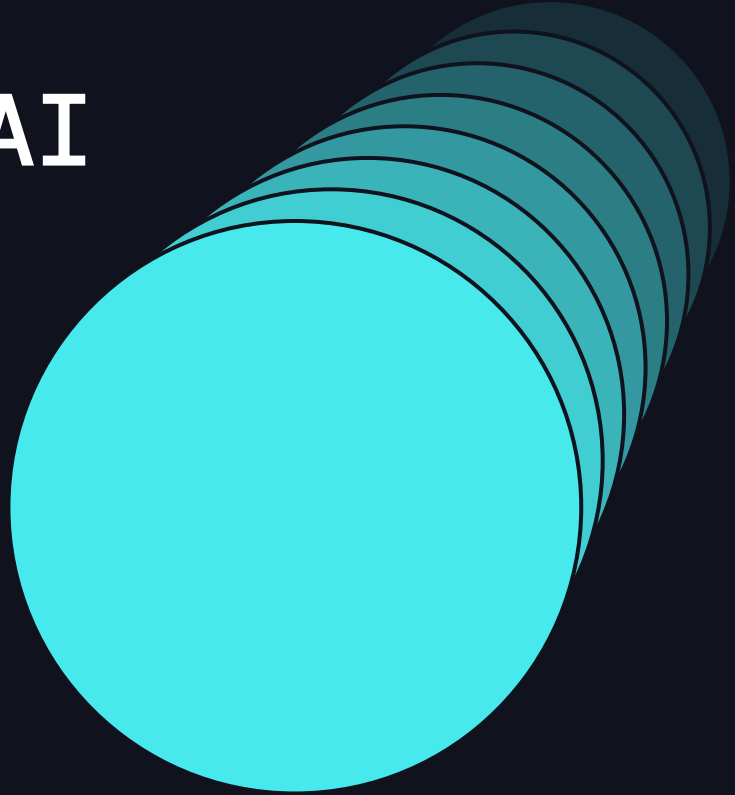DATA+AI
SUMMIT
BY databricks

SECURE DATA AND AI COLLABORATION WITH DATABRICKS DATA CLEAN ROOMS

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Sr. Director, Industry Solutions

Agenda

- Macro trends and common use cases for Data Clean Rooms
- Mastercard use case + demo

The way we work is rapidly changing

Market Forces

Imperatives

Privacy by Design ➡️ First party data

Competition ➡️ Speed & innovation

Generative AI ➡️ CX & Productivity

Industry imperatives are fueling collaboration
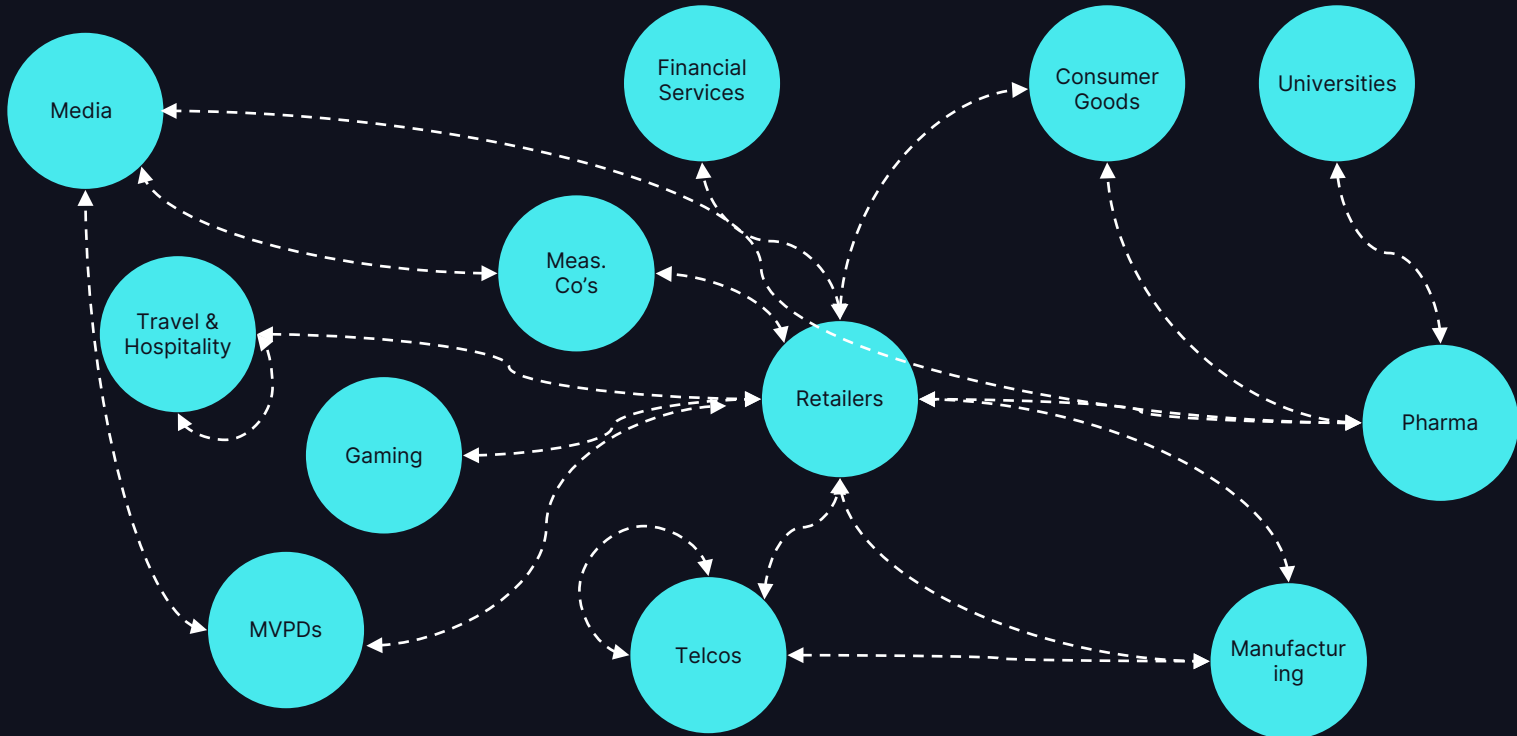
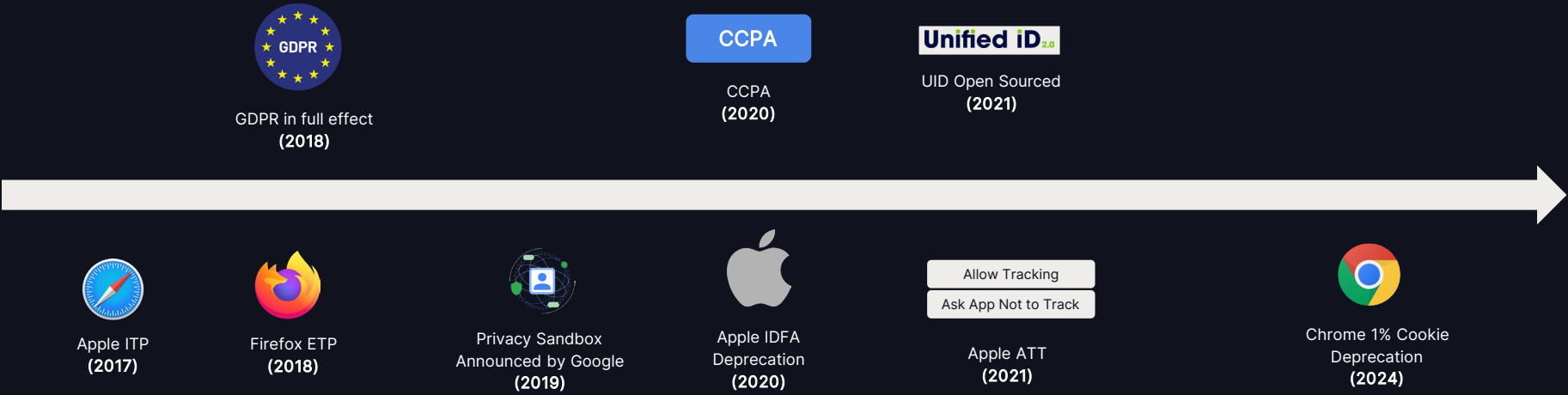# We're rapidly reimagining how we collaborate

