



# Clean Room 101

What is a Clean Room?  
Why Marketers in Canada Need to Care?



**ENVIRONICS**  
ANALYTICS

# What is a Clean Room

A secure and neutral environment, enabling two or more parties to match, query, enhance and activate their 1<sup>st</sup> party data without compromising consumer privacy

Privacy by design  
Permission based  
Purpose limited



# Why Clean Rooms – Market Dynamics

Consumer privacy concerns & evolving regulatory environment

Deprecation of 3<sup>rd</sup> party cookies & location signals

Challenges with targeting, measurement & attribution

Data governance & risk



# Why Clean Rooms – Marketing Imperative

Leverage 1<sup>st</sup> party data as an asset

Build trust & relevance with consumers

Establish unique collaborations & use cases for marketers, agencies, publishers & platforms

Develop better visibility to audiences & outcomes, including transactional lift



# Use Cases & Applications



## **Validating Strategic Partnership Opportunities**

Identify & quantify customer overlap and 'whitespace' to assess potential partnership, co-marketing, loyalty program, sponsorship, M&A and strategic opportunities.

## **Audience Targeting & Campaign Activation**

Define, enhance and activate target audiences through specific Publishers, DSPs and Broadcasters.

## **Campaign Measurement & Attribution**

Measure effectiveness of digital and TV campaigns by connecting ad exposure – in one or multiple channels to transactional behaviour.

## **1<sup>st</sup> Party Data Monetization**

Leverage and monetize 1<sup>st</sup> party data (e.g. panel, loyalty) to define and scale custom audiences.

# Audience Targeting & Activation

**Objective:** To identify audience overlap between Advertiser and Publisher subscribers to develop four target audience segments for activation through Publisher's media platforms





