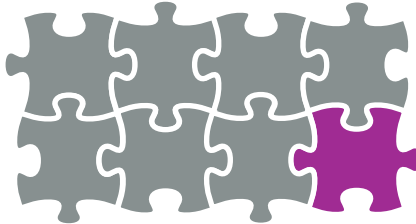




Evan Wood

Chief Strategy & Transformation Officer,
Leader, Data Collaboration Services
Environics Analytics

Collaboration: Our journey to provider of Canadian neutral middleware for industry-wide data collaboration.



2021

Clean Room



Secure, Neutral, Consent Based,
Purpose Specific, Time Limited

Addressing Key Industry Challenges:

- Siloed First Party Data
- Ensuring Privacy & Security of PII
- Cookie Deprecation & Signal Loss
- Digital Fragmentation
- Need for Better Outcomes

2022

Collaboration Services



- Interoperable
- Links to internal & external platforms
- Data hygiene, blending & workflows
- Analytics & methodology expertise
- Leverages EA data & ENVISION
- ISO 31700, (PbD), SOC1, SOC2, HIPAA
- Data flows are tracked, auditable
- Restricted data access

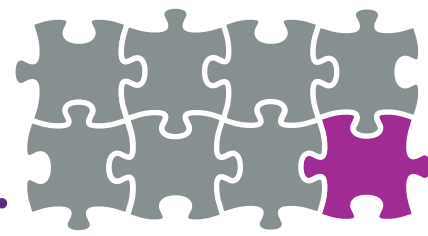
2024

Partnership with Global Leader

/LiveRamp

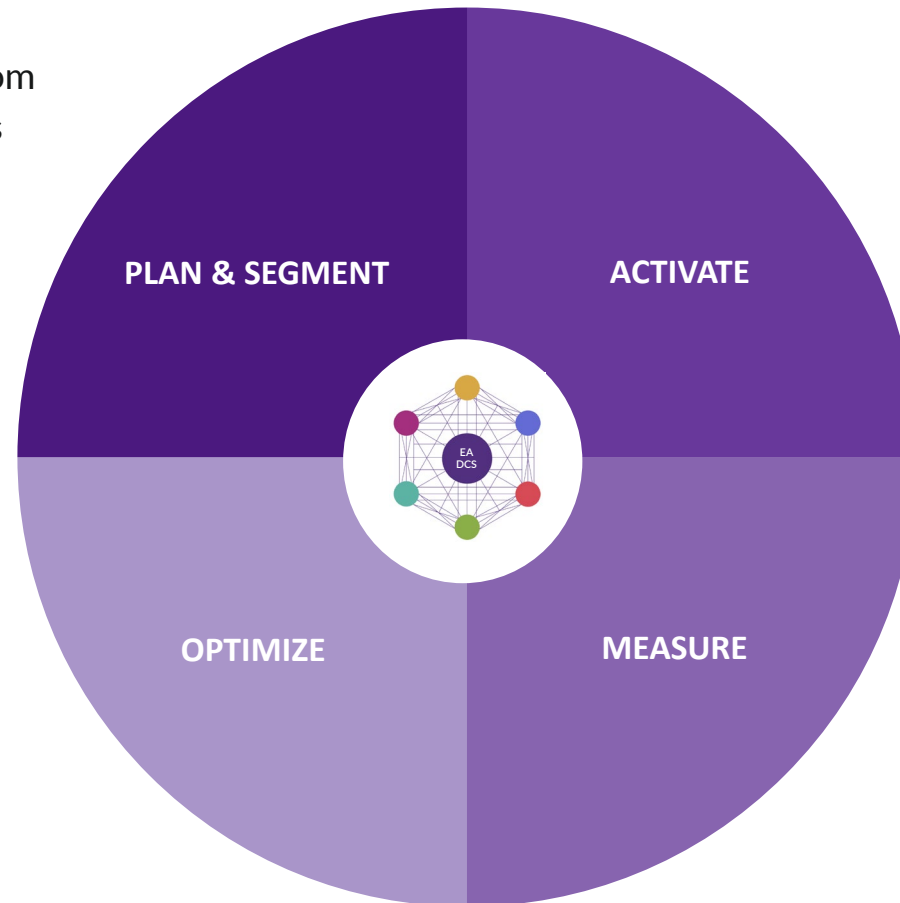
- Global leader in data collaboration
- 900+ companies in 22 countries
- Privacy-first identity solution
- Intuitive activation & measurement platform for all preferred destinations
- Scaled reach to authenticated audiences
- Worldwide leader data clean room tech for advertising & marketing use cases

2025: Launch of EA Data Collaboration Services. Best of LiveRamp global tech with EA local data, expertise & services.



