

# Ekimetrics.

## Rebuilding Marketing for the Privacy-First Era

A Framework to Activate Smarter, Measure Better, and Optimize with Confidence through Data Clean Room Deployment



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# Introduction

Brands struggle to navigate a rapidly evolving digital media landscape where fragmented customer data, unclear platform metrics, and tightening privacy regulations make marketing optimisation increasingly complex.

This whitepaper presents a unified framework for data-driven campaign optimization built on the integration of four pillars: Data Clean Rooms (DCRs), Customer Analytics (CA), Campaign Performance Measurement, and Marketing Mix Modelling (MMM). Together, these elements form a closed-loop marketing system that enhances targeting, improves measurement, and drives strategic media investment while upholding high standards of data privacy and ethics.

At the core of this framework are DCRs, which enable secure and privacy-first collaboration across first-party and partner data sets. These environments serve as the operational engine that powers each of the other pillars. Within cleanrooms, brands can build more accurate customer profiles through advanced analytics, execute high-precision targeting using audience models, ingest and optimize performance metrics, and feed granular campaign data into predictive MMM models.

By establishing this secure and scalable foundation, DCRs enable brands to unify fragmented insights, deploy smarter campaigns, and demonstrate real business impact all without compromising ethical or legal standards.

The interplay between the four pillars creates a continuous feedback loop that drives exponential learning, efficiency, and ROI improvement with every campaign cycle.



# Abstract

**1** Through the fusion of Customer Analytics, Performance Measurement, and Marketing Mix Modelling within cleanroom ecosystems, CMOs can shift from reactive to proactive strategy.

**2** The digital advertising ecosystem is undergoing profound disruption driven by data privacy regulations, loss of third-party identifiers, and increasing pressure for marketing accountability.

**3** Ekimetrics introduces a unified framework that bridges these challenges by integrating first-party data collaboration and analytics into a full-funnel campaign optimization cycle.

**4** Fragmented data, unclear performance metrics, and constrained audience targeting are undermining marketing effectiveness.

**5** Data Clean Rooms are the backbone of this framework, enabling brands to merge, analyze, and activate sensitive data in a secure and privacy-safe environment.

**6** This closed-loop system fosters precision marketing at scale, enhances ROI, and ensures long-term brand trust through responsible data stewardship.



# Part 1 • The Changing Media Landscape: Disconnected Customer Data

For years, digital marketing promised precision, efficiency, and measurable growth. However, it has created a fragmented ecosystem where data is siloed, access is limited and key decisions are harder to make. Leading to wasted ad spend, missed high-value audiences, and compliance risks. Customer data is split across platforms, publishers, and internal systems. Each platform defines success differently, often without transparency. Targeting is restricted and the regulatory environment continues to evolve quickly.

These pressures have created **4** core challenges for marketers

## 1. Disconnected Data

Insights live in separate systems, making it difficult to understand performance across the full customer journey.

## 2. Limited Transparency

Reporting is often controlled by platforms, giving brands little ability to verify results or understand what's truly driving outcomes.

## 3. Rising Compliance Risk

New privacy regulations have raised the stakes. Mishandling data can lead to financial penalties and damage to brand trust.

## 4. Strategic Uncertainty

Without a unified data foundation, decisions rely too heavily on historical assumptions or incomplete metrics.

To respond to these challenges, brands must rethink how they collaborate on data securely, and with strategic intent.



**Traditional tools and platform reports can no longer provide what marketing leaders need. Brands must now build their own systems of intelligence, that are collaborative, privacy-safe, and designed to unlock value from their own data.**

### **What This Means for Marketing Leaders**

These disruptions have created a new set of constraints for CMOs:

- Targeting is less precise, yet expectations for personalization remain high.
- Platform reporting lacks transparency, but accountability is more important than ever.
- Marketers are being asked to prove ROI, yet struggle to link spend to outcomes.
- Most critically, teams are managing more data than ever - but unlocking less value from it.

