



We now live  
in a world  
that's



Privacy aware



Going cookieless

# Paradigm shifts in consumer data access

Phasing out of 3rd party cookies

iOS 14+ privacy tracking

New privacy regulations

## Sensitive data



# Challenges Brands face today

41%

41% of marketers believe their biggest challenge will be their inability to track the right data

70%

70% of marketers say they don't have resources to meet the removals of cookies

25%

44% of marketers predict a need to increase their spend by up to 25% to reach the same results as 2021

63%

63% of consumers think brands are not actively transparent about how they use their data

How might brands access consumers' intelligence in a privacy-first data economy?



How might consumers remain in control of their data while enjoying personalised experiences?

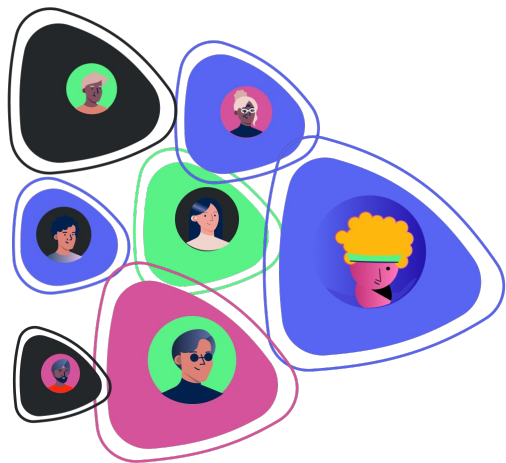
Introducing



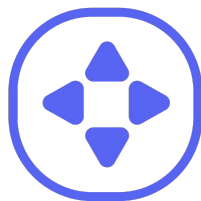
Color enables brands to collect consumer consented data from customers, in a manner that puts consumers in control of their data. Brands can now launch new hyper-personalized rewards/loyalty programs and customer shopping experiences.



# How does it work?



Color embeds into the brand's marketing channels and allows users opt-in to share their preferences in a private manner



Color private engine:  
user ID graphs, audience  
management, customer analytics



Brands will use Color's insights to target hyper-personalized offers to their users, while their privacy is ensured.

# With Color, brands can now build trust and relevance with every user

Access holistic insights and trends on users at scale.

With these user ID graphs, brands can create personalized offers, product recommendations and surface relevant content.

Enable their users to be in control of their data while adhering to all privacy regulations.

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