

Lytics Debuts Clean Room Solution Powered by Google Analytics Hub and BigQuery

Using Lytics Clean Room solution, advertisers and media brands can increase ad performance without the risk of sharing PII

SAN FRANCISCO, CA, UNITED STATES, February 1, 2023 /EINPresswire.com/ -- [Lytics](#), a next generation customer data platform (CDP), today announces the launch of a new clean room solution powered by Google's BigQuery and BigQuery's Analytics Hub.

With ever-changing and increasingly strict regulations regarding data privacy, organizations that need to share data with business partners need to be able to do so in a way that avoids duplicating and moving data, and that allows for only certain data elements to be shared. In clean rooms, partners can match lists, share contacts, augment profiles, and run joint campaigns, or multi-brand organizations can share and activate data across their enterprise, while protecting PII.

Lytics is leveraging BigQuery to launch its clean room solution, a secure data sharing and enrichment offering from Lytics, running on Google Cloud, for advertisers and media brands. The integration with BigQuery makes Lytics an ideal application to simplify and unlock data sharing by unifying and coalescing datasets that helps businesses to build or expand existing BigQuery data warehouses.

"With Google Analytics Hub, Lytics is able to provide capabilities that improve data management needs on behalf of organizations focusing on getting maximum value out of data," said Jascha Kaykas-Wolff, President, Lytics. "Lytics Clean Room solution can decrease the time to value in complex data sharing scenarios where partnership collaboration is safe and secure and cross brand activation can be done in hours."

With Lytics Clean Room solution customers can securely share data hosted on Google Cloud's BigQuery and unify first-party datasets into customer profiles. The highly scalable and secure solution provides tighter control of mission critical data for faster activation. It can also be leveraged to comply with stringent privacy constraints, industry compliance standards and newer regulations.

Read more about [this offering](#) or get in [touch](#) with our team.

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About Lytics

As the first composable customer data platform (CDP) built for enterprises, Lytics' vision is to fuel the world's most customer-centric companies. Lytics provides the ultimate security and flexibility for the modern marketing and ad technology stacks, including unparalleled audience insights & AI / ML enrichments that power smarter audience identification, best-in-class media activation, and a one-of-a-kind flexible and composable architecture. Offering reverse ETL capabilities and the ability to deploy both private instance & private cloud deployments, Lytics' unique data-driven approach enables brands to leverage their own customer data to increase customer engagement, marketing ROI, customized content recommendations and personalized web experiences.

Led by experienced executives (Webtrends, Qualtrics, Oracle, Tripwire, ZoomInfo, Simple, Mozilla, etc.) and backed by JMI Equity, Comcast Ventures, Two Sigma Ventures, Voyager Capital, Rembrandt Venture Partners and EPIC Ventures. Their customers include Live Nation, Nestle Purina, Fox, Whirlpool, and many more of the world's largest and most sophisticated businesses.

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