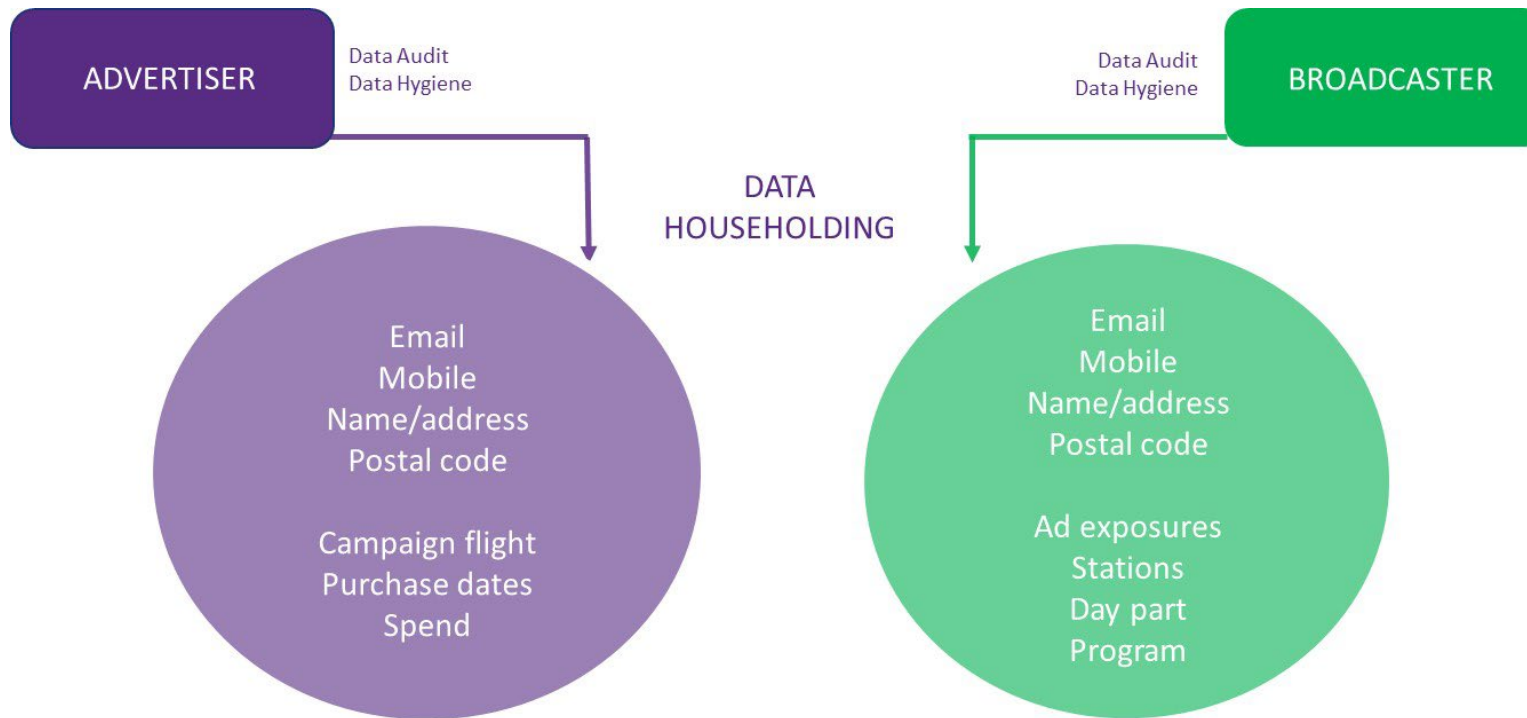
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