

CLEAN ROOM USE CASE CHECKLIST

IS YOUR DATA COLLABORATION USE CASE READY FOR A CLEAN ROOM MVP?

Use this checklist to assess whether a data clean room is the right next step for your partner analytics, media measurement, retail media, or data monetization initiative.

Mark each statement that applies to your use case.

How scoring works

- ✓ Each checked box = 1 point.
- ✓ Add up your score and check the result at the bottom.

Keep in mind:

This checklist is a starting point, not a formal technical assessment.

The right architecture depends on your data, platform, partners, security requirements, and expected outputs.

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Collaboration need

- We need to collaborate with an external partner, advertiser, retailer, publisher, platform, or data buyer.
- Multiple parties need to compare, match, or analyze datasets.
- The partner needs more flexibility than a static dashboard or recurring report.
- We want to create a repeatable model for more than one partner or use case.
- The use case supports partner analytics, media measurement, retail media, or data monetization.

Data Sensitivity

- The use case involves customer-level, transaction-level, behavioral, or commercially sensitive data.
- Raw data sharing creates privacy, security, legal, or commercial concerns.
- We need to limit what the partner can see, query, or export.
- Some fields must be masked, restricted, tokenized, or excluded.
- We want to reduce dependency on CSV, SFTP, shared buckets, or one-off extracts.

Analytical Governance

- Partners should not receive unrestricted row-level access.
- Query logic, joins, or available fields need to be controlled.
- Outputs should be limited to aggregated metrics, approved KPIs, or reviewed results.
- Minimum cohort sizes or aggregation thresholds may be required.
- Access, queries, and outputs should be logged or auditable.

MVP Readiness

- The required data already exists in GCP, Snowflake, or Azure, and we want to leverage our existing stack rather than buying a new proprietary platform.
- We know which datasets are needed for the first use case.
- We can identify the data owner and the business owner.
- Internal security, legal, or compliance teams are likely to review the collaboration model.
- We want to test the use case with a focused MVP before scaling.

SCORING

15–20 points: Strong clean room fit

Your use case is likely a strong candidate for a data clean room MVP.

You probably have a real collaboration need, sensitive data, a requirement for analytical flexibility, and a need to control queries, joins, outputs, or aggregation rules.

Your priority should be aligning your legal and technical teams around a zero-copy or managed compute architecture.

Recommended next step: Define the MVP scope and target architecture.

9–14 points: Possible clean room fit

Your use case may be a good fit, but it needs scoping before implementation.

You likely have some clean room drivers, but the business question, datasets, access model, output rules, or MVP scope may need to be clarified.

You have the data and the need, but your main challenge is likely defining the precise analytical boundaries so your security team can sign off on the project.

Recommended next step: Run a short use case and architecture assessment.

4–8 points: Clean room may be more than you need

Your use case may be solvable with a simpler approach, such as native data sharing, secure views, a dashboard, recurring report, or API.

A clean room may still become relevant later if sensitivity, partner flexibility, or output governance requirements increase.

Recommended next step: Validate whether a simpler data product or controlled sharing model can solve the need first.

0–3 points: Not ready for a clean room yet

Your use case is probably too early or too simple for a clean room implementation.

The first step should be clarifying the business question, data ownership, partner needs, and expected outputs.

Recommended next step: Define the use case before choosing the architecture.

Turn Your score into a Clean Room MVP plan!

Your score is a starting point. The right architecture depends on your data, cloud platform, partner setup, security requirements, and target outputs.

Datumo can help you assess whether your use case is ready for a clean room MVP and define the safest practical implementation path.

In a consultation, we can help clarify:

- Which architecture fits your cloud stack.
- What data and access controls are required.
- What query, join, and output rules are needed.
- What a focused MVP could include.

[Book a score review & MVP scoping session](#)

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