- Blend data across internal silos
- Collaborate with partners in a clean room
- Identify new audiences & opportunities
- Overlay 3rd party data for enhanced consumer insights & audience scaling

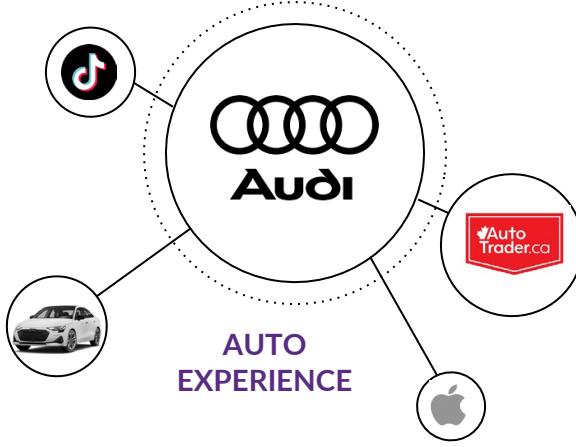
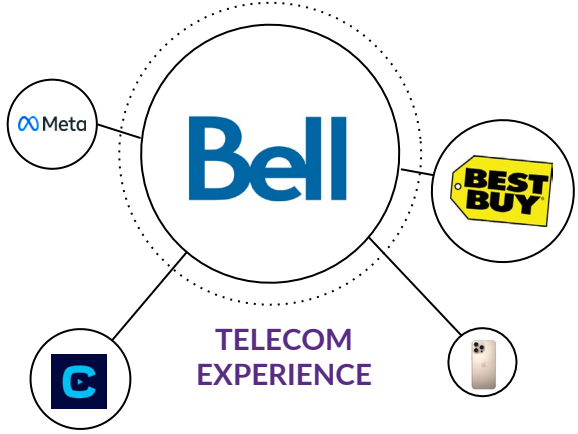
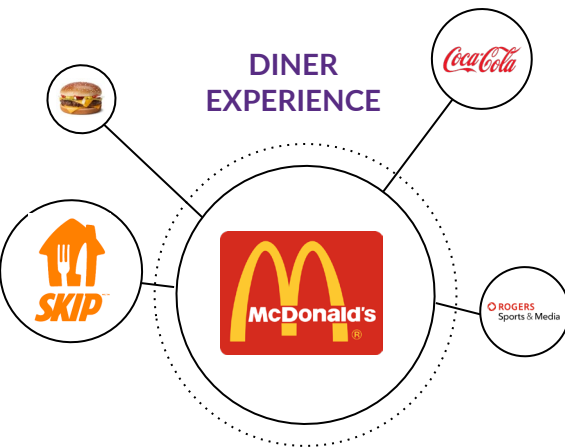
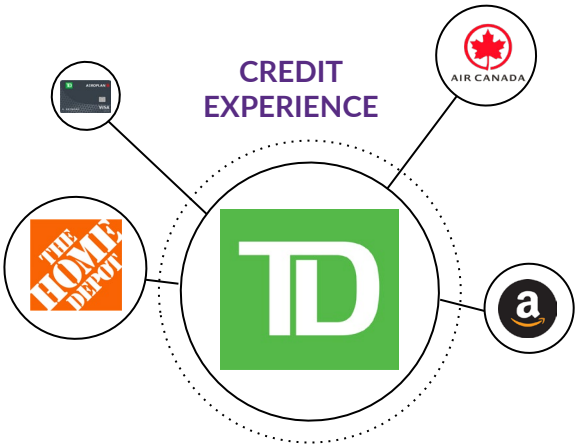
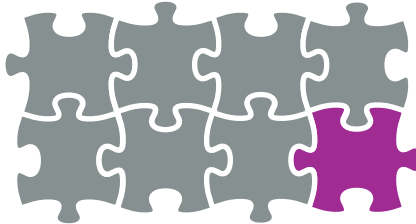
- 'Test & learn' with new partners
- Connect advertising exposure data to sales lift, foot traffic, website visits
- Improve effectiveness by evaluating which channels drive results