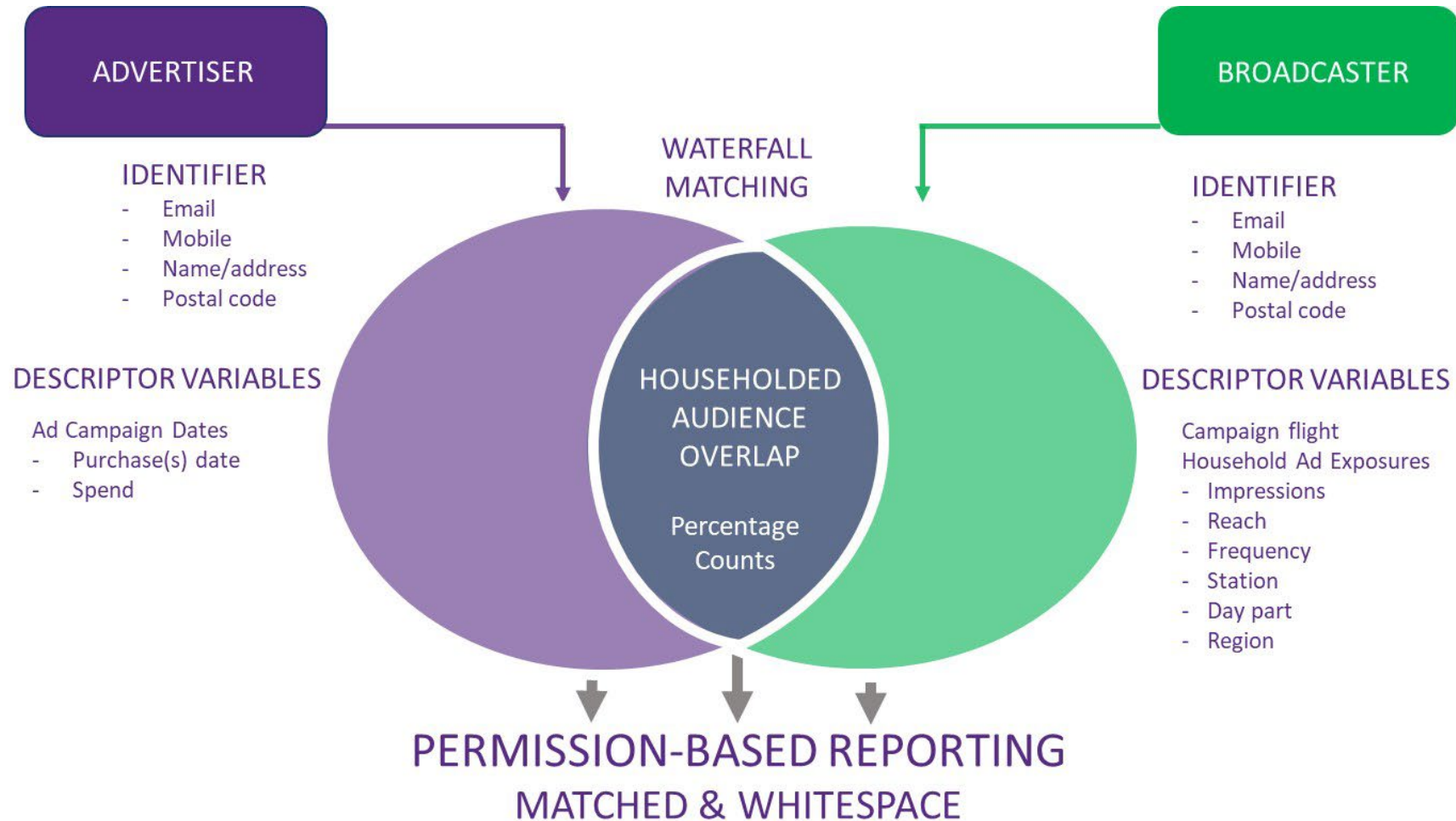
# Campaign Measurement & Attribution

