



Unlocking Value Through Data Collaboration

Data | Insights | Activation | Impact

November 30th, 2023



ENVIRONICS
ANALYTICS

Presenters



Evan Wood
EVP & Chief Strategy Officer



Brad Jeffrey
VP, North America Sales



Carson Walker
Senior Sales Engineer



Dynamic Marketing & Media Environment Forcing Change

Industry

Deprecation of device identifiers (cookies, location signals)

- Accelerated focus on first-party data strategies
- More focus on data collaboration to fill the gap
- Pressure to adopt global solutions

Privacy

Tightening data & consumer privacy landscape

- Bill C-27 & Law 25 compliance (and fines)
- Requirement for transparent, consent-based digital ecosystem
- Challenges in scaling audiences in privacy-friendly way

Economy

Economic headwinds with reduced consumer spending

- Do more with less
- Pressure to deliver outcomes, ROAS
- Necessity to ensure that marketing & techstack spend are delivering results

Behaviour

Consumer shopping & media consumption shifting to digital

- Digital transformation strategies accelerated
- Media budgets shifting to digital channels
- Fragmentation across channels

EAVault - Made-in-Canada Data Collaboration Environment

Technology Infrastructure



- Agnostic
- Interoperable
- Best-in-class

Application Layers



- Data Hygiene
- Matching Expertise
- Insights & Analysis
- Activation
- Measurement & Attribution

Governance & Security



- Audited
- Certified
- Documented
- Fully Managed



EAVault

Privacy by Design | Permission Based
Purpose Limited



ISO 31700-1
Privacy by Design



Interoperable infrastructure & comprehensive application layers, underpinned by highest privacy, security & governance standards, enable opportunities for data collaboration.

EAVault - Best-in-Class Partners



- Interoperable data access
- Data storage & processing
- Secure data transfer



- Montreal-based; global reach
- Purpose-built ad tech
- Secure, easy collaboration



EAVault

Privacy by Design | Permission Based
Purpose Limited



ISO 31700
Privacy by Design



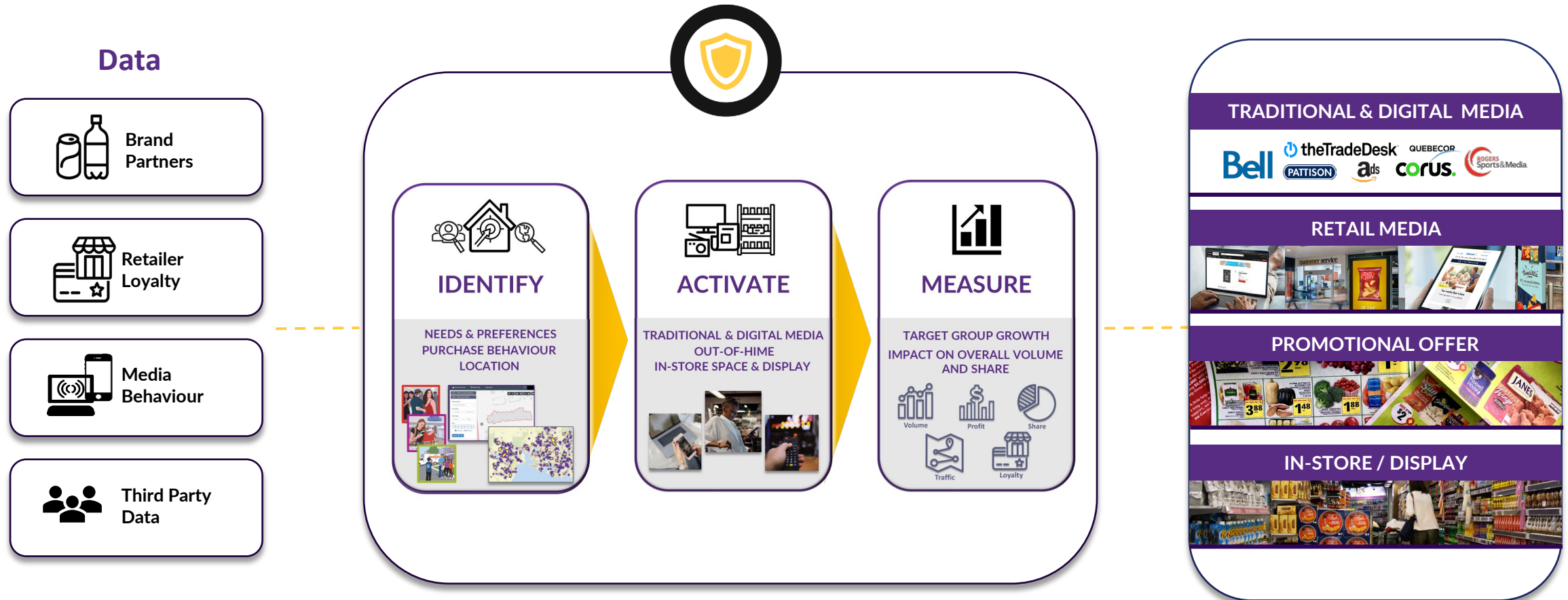
Environics Analytics has leveraged leading technology partners as part of its EAVault clean room environment for planning, activating & measuring privacy-safe advertising.