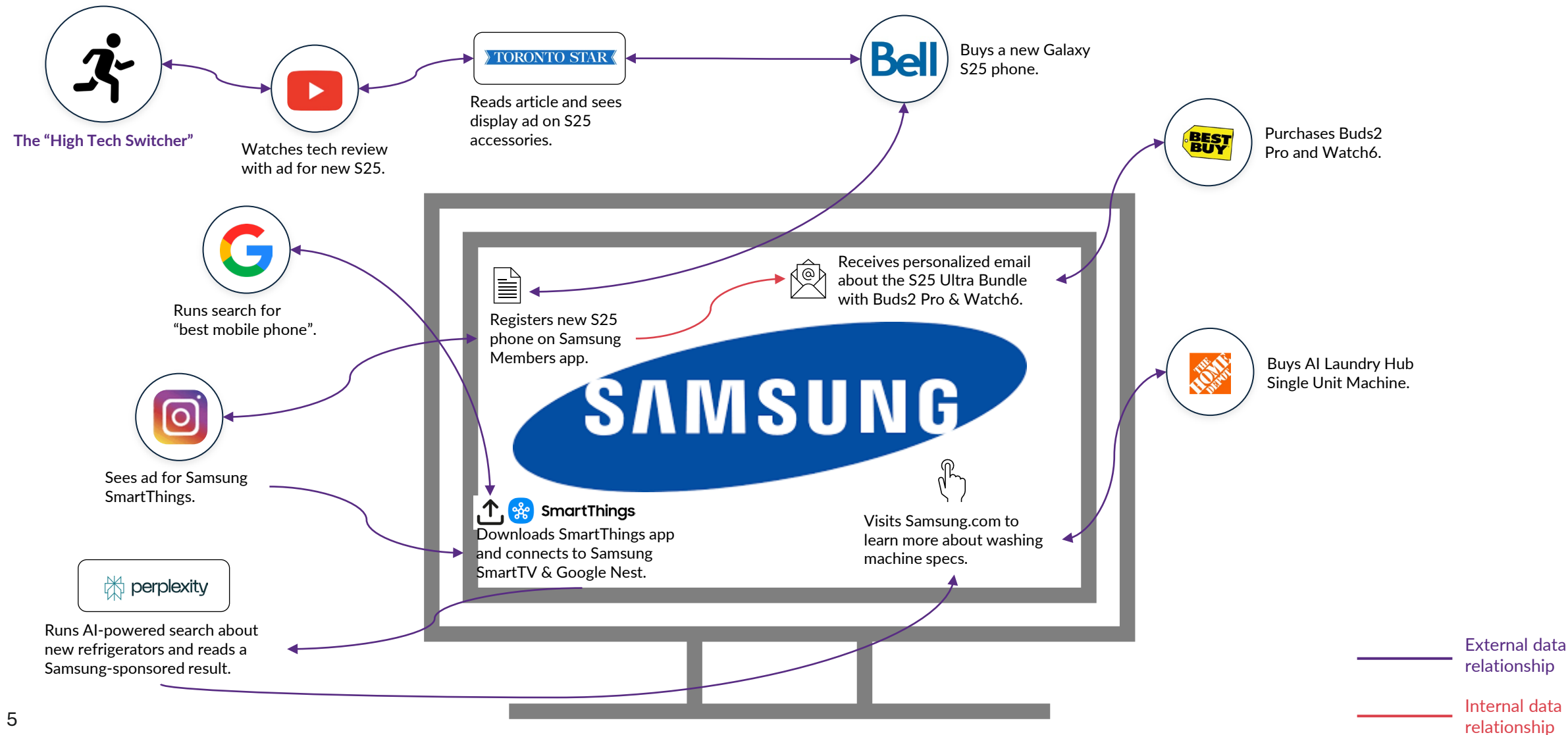
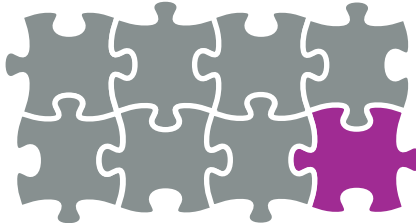
- Reach audiences at scale in all platforms
- Protect personal information (PI) by leveraging pseudonymous IDs
- Access over 60m authenticated Canadian audiences across national & global media

- Measure effectiveness securely with media, retailers and brands
- Combine partner data to evaluate sponsorships, loyalty and co-marketing
- Use the full breadth of media and customer metrics