The result is a growing disconnect between marketing investment and business impact. Traditional performance models are failing, and the gap between insight and action is widening.

### **The Opportunity**

If brands can find a way to safely connect their first-party data with trusted partners, enrich their understanding of audiences, and bring measurement back under their control, they can turn complexity into competitive advantage.

This is where the role of Data Clean Room's can come in.



## Part 2 • Connecting Fragmented Data

In a landscape defined by fragmentation, marketing leaders need more than workarounds. They need a new foundation for how data is used, connected, and transformed into action.

The solution isn't a single technology. It's a system built on trust, powered by collaboration, and designed to scale.

At the centre of that system is the Data Clean Room (DCR): a secure, privacy-first environment that enables brands to bring together first-party data with trusted partners to generate insights, activate audiences, and measure performance without compromising control.

But DCRs are not a standalone fix. Their value is unlocked when combined with three strategic pillars: Customer Analytics (CA), Campaign Performance Measurement, and Marketing Mix Modelling (MMM). Together, these four elements form a self-improving cycle that allows brands to plan, activate, evaluate, and refine campaigns continuously.

We call this Clean Data Collaboration, helping marketing becomes both more accountable and more effective.

### ➔ What is a Data Clean Room?

A secure, privacy-compliant environment where multiple parties can share and analyze sensitive data without exposing personally identifiable information.

Brands can connect their data with publishers, retailers, or platforms to generate insights, measure campaign performance, and model audience behaviors all while maintaining full control of their own data.

### ➔ What is Customer Analytics?

Customer Analytics (CA) refers to the use of data science techniques such as segmentation, propensity scoring, and lifetime value modeling to better understand customer behavior, preferences, and potential.

It helps brands tailor messaging, predict future actions, and build more valuable relationships over time.

### ➔ What is Clean Data Collaboration?

Clean Data Collaboration refers to the secure, privacy-first sharing and analysis of first-party data between brands and trusted partners, such as retailers, publishers, and platforms, using Data Clean Rooms.

This approach allows marketing teams to jointly generate insights, activate audiences, measure performance, and inform strategy, all without exposing personally identifiable information or compromising compliance.

It brings together analytics, campaign data, and measurement into one connected, closed-loop system, turning disconnected datasets into strategic advantage.

# Data clean rooms are emerging as a great solution to extract value from Data while preserving **privacy**.

Data clean room is a highly controlled environment used for sharing and analyzing personal and sensitive data.

It enables a wide variety of use cases including:

## ➔ Compliance with data privacy regulations for consumer data.

DCRs provide a secure environment for analyzing personal data

## ➔ Data-driven marketing campaigns

Data clean rooms provide a secure environment to develop targeted marketing campaigns, gain insights into habits, preferences, and trends.

## ➔ Measurement & optimization of campaign

Data clean rooms provide a secure environment to analyze & optimize customer activation campaigns.

Use cases are broad and can be envisioned for brands without involving data sharing between competitors





## A New Marketing Operating Model

Four Pillars of Clean Data Collaboration:

### 1 Data Clean Rooms

DCRs serve as the trusted infrastructure for privacy-safe data collaboration. They enable brands and partners to run joint analytics, enrich customer insights, and evaluate performance without sharing raw data.

- Connect first-party data with external sources securely
- Meet regulatory requirements (GDPR, CCPA) by design
- Maintain brand control over data use and activation

With DCRs in place, marketers can safely access broader data inputs and collaborate without compromise.

### 2 Customer Analytics

Customer Analytics helps brands understand who their customers are, what they value, and how to engage them more effectively. Inside the cleanroom, brands can apply advanced analytics to refine targeting and improve campaign relevance.

