

# Data Collaboration: Creating New Insights Today and Building Foundations for the Future

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**ENVIRONICS**  
ANALYTICS

## Data or it didn't happen

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50% of marketers worldwide see measurement and attribution as their top priority



# Lack of data leads to sub-optimal outcomes

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“CMOs have among the shortest tenures in the C-Suite. It’s not because most are bad at marketing. It’s because they struggle to connect marketing’s impact to the business outcomes that finance and executive teams actually care about.”

*Harvard Business Review, Sep 2025*

## Data and it *can* happen

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We can measure and understand more than we've been able to in years

We have more data on more things from more places

That's only going to grow



# Every company has an ecosystem of opportunity

BEAUTY EXPERIENCE

L'ORÉAL

Bell Media



SEPHORA

TRAVELLER EXPERIENCE

WESTJET



TELUS

SKIP

BANKING EXPERIENCE



Scene



SPORTS FAN EXPERIENCE



ticketmaster



goAuto

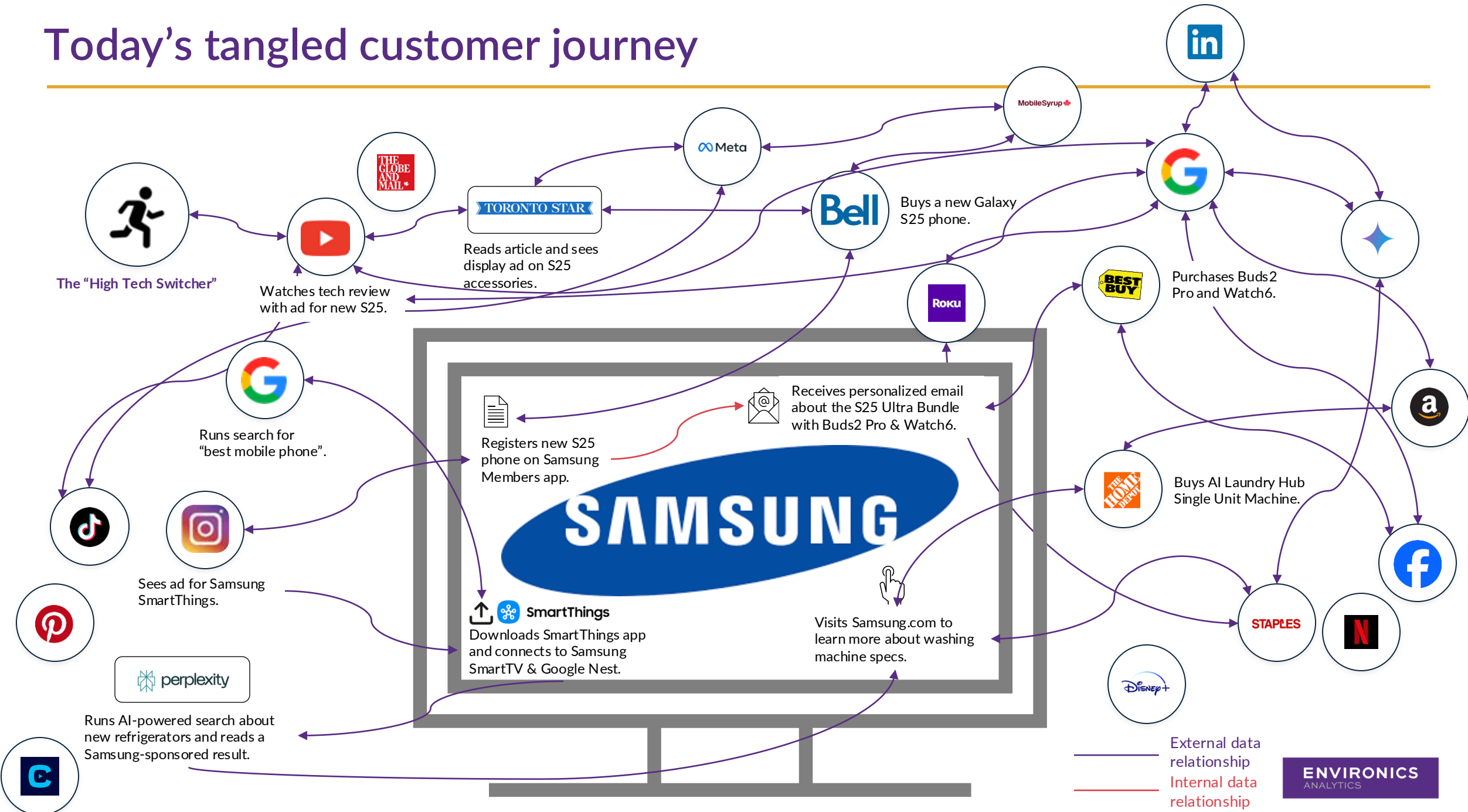
AUTO EXPERIENCE



servus credit union

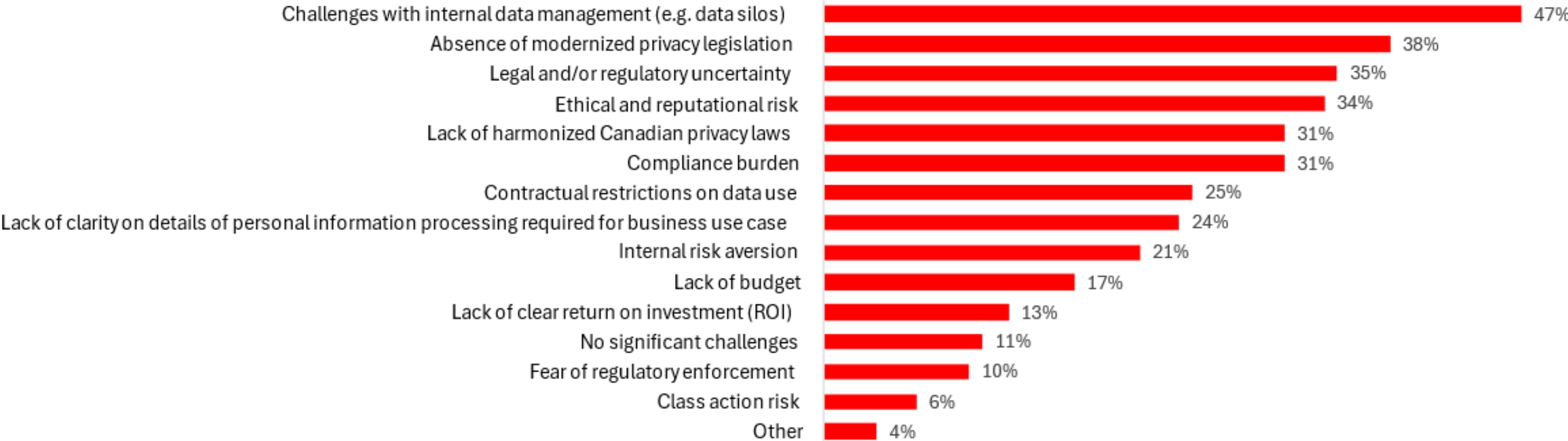
OEM

# Today's tangled customer journey



# And then of course, there's privacy

What are the most significant challenges your organization faces when trying to use personal information more effectively to support legitimate business purposes? *(Select up to five)*