Marketplaces

Data Sharing

Data Clean Rooms

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5

Privacy by design

Third-party cookies and device IDs are no longer the answer

GDPR

GDPR in full effect
(2018)

CCPA

CCPA
(2020)

Unified iD 2.0

UID Open Sourced
(2021)

Apple ITP
(2017)

Firefox ETP
(2018)

Privacy Sandbox
Announced by Google
(2019)

Apple IDFA
Deprecation
(2020)

Allow Tracking
Ask App Not to Track

Apple ATT
(2021)

Chrome 1% Cookie
Deprecation
(2024)

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How we acquire and engage our customers is in a state of flux

35%

Acquiring users is more expensive
35% more expensive to acquire new users when offsite data cannot be used [1]

2/3

More ad spend flowing to big tech
Two-thirds of US digital ad spend goes to Big Tech (Amazon, Apple, Google, Meta, Microsoft) [2]

63%

Higher opt-in requires value exchange
63% of Apple users select 'Ask App Not to Track' when presented with the option [3]

New trends are emerging

1/ Companies are doubling down on first-party data

2/ PII is becoming the backbone of new identifiers

3/ Data Clean Rooms are increasingly used to harness each other's data

A few industry use cases in play today

Game Studios

Loyalty Programs

Live Entertainment

Media Measurement

Retail Media Networks

Data Monetization

Competition

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"In this new era of convergence, standing still is the fastest way to move backwards"

Deborah Golden
Deloitte's U.S. chief innovation officer.

Companies that intentionally invest in speed & innovation see big results

15% +

23% of the World's Most Innovative companies spent at least 15% of revenue on R&D in 2023 [1,2]

2X

Top 10% of companies earn 2X as much revenue from products & services that didn't exist 1 year prior [3]

3.3 points

The most innovative companies outperform the MSCI World Index on shareholder return by 3.3 percentage points per year [4]

How companies are using clean rooms to accelerate innovation <u>today</u>

Commercialize
new data products

Accelerate time-to-market
in Healthcare

Unlock Category &
Shopper Insights

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Generative AI

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Generative AI is unlocking productivity gains and enhanced CX

38%

The value of the productivity gains realized from applying generative AI to **customer care operations** is equal to 30-45% of total marketing spend [1]

10%

The value of the productivity gains realized from applying generative AI to **marketing functions** is equal to 5-15% of total marketing spend [1]

64%

64% of organizations surveyed by Forrester cited using GenAI to enhance customer experiences[2]

Companies are finding new ways to monetize their data through the intersection of Gen AI + Clean Rooms

Databricks Clean Rooms

Privacy-safe collaboration for data and AI

Cross-cloud, cross-platform with no replication

Any language and workload of your choice, support for ML with Python