

State of Data Town Hall: *How Data Clean Rooms Are Democratizing Data*

March 22, 2023

iab. MEASUREMENT,
ADDRESSABILITY &
DATA CENTER

Sponsored by:

TransUnion^{tu}

dstillery

adstra
the new ideal



comscore

Agenda

Hosts & Moderators



Chris Bruderle

VP, Industry Insights & Content Strategy



Jeffrey Bustos

VP, Measurement, Addressability & Data Center

Panel Discussion



Avanti Gade

Client Success Lead,
Head of Strategic Accounts
Habu



Dana McGraw

SVP, Audience Modeling &
Data Science
Disney Advertising



Jessica Simpson

SVP, Global Solutions
Consulting
Publicis Group

Fireside Chat



Sam Shapiro-Kline

Director of Growth
TransUnion



Maurice Barron

SVP, Data & Platform
Zenith

iab.



State of Data 2023

Data Clean Rooms & the Democratization of Data in the Privacy-Centric Ecosystem

SPONSORED BY:



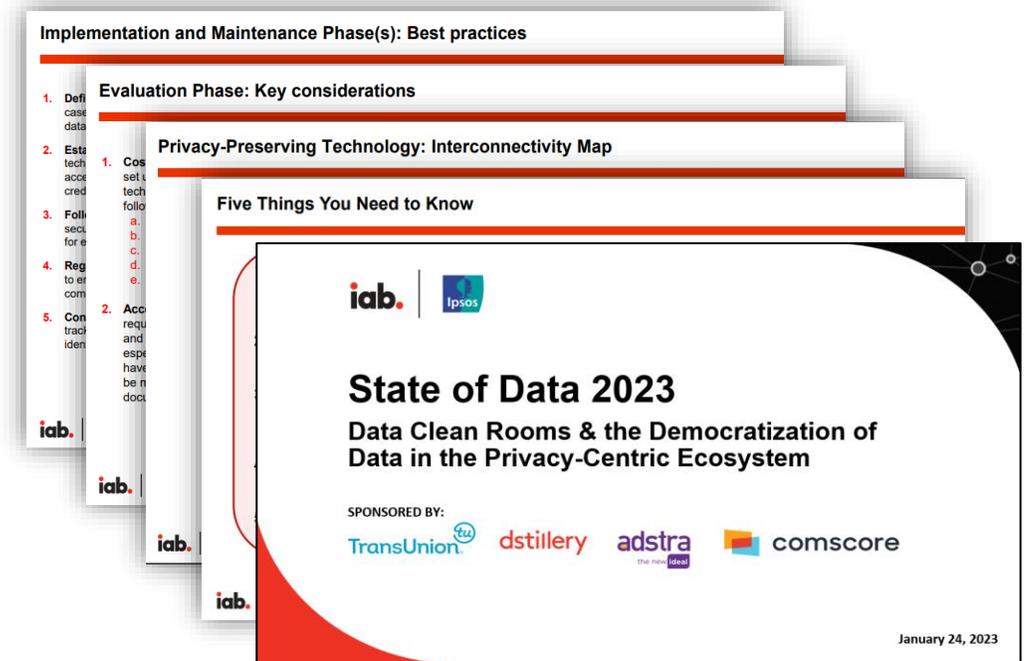
comscore

iab.