CA inside a cleanroom enables:

- Segmenting customers based on behavior, value, and demographics
- Predicting lifetime value and churn risk
- Recommending next-best actions for acquisition or retention
- Building lookalike audiences based on high-performing segments

### 3 Campaign Performance Measurement

Once a campaign is activated, DCRs help unify performance metrics across channels and platforms. Instead of piecing together data from siloed dashboards, teams can view results in one governed, harmonized space.

With cleanroom-enabled performance measurement, marketers can:

- Reconcile actual vs. intended audience exposure
- Integrate results from Meta, YouTube, Amazon, TikTok, and more
- Conduct A/B testing and sentiment analysis securely
- Use clean, consistent signals for decision-making

### 4 Marketing Mix Modeling (MMM)

The final step is turning insight into strategy. With cleanroom-enhanced data, MMM helps leadership understand how marketing spend influences business outcomes and where to invest for future growth. MMM becomes more effective when it's powered by enriched, privacy-safe data generated through cleanroom collaboration.

#### From Silos to Systems: How it All Connects

The real value of this model lies in the connections it enables:

- Customer analytics informs audience targeting
- Activation is measured within the same system
- Harmonized performance data feeds into MMM
- MMM insights inform future planning and segmentation

This creates a closed loop where data not only drives action — it drives improvement.

Every campaign adds to the knowledge base. Every insight sharpens the next decision. And every step respects privacy, compliance, and ethical responsibility by design.

## Part 3 • Transforming Concept Into Capability: Making Clean Data Collaboration Work

The value of clean data collaboration lies not just in the idea, but in its execution.

To unlock its full potential, brands must move beyond pilot projects and build operational systems that support collaboration, activation, and learning at scale. This doesn't require reinventing every process, but it does demand a strategic shift in how teams organize, partner, and govern data.

### Getting Started...

## 5 Steps to Build a Clean Data Collaboration Framework

### 1 Map your first-party data ecosystem

Start with a clear understanding of what you already have: transactional data, CRM data, campaign exposure and behavioural signals across platforms. Identify where your strongest data lives and where you'll need to enrich it.

### 2 Identify trusted collaboration partners

These may include retailers, publishers, data providers, or other brands. Strong partners offer meaningful data, mutual benefit, and a shared commitment to privacy. Cleanrooms allow you to match and analyze joint datasets without compromising control.

### 3 Choose the right Data Clean Room platform/provider

Select a DCR provider that aligns with your technical needs, compliance standards, and desired use cases. Some cleanrooms are embedded within major platforms; others are cloud-based or provided by neutral third parties. Prioritize flexibility, interoperability, and transparency.

### 4 Activate customer analytics in a secure environment

Run segmentation, lookalike modeling, or propensity scoring within the cleanroom using a combination of your data and partner inputs. These insights will inform smarter audience targeting and campaign planning.

### 5 Feed performance back into measurement and modeling

Once campaigns are live, use the cleanroom to ingest platform results, assess reach and impact, and integrate these metrics into your Marketing Mix Modeling. This closes the loop and turns each activation into a learning opportunity.

## • Success story

### Monetization through innovative data and activation technology: Enhancing Sports Fan Engagement

- ◆ +100M rows of data processed in minutes
- ◆ +3 advanced digital media technologies harnessed
- ◆ SOC I & II Engineering standards implemented

#### Problem:

- A global sports organization struggled to maintain effective audience targeting following the deprecation of third-party cookies. The need to balance data privacy with sponsor expectations for high-impact digital activation created operational and commercial pressure.

#### Solution:

- Ekimetrics helped design a Data Clean Room infrastructure that enables secure collaboration between sports leagues and their commercial partners. This setup combines fan behavior data from digital channels with advertiser assets - all without exposing raw data or breaching compliance. Automated pipelines can process 100M+ fan data rows in minutes.