Fundamental Need for Brands Remains The Same



Advertisers want – and need – to leverage their first party data in the evolving landscape to effectively reach consumers and find incremental market opportunities.

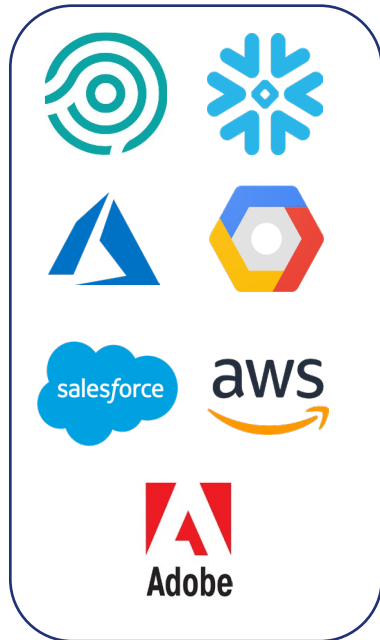
Enabling Privacy-Friendly, Data-Driven Media Activation



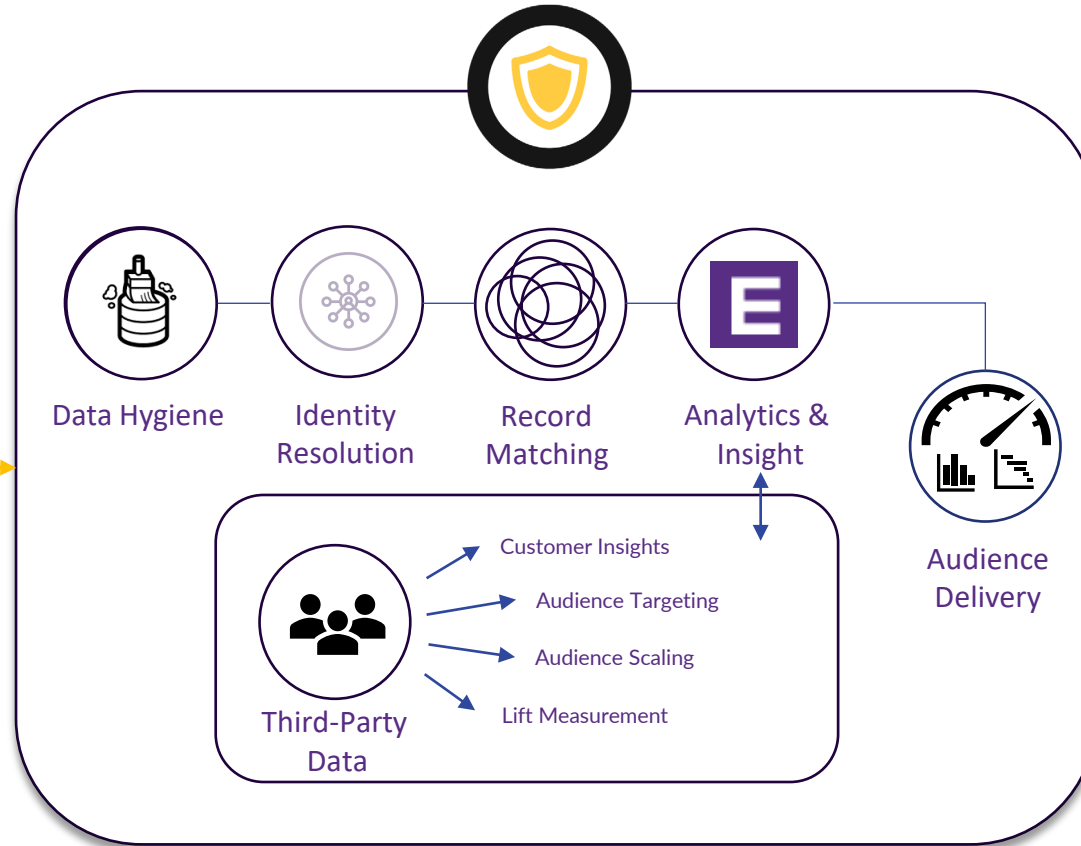
Data collaboration works for all parties in the ecosystem – brands, loyalty partners, data providers, retail media networks, publishers & platforms.