What we did & Why it matters

Purpose

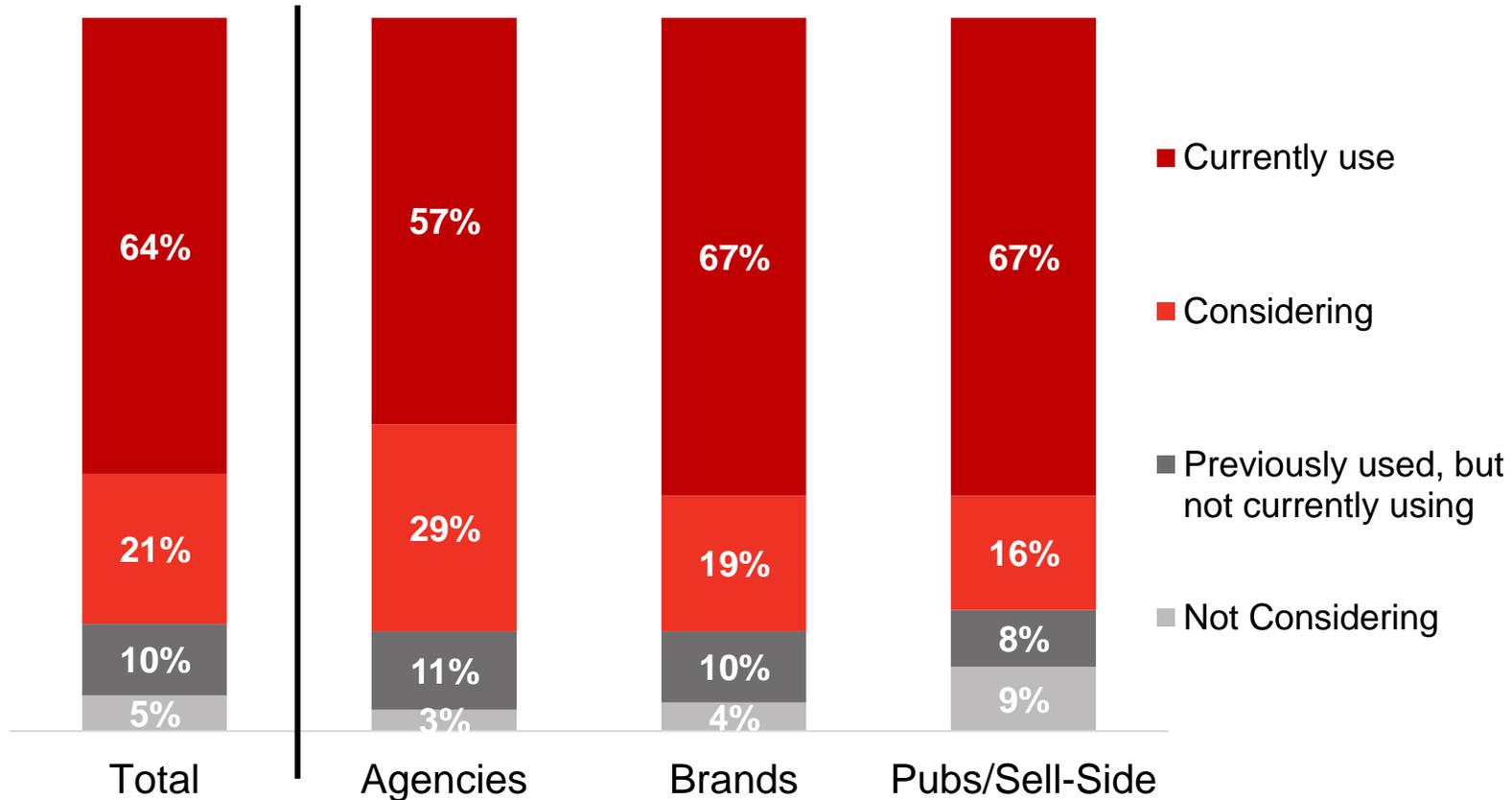
- Understand overall how DCRs are being leveraged as privacy laws and platform restrictions kneecap measurement and data sharing
- Surveyed and interviewed brands, agencies and publishers



To download the full report, visit:
<https://www.iab.com/insights/state-of-data-2023/>

Among privacy-preserving technology users, two-thirds use data clean rooms (DCRs)

