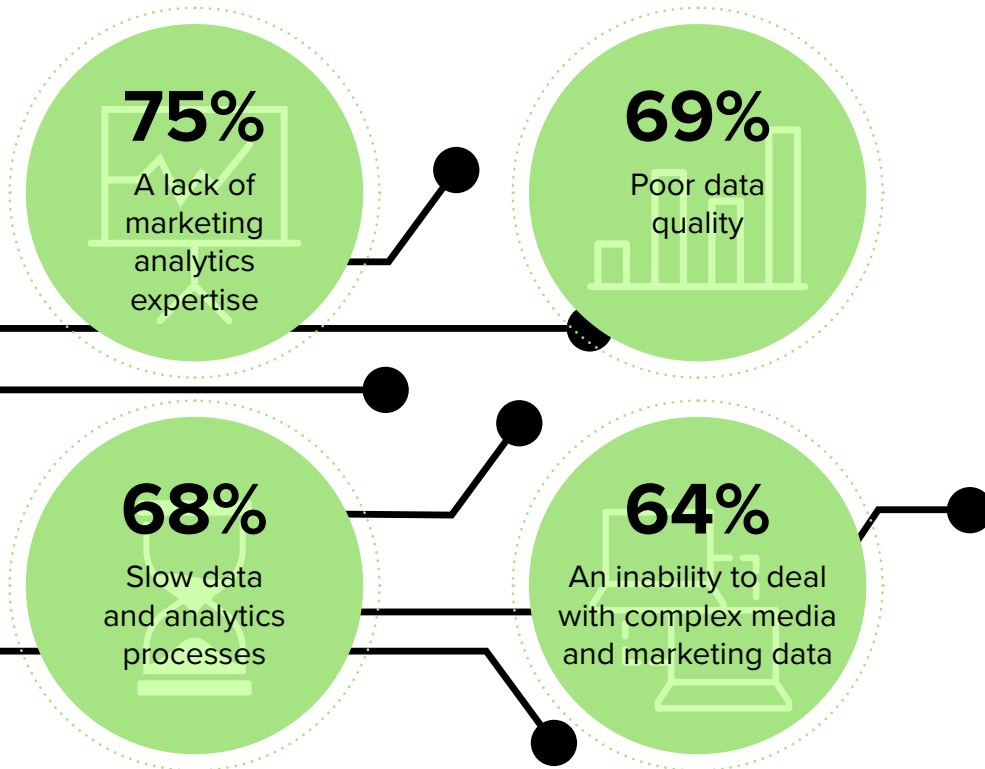


Marketers Need Better Data Privacy And Insights

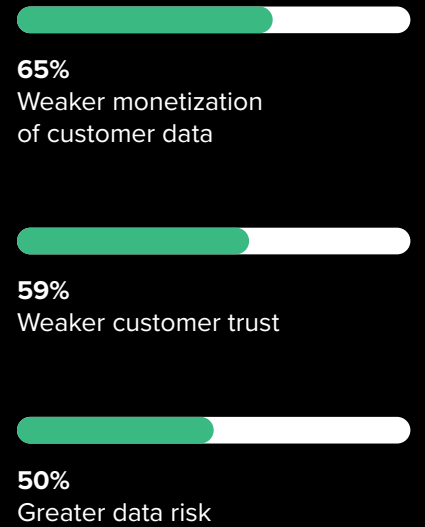
A VARIETY OF DATA HURDLES ABOUND

Firms are dealing with a number of data use limitations as customer data becomes scarcer. Marketers suffer from:



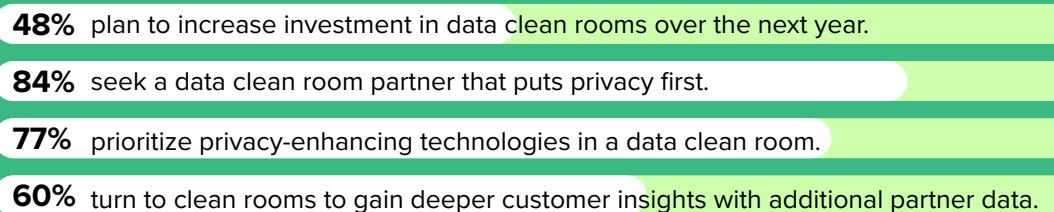
DATA CHALLENGES STIFLE BUSINESS GROWTH

Data use limitations hamper downstream revenue and market competitiveness. Top consequences include:



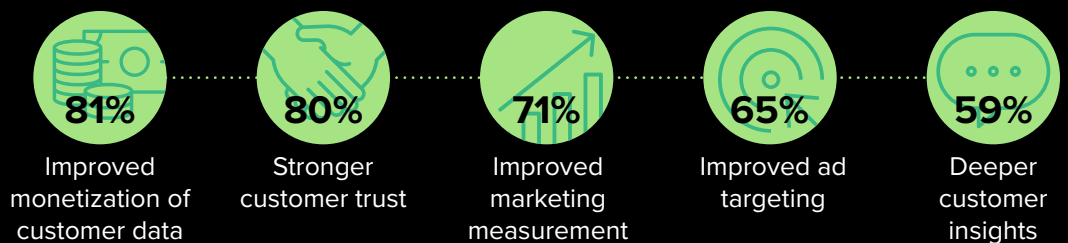
DATA CLEAN ROOMS CAN HELP FIRMS PREPARE FOR THE FUTURE

Organizations are increasingly turning to emerging tech such as data clean rooms in the face of data deprecation:



ACCESS AND GOVERNANCE SUPPORTS TARGETING, MEASUREMENT, AND INSIGHTS

Marketers anticipate greater customer data access and privacy from clean rooms, leading to strong benefits such as:



Base: 309 director-level through C-level marketing decision-makers in North America and the UK
 Source: A study conducted by Forrester Consulting on behalf of TransUnion, January 2023

