



# State of Data Collaboration Report

# 2022

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# 1 Introduction

Data collaboration has the potential to help businesses unlock new growth opportunities and deliver better advertising experiences that align with sophisticated customer journeys. Increased focus on consumer privacy coupled with cookie-less technology platforms and the decentralization of data is driving businesses to evaluate data collaboration solutions that better adapt to a new advertising landscape.

Habu surveyed 266 individuals across industries and roles with the goal of understanding owners of data collaboration initiatives, current data collaboration practices, and future data collaboration plans.



# Key Findings

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**Data collaboration is key in building rich first-party data assets**

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**Businesses are embracing data collaboration and new solutions such as data clean rooms**

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**Data collaboration among businesses will continue to increase**

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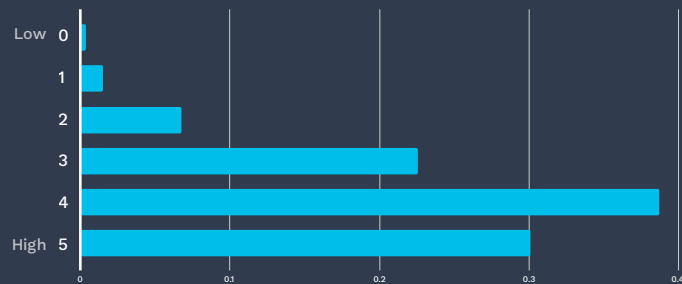
## INITIATIVES

# 2 Companies are focused on building a 1st party data asset, but understand the importance of leveraging other data to gain a more comprehensive picture of their customer

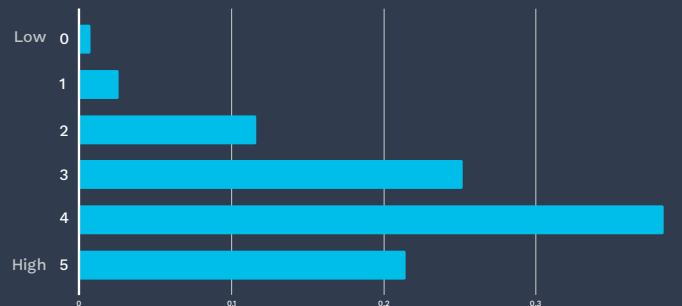
Most businesses strive to be data-driven and the deprecation of the cookie has only accelerated companies desire to build a robust 1st party data asset. 68% of respondents categorized their company as endemically data rich, while only 3% considered themselves data poor supporting the focus companies have placed on their first party data strategy. While building that 1st party data asset is critical, companies also realize the importance of leveraging other data which is reflective in the 59% of organizations who consider themselves as having a high level of maturity and experience with data collaboration.



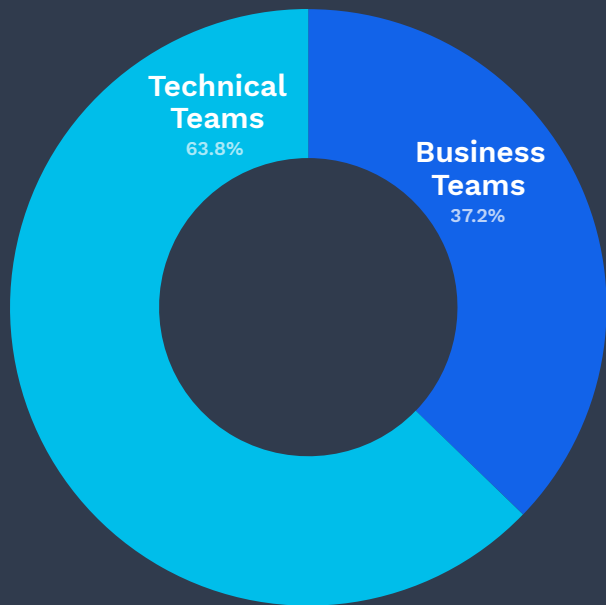
### How would you categorize your organization's endemic level of data richness?



### How would you rank your organization's current level of maturity & experience with data collaboration?



What departments/roles are responsible for data collaboration in your organization?



## INITIATIVES

### Data Collaboration

Data collaboration touches many roles within an organization and cross-functional buy-in and support is critical in a successful collaboration strategy. While a little over one third (37.2%) of respondents were from business teams in roles such as marketing, sales, and product, 63.8% of respondents responsible for data collaboration in their companies were part of technical teams with data specialists, analysts, and engineers being the primary roles owning the initiative.

With data clean rooms being a common vehicle for collaboration, as adoption grows and more solutions offer business-friendly tools, we may see an increase in more business users owning that responsibility.

## PRACTICES

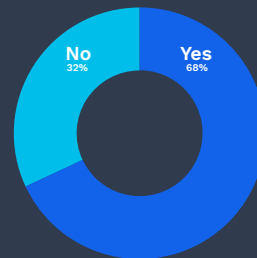
### 3 Businesses are leveraging data collaboration and data clean rooms show strong early adoption

While the data collaboration industry is still maturing and existing approaches continue to evolve, businesses have been adopting data collaboration solutions to uncover new insights and provide their teams with better analytics.