DCR Use by Company Type

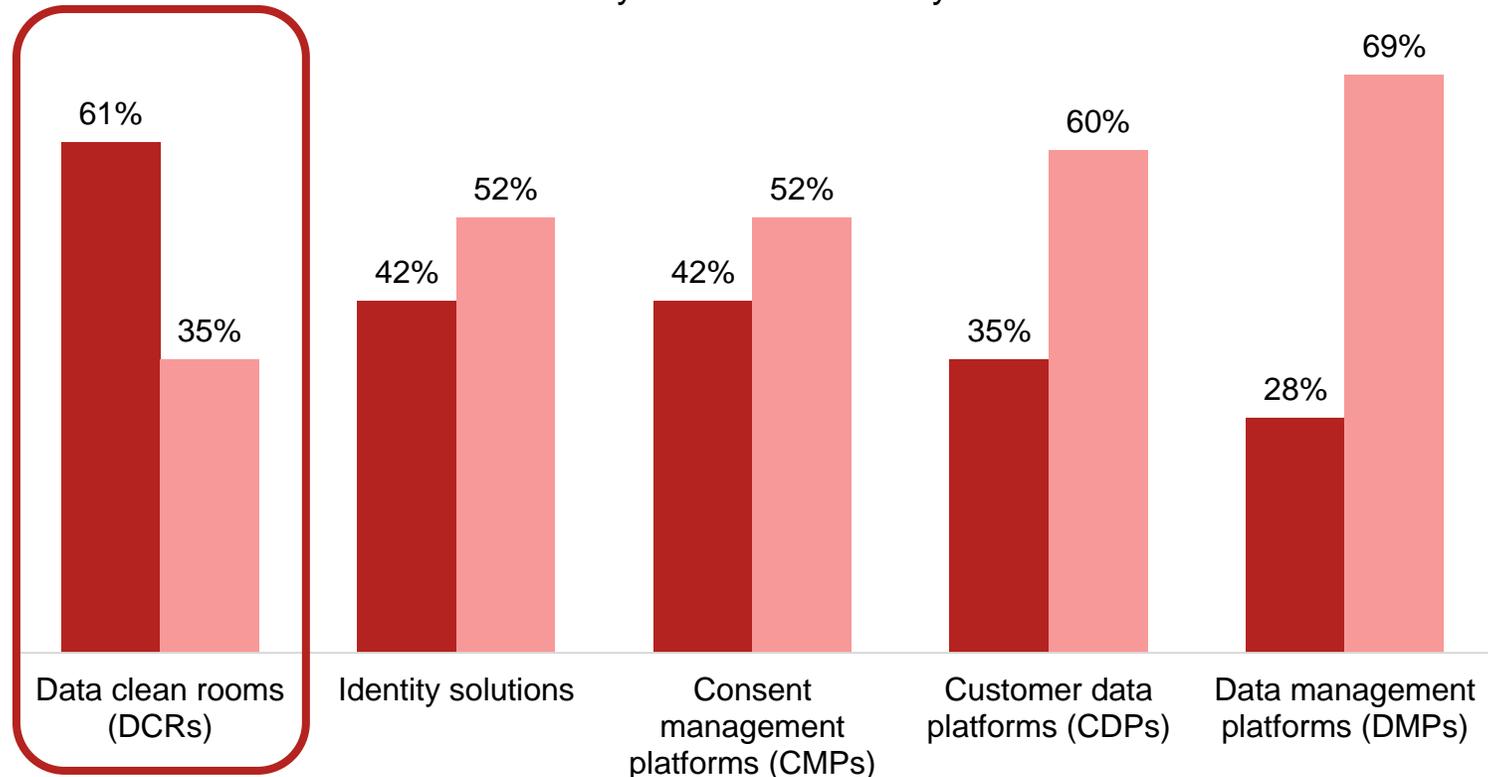


DCR adoption has accelerated in the last two years