# How to turn opportunity into reality: data collaboration

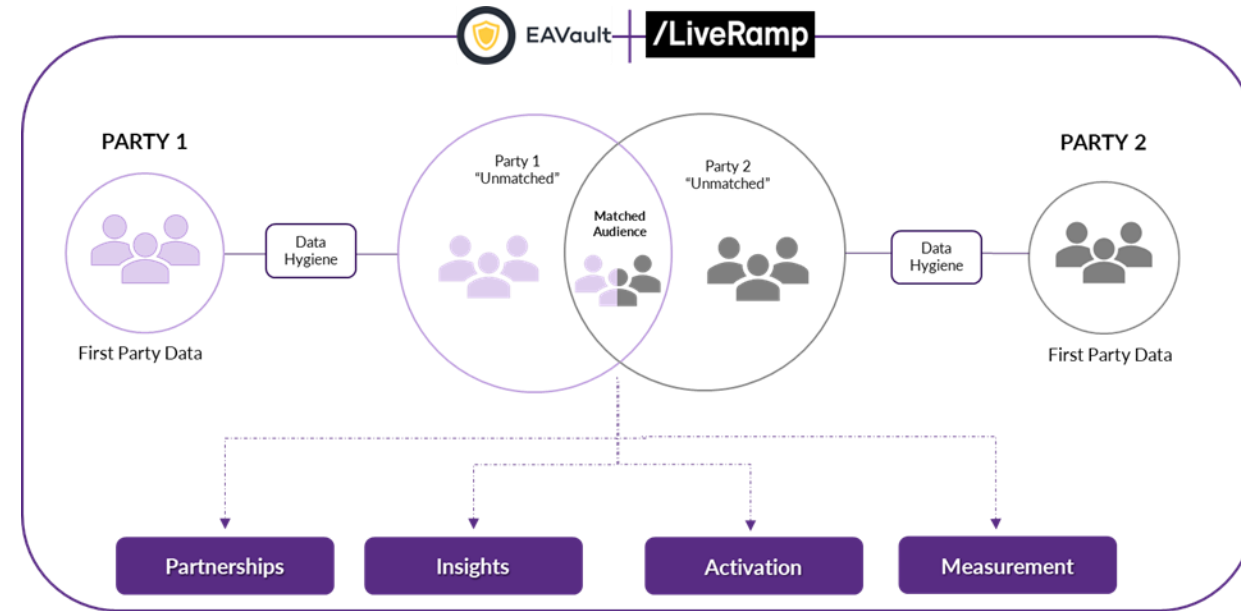
## Data collaboration

Bringing two or more sets of first-party data together in a secure environment

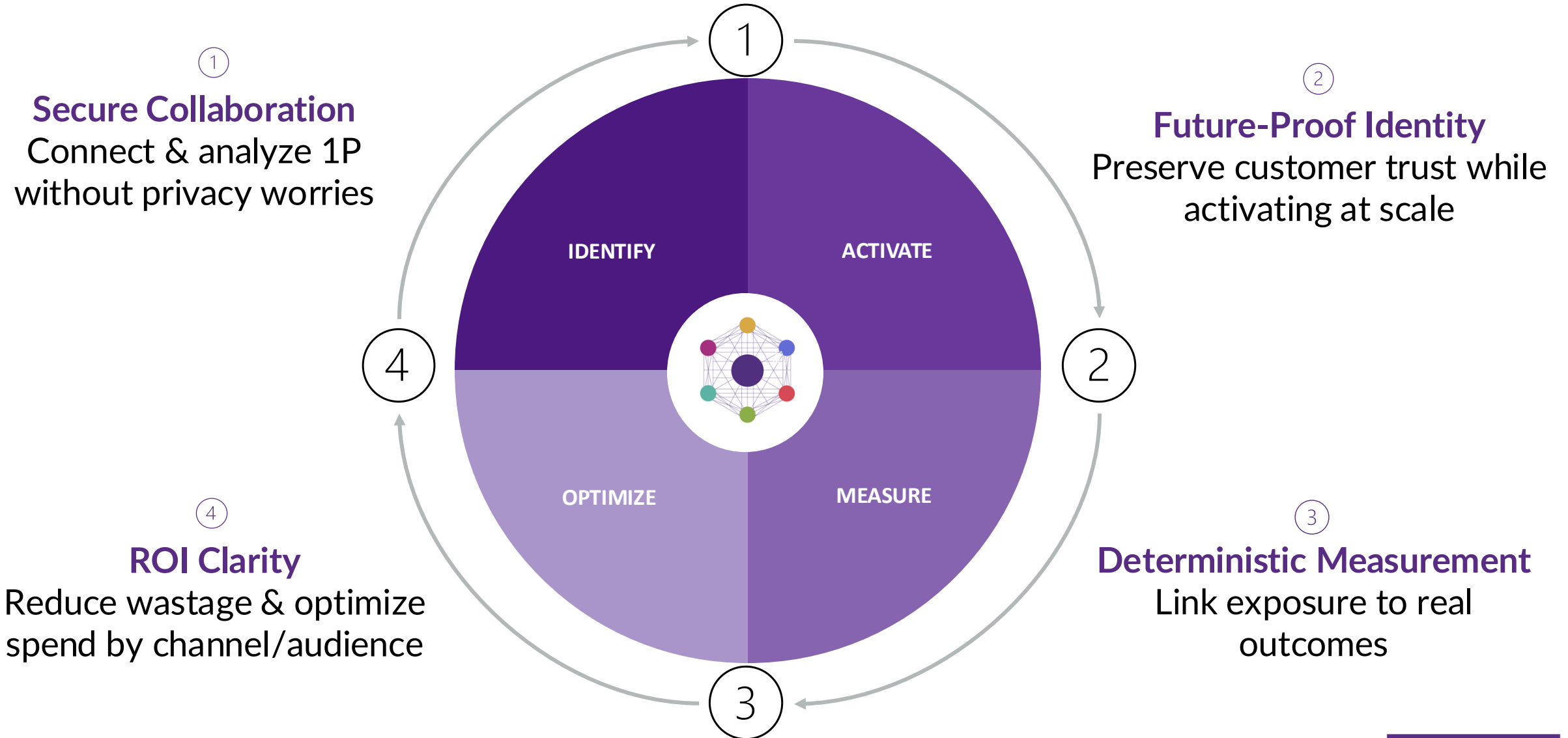
Uses privacy-enhancing technologies such as data clean rooms