**Objective:** To understand customer exposure to ADVERTISER'S ads on BROADCAST network, and measure effectiveness and business impact of the advertising on sales

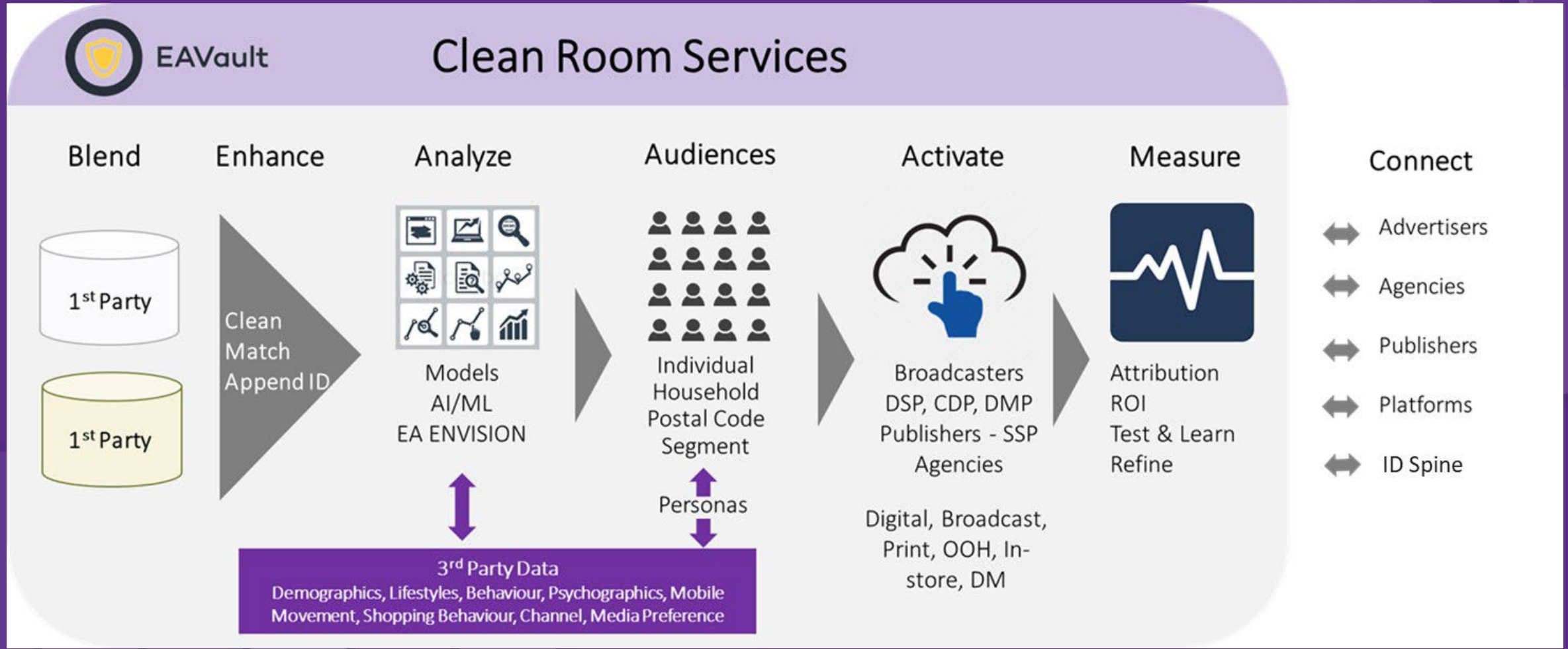




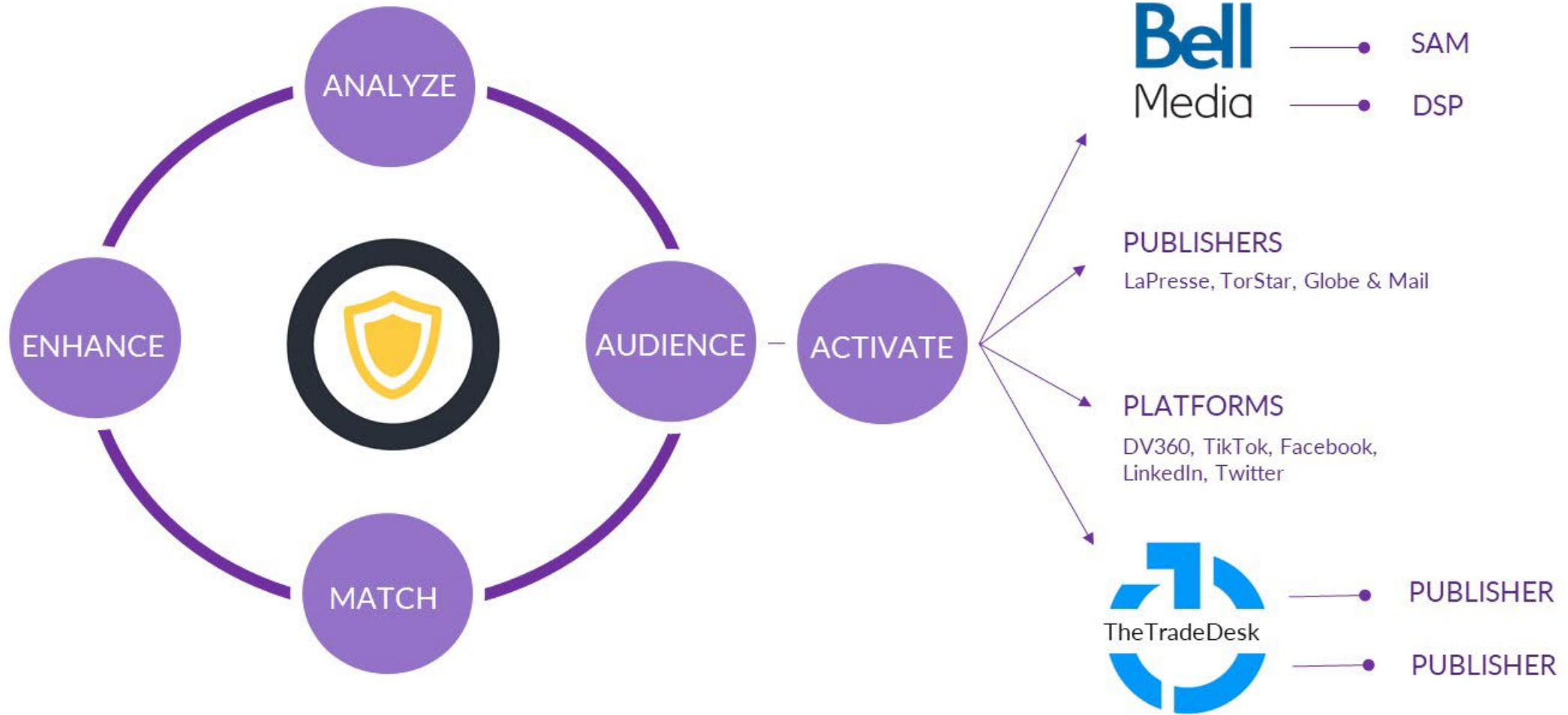
# Campaign Measurement & Attribution



# Collaboration, Activation, Measurement, Attribution



# Data to Insights to Activation



# EAVault – A Made-in-Canada Solution

Built for Canadian privacy environment

Uses EA's 'ID Spine' as a connector

Data onboarding expertise & processes

Optimized methodologies for matching