Length of Technology Use

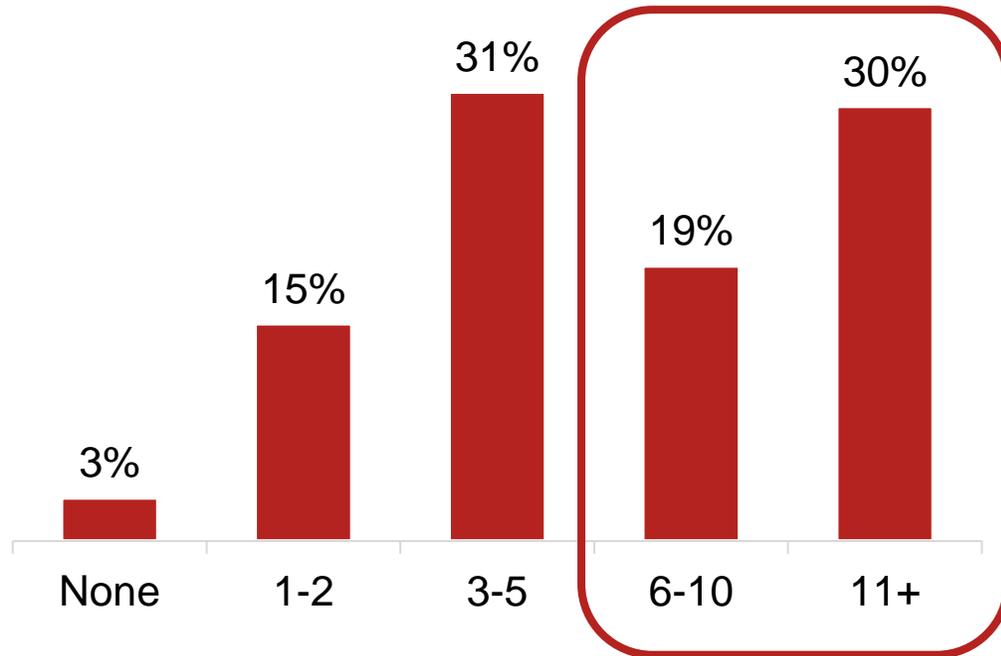
(Sorted high to low by 2 years or less)

