

SALESFORCE DATA 360 CLEAN ROOMS

Trusted data collaboration at scale

Collaborate where your data lives

Because your data is already in Data 360, there is no costly and time-consuming data migration. Begin collaborating with your partners in weeks, not months.

Inherit enterprise-grade trust

Data 360 clean rooms inherit the security, governance and privacy framework of the core Salesforce platform, simplifying compliance.

Remove silos between analysis and action

Insights are stored directly as Data 360 objects, closing the loop between insight and action for real-time use in analytics and marketing.

Accelerated time to value

By removing integration hurdles, organizations can focus on strategic use cases like partner measurement and audience enrichment to drive business value faster.

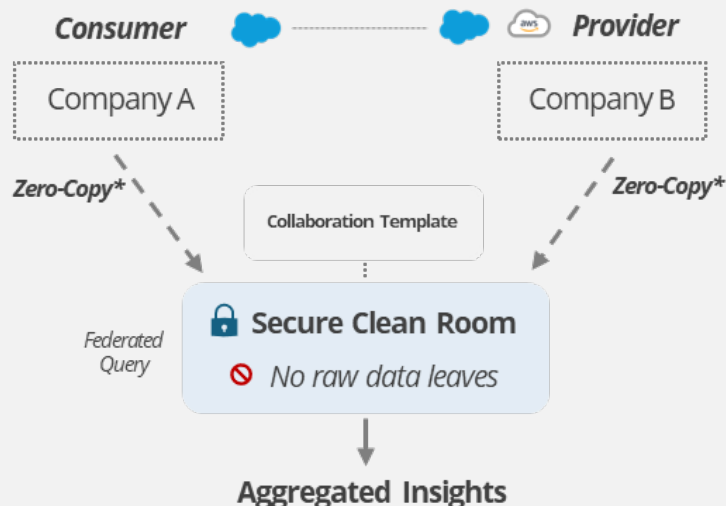


BEST FIT FOR ORGANIZATIONS THAT

- ✓ are Data 360 customers with a Salesforce stack (MCE / Agentforce)
- ✓ Operate under strict data-sharing constraints
- ✓ Need a Salesforce-native Partner Collaboration
- ✓ Rely on partner ecosystems and need privacy-safe shared insight

DELOITTE DIGITAL CAN HELP YOU ELEVATE YOUR DATA PARTNERSHIP STRATEGY TO DRIVE ENHANCED VALUE FROM DATA 360 CLEAN ROOMS.

Data clean rooms let companies securely combine their data to share aggregated insights—without ever directly sharing any customer data. Salesforce offers clean room capabilities built into Data 360, ideal for segment overlap analysis. Data 360 clean rooms present a powerful, native advantage to quickly scale collaboration in the Salesforce marketing ecosystem.



** Zero copy allows access to data from various sources without creating physical copies, ensuring a single, real-time view and reducing storage costs.*

FROM DATA TO SECURE INSIGHTS

<p>CONNECT IN A ZERO-COPY ENVIRONMENT</p>	<p>Participants make their data available from their own Data 360 instances. A "zero copy" approach means data is queried in place without being moved or copied, enabling security and real-time insights.</p>
+	
<p>COLLABORATE WITH FEDERATED QUERIES</p>	<p>Preapproved "federated queries" match data using hashed, privacy-safe identifiers within the secure clean room. Raw data is never shared or exposed to any party.</p>
+	
<p>ACTIVATE ON AGGREGATED INSIGHTS</p>	<p>The clean room returns only aggregated insights, such as overlap counts, to each participant. Organizations then use these insights independently within their own marketing and CRM platforms.</p>

CONNECT WITH US

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