Audience Targeting & Media Activation

Interoperable Data Access & Ingestion



EAVault Clean Room Environment

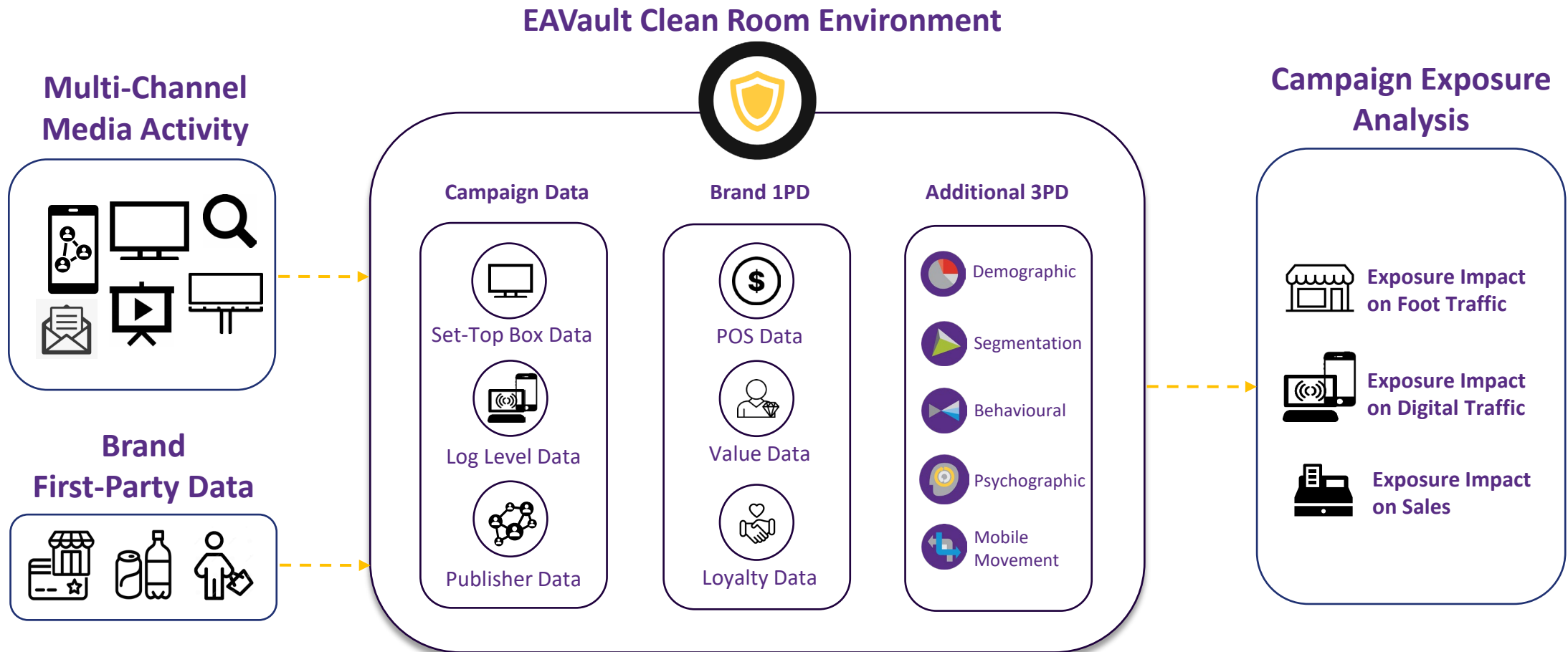


Multi-Channel Activation, Measurement & Attribution



Approximately 80% of the Canadian population is available for activation to major Canadian publishers and global platforms.

Campaign Measurement & Attribution



Advertisers benefit from detailed ad exposure lift analysis (vs. control/unexposed group) to understand physical, digital and transactional impact.

Significant Impact - ROAS, Media Optimization, Marketing Strategy

Campaign Activation



DTC Computer Retailer

- Cookie-less campaign targeting & activation
- 1PD & EA PRIZM segmentation

2.1X

PRIZM targets had a 2.1X ROAS compared to cookie targeting

2.8X

Top ranked PRIZM audience had a 2.8X ROAS

Measurement & Attribution



Travel & Hospitality

- Impact of TV ad exposure on sales
- POS data, TV data & EA PRIZM

2X

Conversion rate vs. non-exposed audience

70%

Higher conversion rate for high value purchasers

Strategic Partnership



National Retailer

- Co-marketing opp evaluation
- Extensive 1PD (incl POS, loyalty, value) & EA 3PD

46%

Match rate between partner & retailer customers

3.4X

Likelihood of matched customers to shop partner's brand

Choose Wisely...Clean Rooms Are Not Equal

Secure

Highest levels of data security, certifications & governance for purpose-limited initiatives

Transparent

Use of data and outputs limited to the terms defined by all parties

Interoperable

Ability to access data across cloud providers, hyperscalers & CDPs for added efficiency

Results-Focused

Connected to the ecosystem for activation & addresses 1PD privacy, scalability & measurement

Managed

Faster time to market & outcomes by leveraging expert resources, infrastructure & processes



Thank you!

Evan Wood

EVP & Chief Strategy Officer

Environics Analytics

evan.wood@environicsanalytics.com



Contact us to find out more about the EA product portfolio – including the EAVault Clean Room services – and applicable use cases.