■ 2 years or less ■ 3+ years



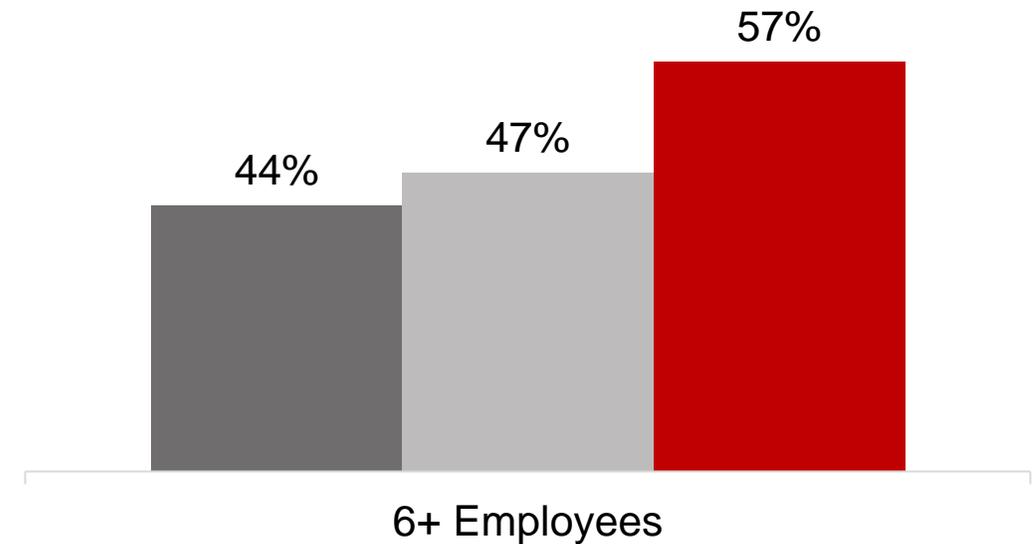
Requires significant human investment

of Employees Using / Building / Facilitating / Purchasing DCRs



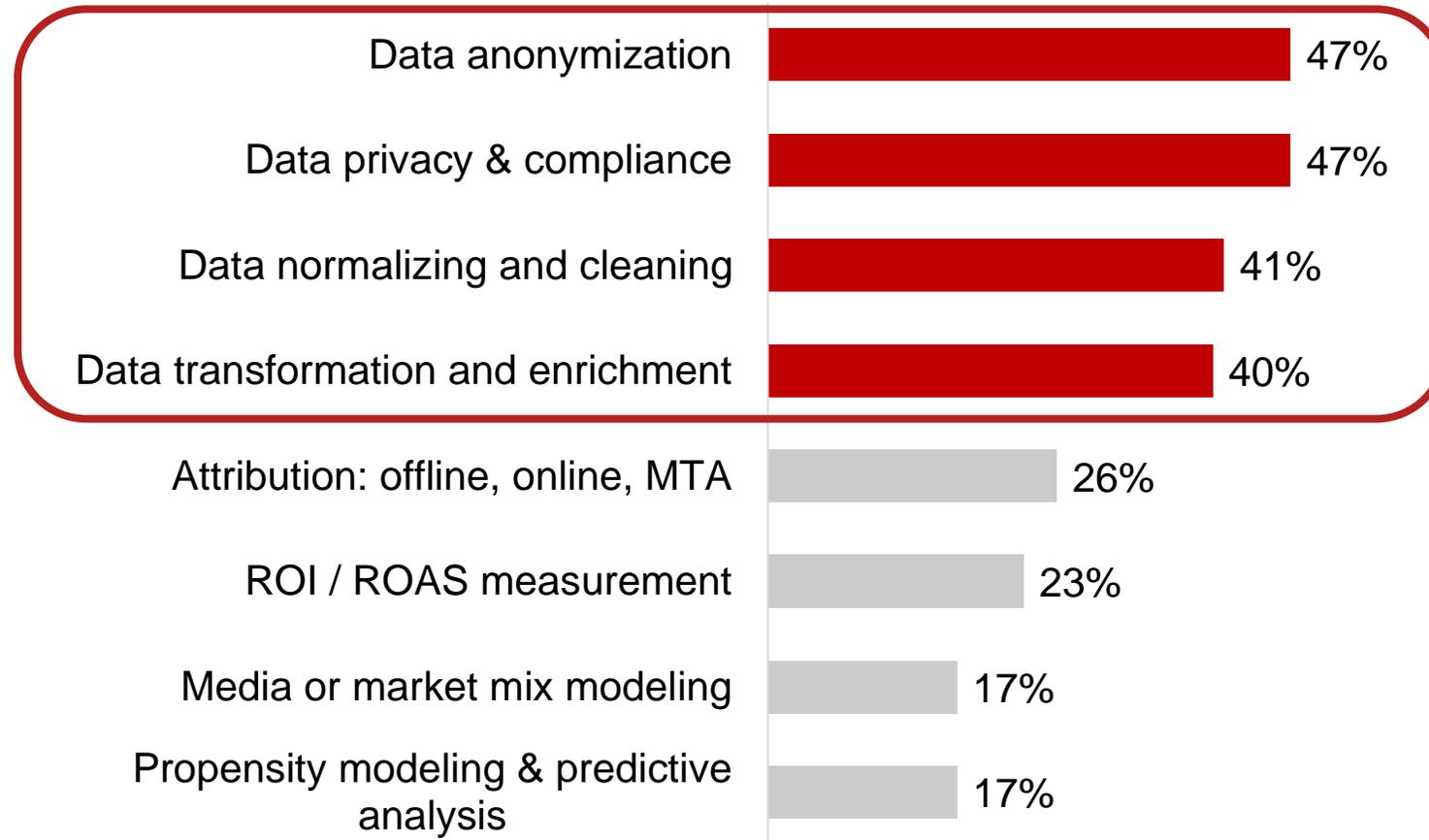
% 6+ Employees Using DCRs, By Company Type

