Data clean rooms vs. teclo ID's- 6 ways they're not the same

The reducing reliance on third-party cookies is forcing publishers to consider how they resolve identity to ensure revenues do not erode and user access to the free internet is maintained. Two of the privacy compliant alternative solutions that are being adopted by the market are telco-powered IDs and data clean rooms. **While these are perceived as similar solutions, they are in fact very different.**

A patented platform of two IDs

Data clean room

A neutral, privacy-safe environment to facilitate data sharing, often referred to as "Switzerland for data"

Telco-powered IDs

Telco-powered IDs which enable brands and publishers to verify online users and build addressable audiences for activation at scale

How they work

Data clean room		Telco-powered IDs
First-party data is combined with trusted second and third-party data sources	1	Digital ID's generated by publisher/brand and sent to a telco
Data analysed to reveal matching audiences	2	Telco verifies and stitches ID's together by reference to first party telco network intelligence
Strict privacy controls ensure PII is never pulled or shared	3	ID's verified behind telco firewall, no PII ever exchanged
Builds audiences without breaching privacy laws or using third-party cookies	4	Gives a 360-degree view of all individual publisher and brand users across devices, including "ghost" users
Provides the insights needed for activation	5	Second transactional ID activates audiences for risk-free advertising at scale

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How are they different

Data clean room		Telco-powered IDs
Clean room has visibility of all aggregated publisher and advertiser data	1 **Access to data**	Telco-powered IDs only have access to an anonymised ID and no access to other first-party aggregated data
Data is processed either locally or within the clean room cloud environment	2 **Data processing**	Telco first-party customer intelligence and other first-party data is processed in their environment
Operates offline using processing to find patterns	3 **Real-time vs. offline**	Enables real-time, in-flight audience verification, providing absolute signals for pre-bid activation
Relies on existing identifiers in the bid stream for activation	4 **Activation**	Publishers generate their own transactional activation IDs in the ad request for telco verification which is then distributed through the programmatic ecosystem
Data aggregated from multiple publishers/ brands for cross matching and to achieve scale	5 **Reach**	Publishers share only a verification ID and audience code to achieve scale
Uses a mix of highly probabilistic and deterministic signals to map likely matches	6 **Data types**	Uses deterministic telco customer intelligence for IDs only, plus publisher and brand first-party information for audience activation

Complementary, not competing

The solutions are so unalike – it’s not one or the other. In fact, they are mostly complimentary. Clean room users can benefit from safe activation of their clean room data using telco-verification to avoid sending information through the bid stream. On the other hand, ID verification platforms can use clean room data for richer audience activation. **As each solution offers considerable yet different benefits, both will play a role in the privacy-first future.**

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