Generates consumer insight, enhance audience targeting, enable more precise measurement, and increase personalization

Respects consumer choice and privacy



# Applying data collaboration effectively



# Use case #1: co-marketing/M&A

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## CHALLENGE

A major Canadian retailer was considering a potential acquisition opportunity with another retailer and wanted to evaluate if it was a good fit

## SOLUTION

Both parties' customer databases were securely ingested into Environics Analytics' clean room environment.

EA data was overlaid for added insights on high value segments

## RESULTS

**46%**

Match rate between Retailer & Partner customers

**53%**

Match rate in Retailer's top 2 value tiers

**3.3x**

Likelihood of matched customers to shop Partner's brand



## #2 – Big-box retailer & CPG brand

### CHALLENGE

A big box Retailer wanted to accelerate new member acquisition and increase supplier sales for a top CPG partner while boosting their own membership

### SOLUTION

The Retailer used LiveRamp technology to safely share its customer purchase data with the CPG brand.

By combining this with the CPG's audience data, they created a targeted digital advertising campaign

### RESULTS

**29%**

Lift in conversions

**\$125M**

In projected incremental sales revenue



# Use Case #3 – outcomes measurement for TV

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## CHALLENGE

Air Canada wanted to understand the impact of its TV campaign on flight bookings

## SOLUTION

Bell Media set-top box exposure data was securely matched to Air Canada's booking data in Environics Analytics' clean room environment