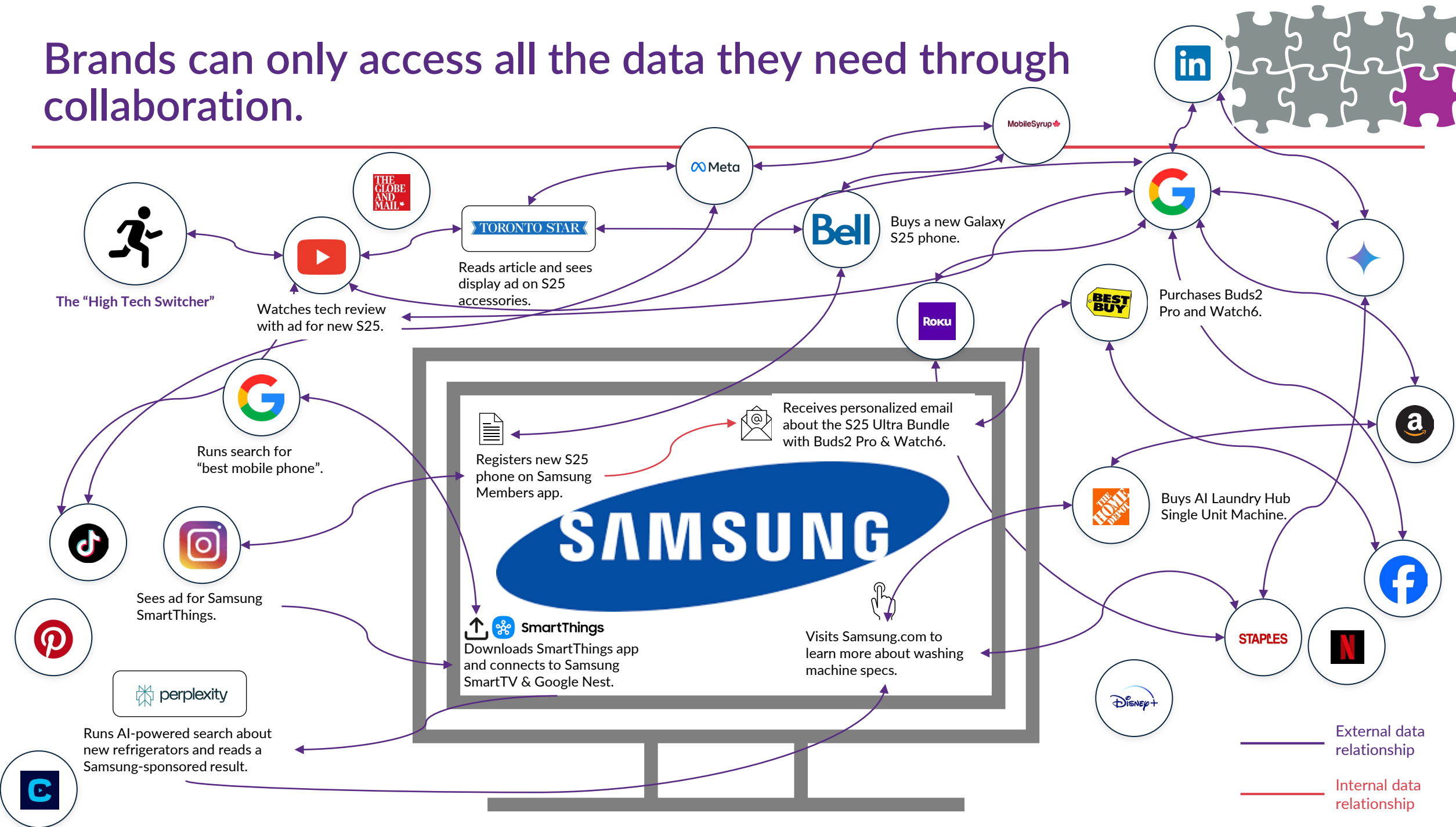
Every organization has multiple connections.
And needs to access, analyze & activate data safely.



Every company strives for better results. Connecting to customers through multiple touchpoints, but...

