challenging.

Using InfoSum, intermediaries can easily support any ID for matching and activation, even when the two are different. Our privacy-by-design platform has rigorous security mechanisms that allow for new partnerships to be quickly developed with all parties retaining control of their data. As well as managing their data partnerships, intermediaries can use InfoSum to deliver true people-based marketing for their clients, from audience definition to closing the loop with measurement.

Our solutions for intermediaries

1 **Increase your scale in a post-cookie world**

Maximize your scale by using agnostic data matching technology that leverages any ID solution your clients or their partners work with.

- Streamline the relationship between your clients and their suppliers
- Maintain the privacy of your clients' data
- Transact using any ID with our multi-key match

2

Create beneficial partnerships in a fraction of the time

Access a rich ecosystem of media owners, data companies, and other intermediaries, within half the usual contracting time.

- Streamline the partnership process thanks to our 'non-movement of data' tech
- A simpler infosec vendor vetting process
- Collaborate with partners with a non-compatible stack

3

Deliver highly personalized people-based marketing

Work with aggregated real people data matched record by record. Discover new datasets in our platform and uncover powerful insights.

- Immediately understand the size of the audience overlap
- Use second and third-party data to bridge identity or enrich audience profiles
- Direct activation by the media owner or to your chosen ad tech stack

4

Provide accurate measurement

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.

INFOSUM