

# Privacy-first advertising and marketing

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**Specialized** is a company that provides its clients with digital marketing services such as content marketing and creation, lead generation, and SEO strategy.

They were approached by a fintech company to design advertisements for their new payment service. To create a marketing campaign, Specialized would require a lot of data (customers' action on ads, interest and action on a product of ad, and private browsing information) about its customers from the fintech company.

To build an effective ad campaign, the fintech company should disclose less restricted information to Specialized. Unfortunately, they are hesitant to do so because they are concerned that Specialized would not be able to use the data safely while adhering to privacy guidelines and not breaching security rules.

## If intelligence is transmitted in a secure and trustworthy manner

### Specialized can benefit you by-

- Gain a deeper understanding of user intent and behavior
- Create advertisements that are more precise and targeted

### Fin-Tech companies benefits by

- Generate more high-quality leads resulting in a higher return on investment from their ads

## The Challenge : Gap in Trust



Specialized must develop an advertisement that will draw in a large number of clients to the fintech's new product. However, the fintech only provides Specialized with restricted data and access for the following reasons:

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### Privacy

Customers' actions on advertising, interest and action on products of an ad, and private browsing information are all examples of non-public consumer behaviour data that is highly sensitive information. This data is carefully regulated and overseen by strict privacy standards, ensuring that it is kept private. Demonstrating privacy and trust with numerous parties is costly and time-consuming.

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### IP protection

The data is the fintech firm's (data provider's) proprietary and commercial intellectual property. They don't want to risk exposing any information that indicates their business plan and strategies.

Can Specialized access this data without compromising lenders' trust and violating terms of the information provided?

## The Solution : Fluid Platform

An end-to-end platform that provides a privacy-first, win-win solution!



Data user (DU)

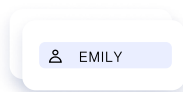


Data collection



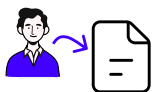
Data provider (DP)

1. Data User creates a Data Collection
2. Data User specifies the data and sends the request to the Data Provider

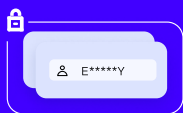


Collection complete

3. DP applies the policies and shares the data. DP has the power to revoke access
4. Data is stored in an encrypted form, and can only be accessed in Secure AI Enclave.



5. Du creates a new project.
6. Attaches the Data Collection to the project
7. Initiates the Secure AI Enclave



8. Encrypted data can be accessed and decrypted only in the Secure AI Enclave.
9. DU can Explore, Analyze data, Train and Deploy AI models-through a Jupyter notebook
10. DU can export the result

## Fluid

Fluid platform enables all parties to collaborate and make the most of their sensitive data. For this collaboration to go smoothly, Fluid provides several key features:



### **Simplified collaborations**

Get intelligence from partners without 'seeing' the sensitive parts of data - avoid hundreds of hours of manual coordination and ad-hoc processes.



### **Zero-risk data science**

All-access within secure enclave with built-in data science tools and 100% observability where martech firm data scientists can access data without compromising the fintech provider's conditions



### **Attestation as proof of privacy**

Technologically verifiable evidence that all access was as per the purpose and controls prescribed by the fintech company (the data provider)

# The Fluid effect : Win-Win for all

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## **Specialized: Access to data to create more deliberate and customer-targeted advertisements**

- ✓ Significant time reduction for taking experiments to the market
- ✓ Access to additional data that is less constrained
- ✓ Create tailored advertisements and attract numerous potential customers
- ✓ Fully compliant on sensitive data without overheads on technical and legal teams' workloads
- ✓ Audit-ready proof of privacy for customers from Day 1

## **Lenders: Gaining value from data without risking exposure**

- ✓ More precise advertisements for the relevant customers that need to be targeted for a certain product, resulting in improved customer service
- ✓ Reduced costs of risk mitigation when sharing sensitive consumer data with multiple partners and vendors
- ✓ Advertisements reach the proper customers, resulting in a larger client base and potential customers, and hence a higher return on investment

## Other Use cases of Fluid

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### Better fraud detection through co-opetition

Among various companies who can now pool their transaction data to identify and mitigate various flavours of fraud.

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### Better, secure lending leads generation

By enabling lending marketplaces to access sensitive loan performance insights from multiple lenders.

Schedule a Demo + Consulatation



BOOK