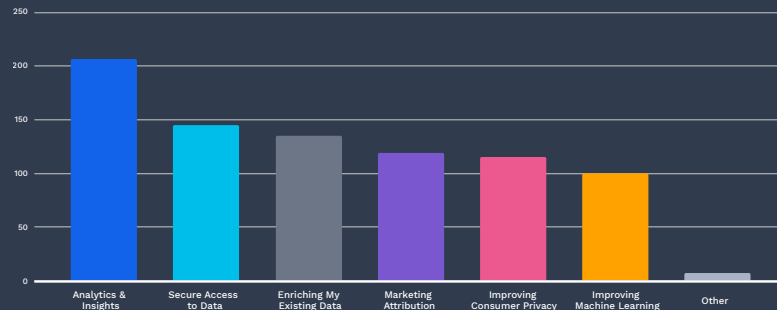
Over two thirds of respondents (68%) indicated that their company had collaborated with another company in the last twelve months to share data or insights. Additionally, respondents identified that the most common use case for data collaboration is analytics and insights, followed by securing access to data, and then enriching existing data.



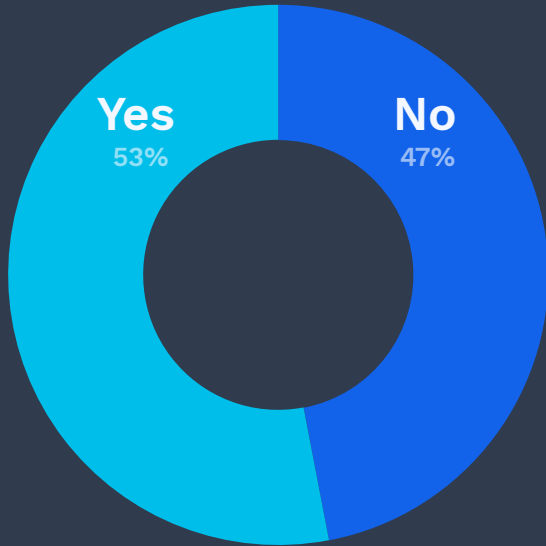
Has your business collaborated with any other businesses to share data or insights over the past 6 months?



What do you see as the primary use case for data collaboration today?



Have you or your organization every used data clean room technology?



## PRACTICES

Data clean rooms are one of the newer data collaboration solutions but almost half of respondents (47%) stated that their company had used clean rooms. Businesses in industries such as CPG, Retail, and Media and Entertainment showed the highest adoption of clean rooms.

However, for those businesses that have not used clean rooms, it's possible that they are not familiar with the concept or that they are still investigating use cases. There are also more heavily regulated industries such as Healthcare and Financial Services in which new technologies have a longer adoption horizon. As the broad data collaboration market continues to mature, data clean room adoption will likely increase too.

## PRACTICES

In terms of obstacles to data collaboration, privacy was identified as the biggest blocker. This is not surprising, as businesses seek to maintain the privacy of their customers and breaches in privacy can lead to material impact in business growth and brand credibility. After privacy, the most common blockers to data collaboration are readiness of partners and access to data. Building a data collaboration practice is not just about getting one partner on board, but businesses may be looking for solutions that can scale across many partners. New data collaboration solutions that can help businesses easily onboard partners, identify use cases, and deploy use cases at scale will be key in unlocking shared insights.

### Top 3 industries adopting clean rooms:



Consumer  
Packaged Goods



Retail



Media &  
Entertainment

Rank the following highest to lowest in terms of what you think are the biggest blockers to data collaboration



- 1 Privacy
- 2 Readiness of Partners
- 3 Access to Data
- 4 Technology
- 5 Legal

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## OPPORTUNITIES

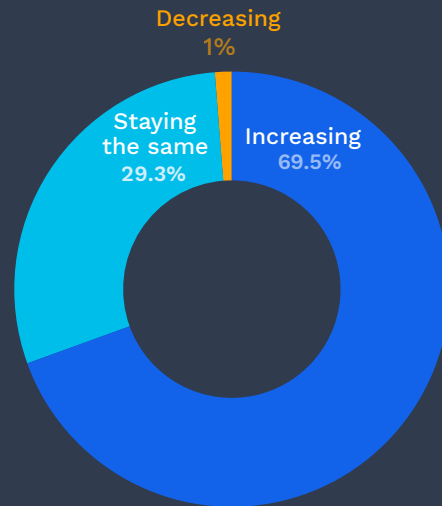
### 4 Data collaboration delivers value and businesses plan to further drive collaboration practices

Data collaboration has become increasingly important in recent years as businesses look to differentiate with unique and premium data to get a more complete view of their customers and deliver the experiences that consumers expect.

While many businesses in the past may have been hesitant to share their rich data assets due to privacy concerns or data leakage, data clean rooms now offer a vehicle for those companies to do so in a secure and privacy-safe way that benefits them, their partners, and their consumers.