## RESULTS

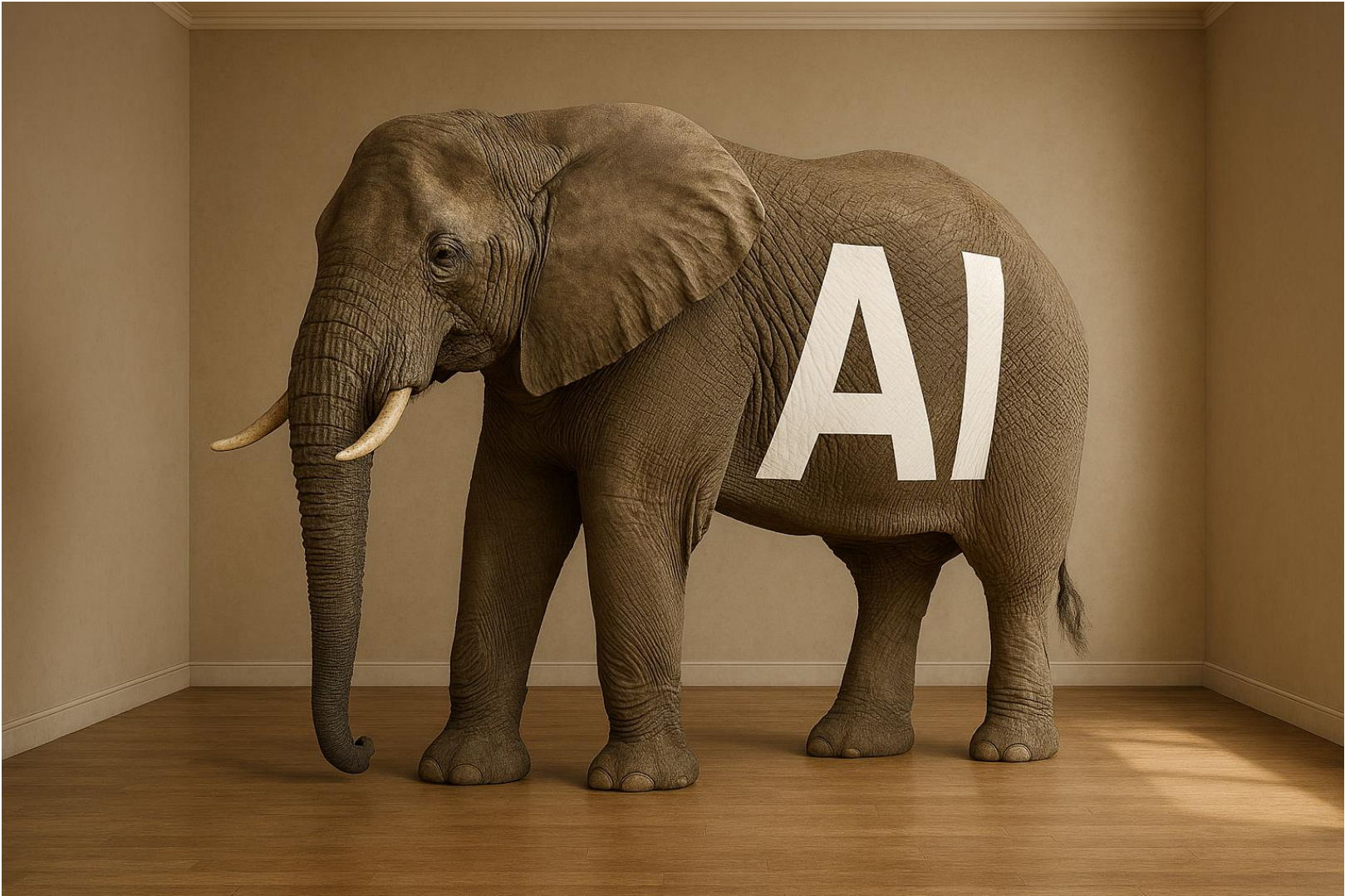
**24%**

Higher booking rate for ad-exposed audiences vs. non-exposed audiences



# Visual metaphor alert

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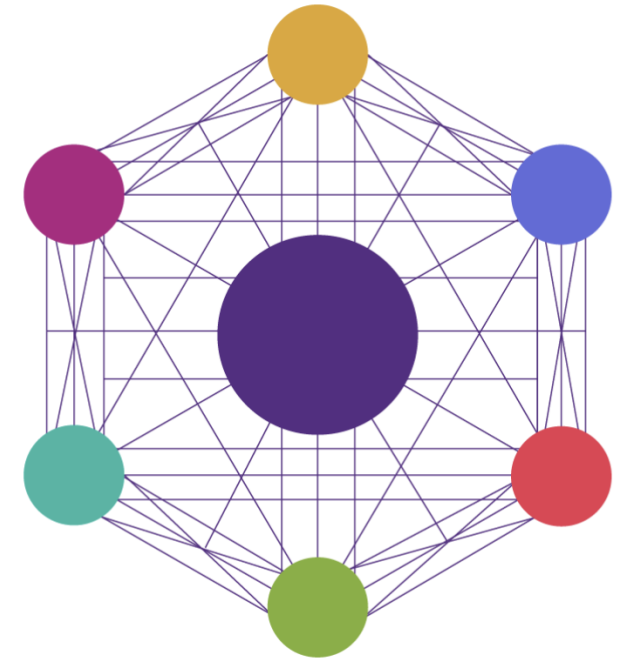
# Agentic AI is fundamentally collaborative