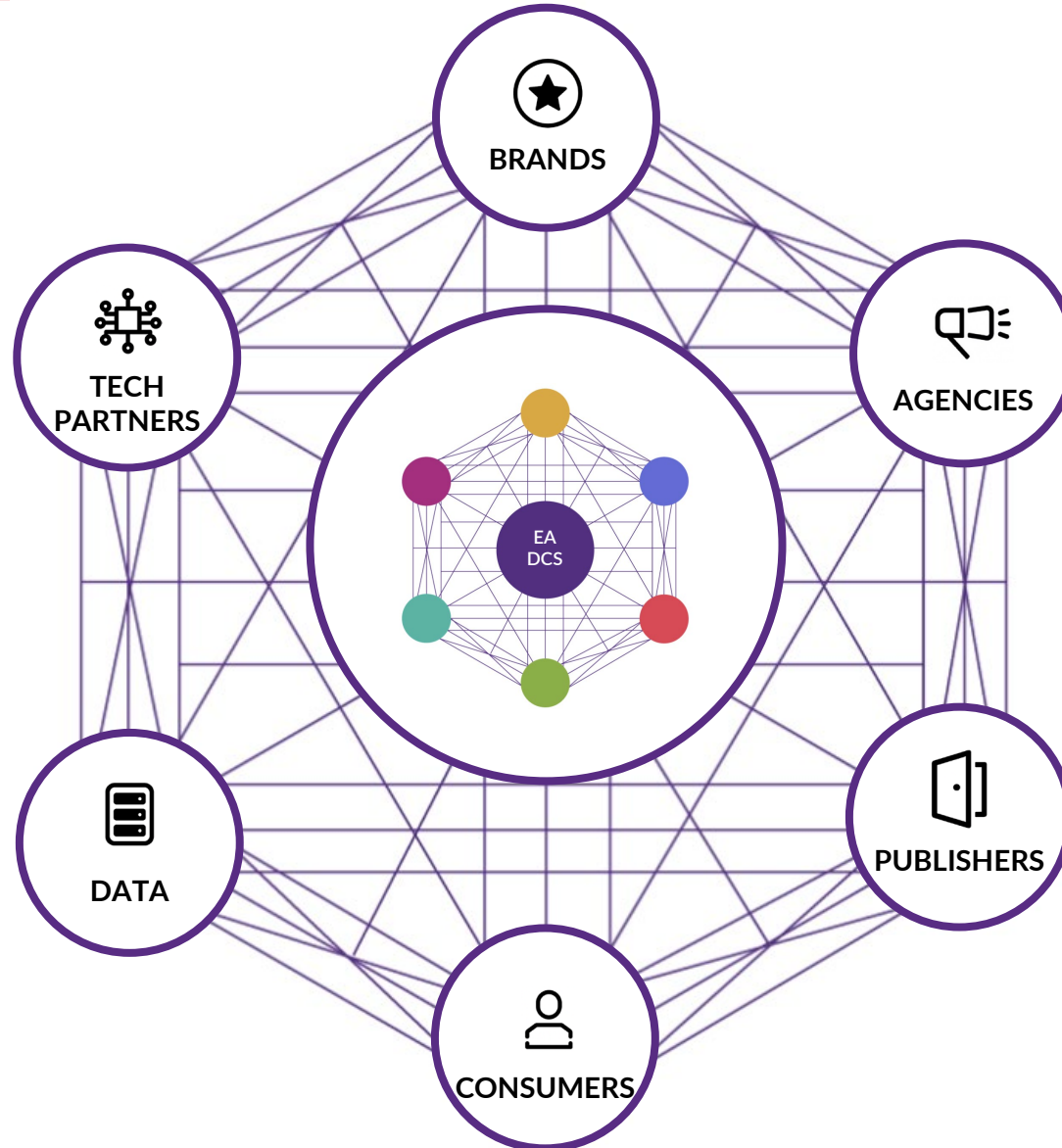
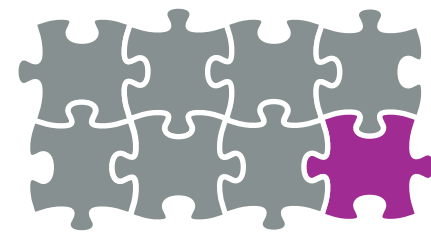


Brands can only access all the data they need through collaboration.





Introducing EA Data Collaboration Services (EA DCS). Unlocking better outcomes by connecting all partners.





Questions? Connect with us.
environicanalytics.com

EA CONNECT

19th Annual User Conference

ENVIRONICS
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