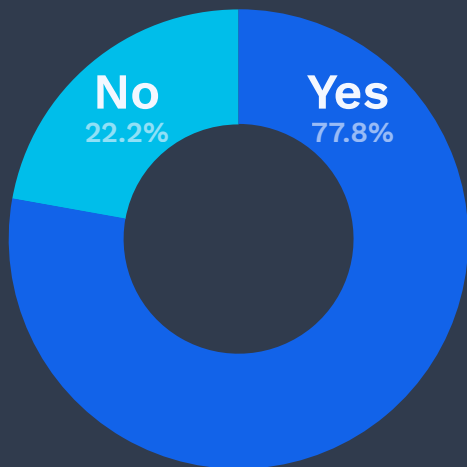


Where do you see your level of data collaboration with other organizations over the next 12 months compared to your current state?





Do you plan to collaborate with any other businesses to share data or insights in the coming 12 months?



## OPPORTUNITIES

It's not surprising that over two thirds (70%) of respondents see the level of data collaboration in their company increasing over the next 12 months and almost 80% of companies plan to collaborate with other businesses to share insights or data in the year ahead.

The Retail, CPG, and Media and Entertainment industries are seeing the biggest increase in collaboration as CPG companies look to enrich their customer profiles and improve measurement by turning to the high-fidelity data that Retailers and Media companies are offering in their clean room environments. As we begin to see more adoption of data clean rooms across industries and companies, we expect to see these numbers grow even more in the years to come.



## 5 A foundation for the future

As companies embrace the ecosystem changes upon us, data collaboration is increasingly becoming a more critical component of data-driven strategy empowering brands to unlock new data and insights from partners that deliver better experiences for their consumers and drive new mutually beneficial growth for their businesses. And with the growing adoption of data collaboration solutions, such as data clean rooms, the number of collaborations is set to skyrocket in the months and years ahead, enabling brands and their partners to come together to better understand, target, and measure customer behavior and accelerate time to insight without compromising control and privacy.

### Why data collaboration and why now?

#### 1 Access

Your own first party data only provides part of the picture. Access to new and differentiated data from key partners is critical to any data-driven organization's growth strategy.

#### 2 Intelligence

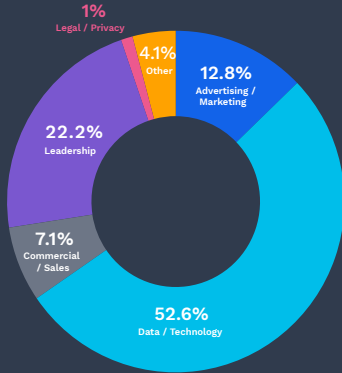
Smart companies are gaining a competitive advantage by tapping into high-fidelity data signals from their partners to gain a more complete view of the customer and their behavior.

#### 3 Measurement

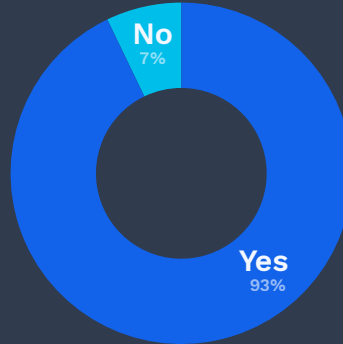
Collaboration solutions like clean rooms are empowering media companies and retailers to safely share their highly-coveted data with partners to improve media efficiency and effectiveness and closed loop measurement.

# Survey Methodology and Participants

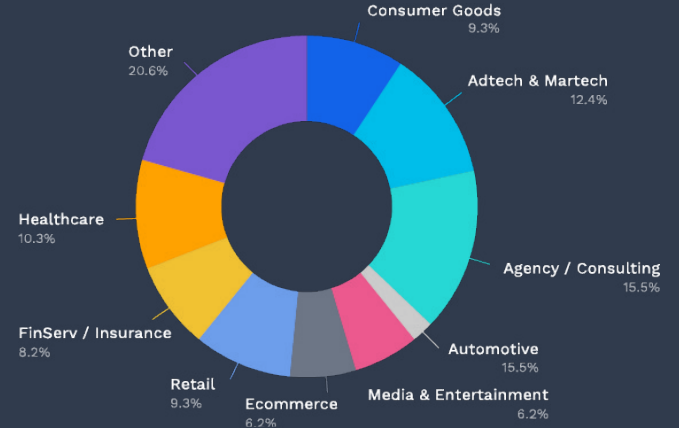
### What is your role/ department?



### Does responsibility for data collaboration fall within the remit of your department or role?



### Industries





## About Habu

Habu is a data clean room software company that makes collaboration across decentralized data safe, simple, scalable, and smart. We make it seamless for businesses to generate high-value analytics from controlled datasets wherever they live, while protecting the privacy of consumers and the rights of data owners. Our solution accelerates time-to-value, while surpassing the most exacting standards for privacy and security and provides end-to-end applications that drive the business outcomes that companies desire.

Discover what Habu can do for you [habu.com](https://habu.com)



## About Ascend2

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