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Collaboration between data and between companies

No brand, publisher or platform will thrive in isolation

But collaboration requires the right foundations



# Effective collaboration requires solid foundations

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For a sports team to work effectively, there need to be solid foundations

- 1) a scoring system that everyone trusts
- 2) clear guidelines on behaviour
- 3) teammates you can rely on

In other words, great data, great governance and great partners

Without solid foundations, collaboration turns to chaos



# 1) Great data

The companies that succeed will have the best data to feed their AI models

Bad data = bad models = risk

Instant wrong decisions cause instant problems

Instead:

High quality 3<sup>rd</sup> party data, like EA's

1<sup>st</sup> party data

Secure, trusted data collaboration



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## 2) Great governance

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“Good fences make good neighbours” (Robert Frost)

AI agents must use data that are governed properly

Permissioned for the use cases outlined in user consents

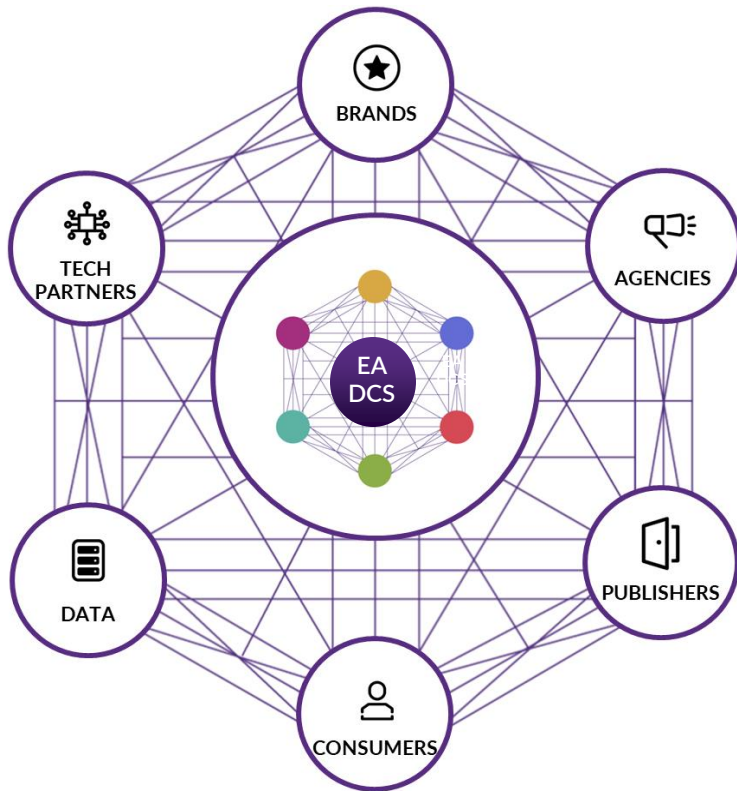
Used in highly secure environments such as clean rooms

User information protected through ID solutions and protocols

UCP (User Context Protocol): interoperable signal sharing, user matching, user context, consent and more



### 3) Great partners



**EA = Canada's leading provider of high-quality data to create or enrich audiences**

**Over 40,000 variables** available at the postal code level, including PRIZM

**Trusted by over 700 clients** across virtually every industry

Exclusive provider of **LiveRamp technology** in Canada

- Privacy-forward identity solution
- Largest ecosystem: connect virtually everywhere
- 17 active AI partners, 83 more in contract
- Ranked a 'leader' in clean room tech by IDC Marketscape

**Industry-leading data privacy, security & governance controls**

# Now and next

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We're in an unprecedented era of 'data and it can happen'

Data collaboration turns opportunity into reality, right now

EA is helping clients unlock that potential through data, tech and expertise

Invest in the right foundations now: good data, good governance and good partners

Let's get going!

# Thanks

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Download the full presentation

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