■ Agencies ■ Brands ■ Publishers

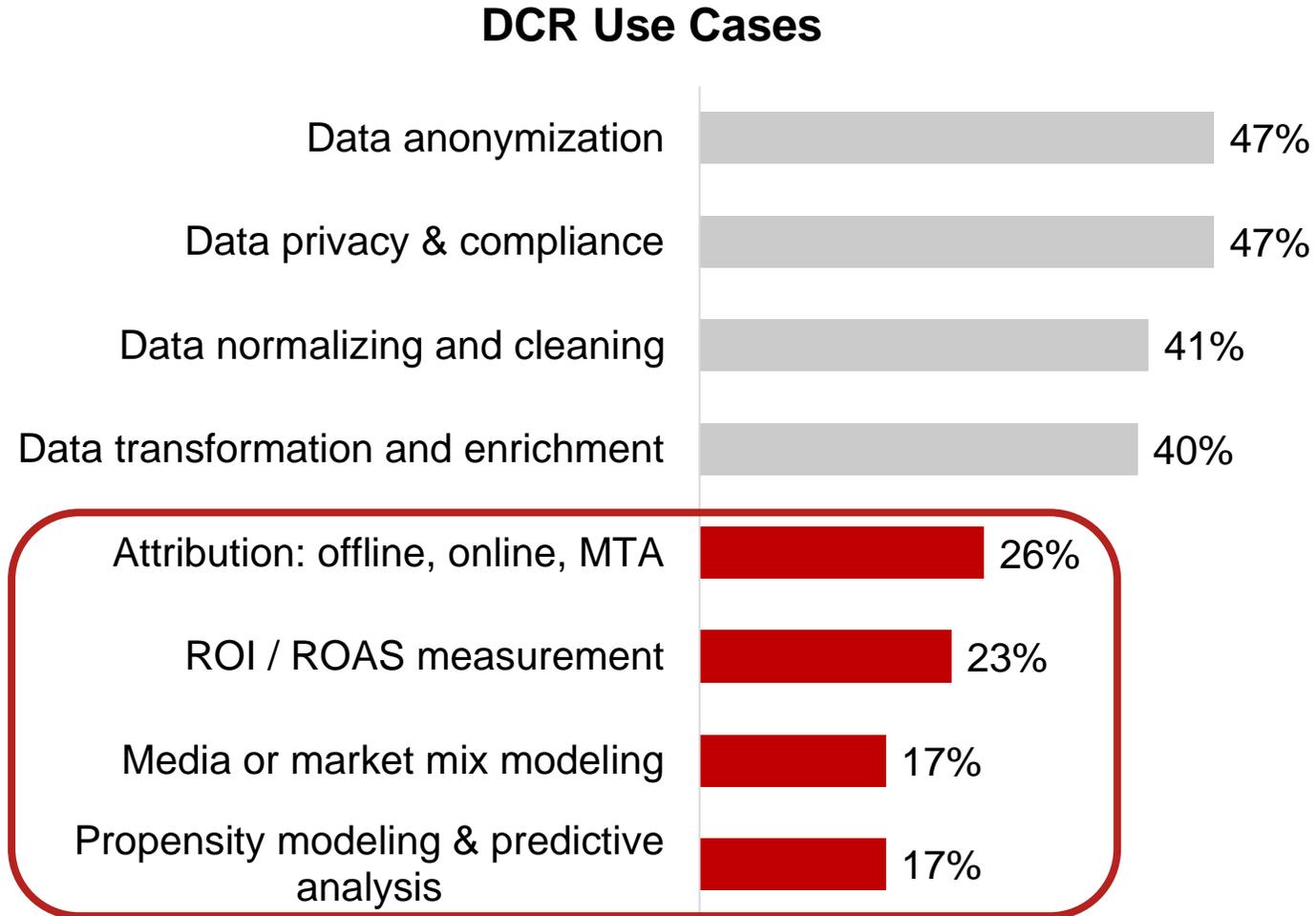


Across the sell- and buy-side, primary use cases are privacy and activation

DCR Use Cases



Missed opportunity: Less than 1/3 of DCR users are tapping into advanced measurement



Understanding Data Clean Room Use Cases



Jeffrey Bustos
VP, Measurement,
Addressability & Data Center
IAB



Avanti Gade
Client Success Lead,
Head of Strategic Accounts
Habu



Dana McGraw
SVP, Audience Modeling &
Data Science
Disney Advertising



Jessica Simpson
SVP, Global Solutions
Consulting
Publicis Groupe

Sponsored by:



iab.