Connects to local & global media  
platforms



Privacy by Design

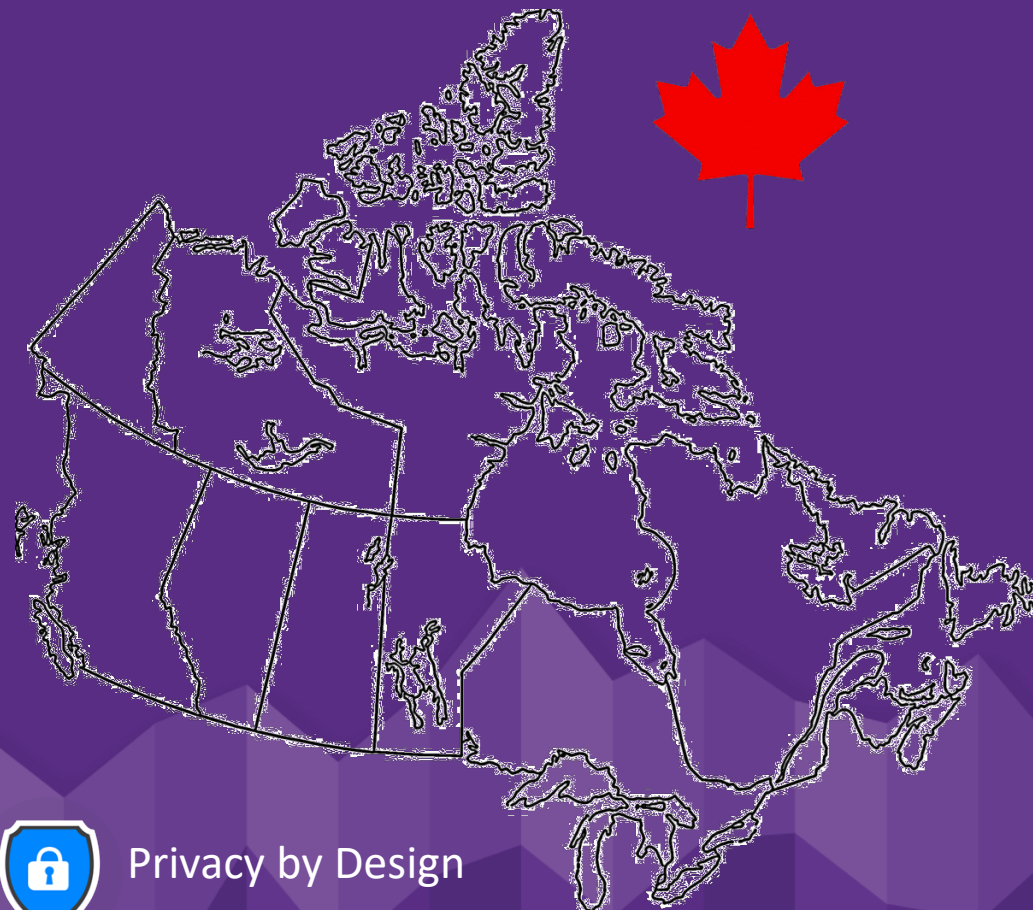


# EAVault Partners



EAVault

Bell  
Media



Privacy by Design



# Questions You Need to Ask

Are we addressing the changes impacting the marketing ecosystem?

Are we leveraging our 1<sup>st</sup> party data to capitalize on marketing opportunities?

Is our data ready to be leveraged?

Do we have a line of sight on omnichannel campaign measurement & attribution?





# Thank You



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