#### Result :

- Enabled targeted activations without exposing raw fan data
  - Supported sponsor campaigns through compliant data sharing
  - Improved operational control while maintaining data sovereignty
  - Established a scalable model for privacy-first media monetization
- ➔ Transformed privacy challenges into competitive advantages, creating scalable revenue streams while maintaining data sovereignty





## ➔ What makes a cleanroom collaboration work?

- Complementary data: each partner brings unique and relevant inputs
- Technical enablement: interoperable systems, secure infrastructure, pseudonymization
- Governance: clear roles, data-use permissions, and outcome reporting
- Strategic alignment: a shared goal for the collaboration — such as improving acquisition, retention, or attribution

## ➔ Common Pitfalls to Avoid

- Overengineering too early: Start with one or two high-impact use cases, then scale
- Treating DCRs as IT tools: This is a business transformation initiative — marketing, data, legal, and analytics must be aligned
- Underinvesting in people: Analytical talent and cross-functional coordination are just as important as the technology
- Ignoring ethical design: Privacy compliance isn't enough — trust must be built into every step of the data lifecycle

## ➔ Embedding a New Operating Rhythm

This is not a one-time initiative. Clean data collaboration works best when embedded into core marketing processes:

- Planning is informed by audience insights and modeled scenarios
- Activation is aligned to real customer needs, with personalized messaging
- Measurement is consistent, centralized, and connected to business KPIs
- Strategy is continuously refined based on clear, cross-platform learnings

The result is a system that improves with every campaign — smarter, more accountable, and aligned with the needs of the business and the expectations of the customer.

## Quick Recap: What Makes It Work

### Platform

A secure, interoperable cleanroom environment

### People

Aligned teams across data, marketing, legal, and tech

### Process

A repeatable loop: Plan → Activate → Measure → Refine

### Purpose

Strategic goals tied to real business impact





## Part 4 • Next Steps

### Making Clean, Connected, Responsible Marketing a Reality

The pressure on CMOs has never been greater: deliver measurable business impact, respect data privacy, adapt to platform constraints, and still find space for innovation. Traditional marketing infrastructure isn't built for this world. But clean data collaboration is.

By combining secure Data Clean Rooms with advanced analytics, unified measurement, and marketing mix modeling, brands can rebuild their marketing foundation — one that is connected, privacy-first, and future-ready. It gives marketing leaders the ability to:

- Understand their customers in richer, more accurate ways
- Activate smarter, more relevant campaigns across platforms
- Measure performance clearly and consistently
- Align strategy with business outcomes — and adapt in real time
- Uphold the trust of customers, partners, and regulators alike

This isn't a theoretical vision. It's already being put into practice by leading brands across industries — from luxury and beauty to retail, CPG, and beyond. The difference is not in the tools alone. It's in how those tools are used — strategically, ethically, and at scale.



## **Conclusion**

### **Your Next Move**

**If you're ready to move from concept to capability, Ekimetrics can help.**

**Our team brings together deep expertise in data science, privacy-first engineering, and marketing effectiveness. We've helped global brands design, implement, and scale clean data collaboration programs tailored to their maturity, needs, and ambition.**