Collaboration in a 'Walled' Ecosystem: *Finding Opportunities on Common Ground*

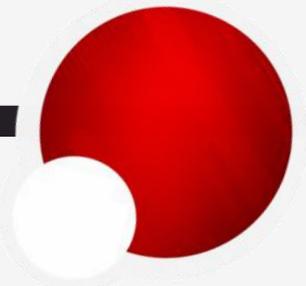


Sam Shapiro-Kline
Director of Growth
TransUnion



Maurice Barron
SVP, Data & Platform
Zenith

iab.



With respect to data clean rooms, what would you like to learn more about?

- Best practices to ensure data privacy and security
- Effectively manage and govern data
- Learn how publishers & retailers can monetize their data
- Use case on how to drive ROI
- Other

Multiple factors are crucial for consideration when evaluating, implementing, and maintaining DCRs and other privacy-preserving technology.

1. Data maturity, tracking capabilities, resource burden, interconnectivity, and complexity need to be considered when identifying technology use cases and developing a sequential data strategy.
2. Companies must be agile and prepared for ongoing uncertainty caused by multiple state-level privacy legislation and continuous loss of data signals driven by actions from big tech companies and platforms.
3. Companies should support, contribute to, and consider adopting industry privacy standards and privacy controls for risk mitigation, including re-identification and data leakage.

IAB Tech Lab – Data Clean Rooms

- **Data Clean Room Guidance**
 - Provides a set of common principles, use cases, and operating recommendations.
- **Open Private Join and Activation**
 - Describes the specification for implementing a matching operation between two parties and the supporting mechanisms to use the output of the operation to target matched users for advertising.
 - Primarily intended for a technical audience (e.g., engineers and product managers)

Visit:

<https://iabtechlab.com/datacleanrooms>

Public comment period ends on Apr 17



How Retail Media Networks Are Using Data Clean Rooms

Data Clean Rooms can provide a secure environment for [brands to collaborate on data with retailers](#) and improve targeting, advertising performance, and closed-loop measurement. Brands can tap into these data clean rooms to enrich their own first-party data, target specific audience segments, and measure the impact of their advertising campaigns.

Use Cases

- Relevant marketing and advertising
- Audience Segmentation
- Attribution Modeling
- Inventory Management

Benefits for Retailers and Brands

- Secure Sharing
- Improved Targeting
- Better Customer Insights
- Increased Revenue



Visit:
<https://www.linkedin.com/pulse/how-retailers-brands-using-data-clean-rooms-jeffrey-bustos>

IAB Measurement, Addressability & Data Center – New Task Forces

Standard Terms & Conditions Task Force: 4As, IAB and ANA have created a joint Task Force to **reevaluate and update the Standard Terms & Conditions** for Internet Advertising for Media Buys One Year or Less for Media Buys agreement. This group is open to executives who are involved in the negotiation and/or contract of media buying or selling of digital / online advertisements.

Attention Task Force: The Attention Task Force aims to **establish a clear and consistent definition** of what attention is, and to **develop a set of metrics that measure attention** in different contexts and situations.

Open to IAB US members and non-members



To join our task forces and/or other IAB groups, scan the QR code or [click here](#) to fill out a form.

Thank you to all our sponsors



For any questions or request more information, contact:
data@iab.com

Thank You!

For any questions or request more information, contact:
data@iab.com



Angelina Eng
angelina@iab.com



Jeffrey Bustos
jeffrey@iab.com

iab. MEASUREMENT,
ADDRESSABILITY &
DATA CENTER