

InfoSum for Media Owners

Unlock the full value of your audience through privacy-safe data matching. Empower brands to create personalized custom audiences, and collaborate with strategic partners on new data products.

First-party data is more valuable now than ever. With the deprecation of third-party cookies and the industry betting on multiple alternative IDs, media owners should focus on developing their first-party data strategies and strategic relationships with brands, data owners, and other intermediaries.

With InfoSum, media owners can safely bring all their first-party data together and enrich it to create attractive advertising datasets. Our normalization process is quick and simple, and it ensures that the addressable inventory is maximized and easily discoverable. Media owners can also use the platform to create strategic partnerships with other media owners to increase scale and attractiveness, and to plan their own registration acquisition strategies.



Our solutions for media owners

1 Connect and enrich your first-party data

Understand your full authenticated audience by pooling all your online and offline registration data together to create a unified customer view.

- Connect offline and online registration data
- Simple normalization process to match your data to our global schema
- Use second-party data to enrich your audience profiles

2 Increase your registration and subscription pool

With the disappearance of third-party cookies, increasing authenticated traffic is one of the top priorities for media owners to ensure that audience profiles can still be used.

- Gain insights on current subscribers to inform your acquisition strategies
- Act as a brand and match with non-competing media owners to advertise your subscription
- Measure the progress of your registration efforts directly in the platform

3 Make your addressable inventory available to brands

Become easily discoverable in our platform and work directly with brands using any mixture of identity signals, including PII or identity solutions.

- Make your inventory discoverable in the InfoSum ecosystem
- Future-proof advertising revenue with cookieless data matching across all ID types and vendors
- Activate your own data directly to your ad tech stack

4 Collaborate with other media owners

Work with other media companies to deliver a scaled audience solution that increases the competitiveness of your inventory.

- Create privacy-centric partnerships in a fraction of the usual time
- Never give control of your data to a third party
- Level the playing field by offering a scaled solution

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.