**How we support:**

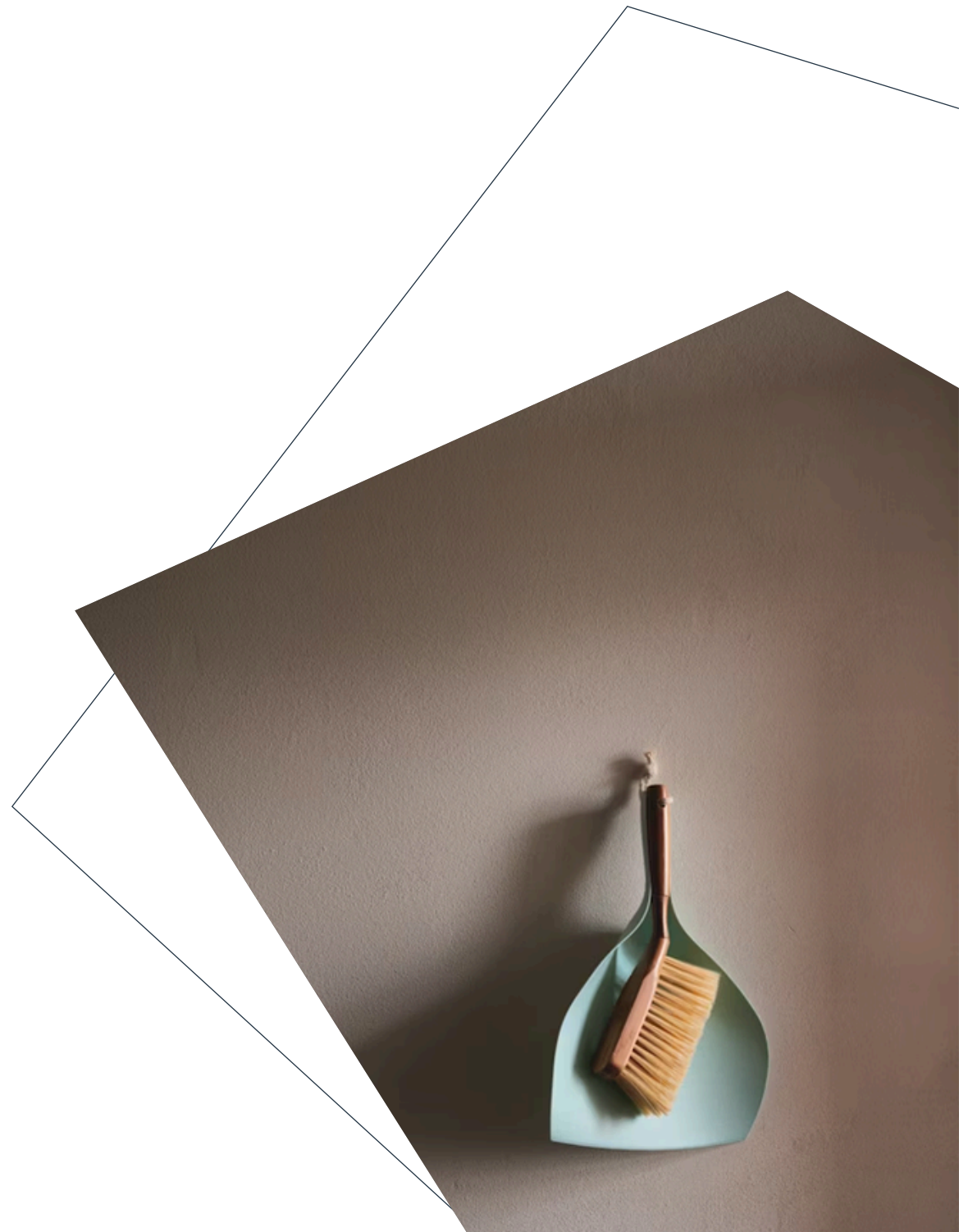
- **DCR strategy and partner selection**
- **Cleanroom architecture design and implementation**
- **Customer analytics and measurement enablement**
- **MMM development and strategic investment planning**
- **Governance frameworks for responsible targeting**

**Get in touch to schedule a DCR readiness assessment or workshop tailored to your marketing priorities.**

**Now is the time to move beyond fragmented data and platform silos.**

**Now is the time to build marketing systems that are not just data-driven, but truly decision-ready.**

**Now is the time to act.**



## About Ekimetrics

A Ekimetrics is a global leader in data science and marketing analytics. Operating across three continents with a team of more than 500 experts in data science, Marketing Mix Modelling (MMM) and AI.

At Ekimetrics, our mission is to support businesses with AI solutions adapted to this rapidly changing context, to help them anticipate the future and strengthen their competitiveness. We put our expertise to work to optimize revenue, profitability, and operational efficiency, combining AI powered solutions and business expertise.

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