

Headline: Freedom Meets Security with Data

Subheadline: Understanding the Data Ecosystem

Currently, there are quite a few *gigantic* companies that are in the business of buying as much data as they can. They speak on the impressive size of their data graph and how many millions of households they have information on. These companies are known as data aggregators or data brokers.

These companies are now under scrutiny, mostly due to privacy-related concerns. Consumers want to know how their information is being used and where it's going.

However, with third-party cookies taking their leave, businesses want an alternative — equal to the quantity that third-party cookies provided. This has paved the path for data aggregators. Everyone wants the walled garden experience. Most don't have the resources though.

What we strongly encourage is owning your data and doing so in a privacy-compliant way. We believe in Data Democracy

What is Data Democracy?

Transparency is key with data collection. Consumers are rightfully wary with how their information is being used. No one should need to worry about the hidden agreements — it all should be upfront with the ability to opt-out/in.

## We Believe In Data Democracy in the Open Internet

Consumer Privacy | Brand Data Ownership | Tech Interoperability

1. The consumer should have transparent choice during the value exchange of data for content. This value exchange is crucial to the open internet
2. Brands are responsible for their consumer relationships, and need to own their own audience data without relying on Big Tech and/or data brokers for stewardship
3. All tech partners and data tools in the MarTech/AdTech ecosystem should facilitate the two above goals with transparency and interoperability

The Data Ecosystem

The entire data ecosystem is made up of several types of technologies. Some in conjunction and some you need to choose between, depending on your business needs. Ultimately, your systems should store data, activate it, collect it, filter it, continuously clean it, etc.

Data aggregators only sell you the data, which means it might not be the cleanest data, most accurate, or timely. It certainly is more expensive to buy their data.

Where Does FullThrottle Fit in?

Often, when meeting with potential clients, right off the bat, we are bucketed with other data technology, such as data aggregators, CDPs, or data providers.

The truth is, we are interoperable with all those technologies. Our stack completely integrates with them.

We are a service provider — a first-party data occurrence.

Think about your light switches and the electricity that runs through them. You turn on your light switch, the lights are on. You turn the switch off and the lights are off.

With our platform, we are trying to make first-party data accessible, which is why we offer an API. You turn on the API, we connect, you receive household data, and we funnel that into your existing tech stack.

Since it's novel first-party data you're collecting, it fuels your marketing and advertising beyond leads and previous transactions. These are audiences you wouldn't necessarily have access to, in addition to our platform integrating with the rest of your technology.

FullThrottle Is the Missing Piece of Your AdTech Puzzle

FullThrottle doesn't get in the way of anything you are currently doing. If anything, it enhances your current data, and it solves the problem of needing first-party data when there isn't enough.

There is a lot of investment that you and your partners are making to support first-party data initiatives — at the end of the day, you still need first-party data. Our technology doesn't stop you from collecting email addresses from your website survey. We aren't taking over your CRM needs. We aren't trying to be your CDP. We don't even need to do the activation for you.

What we can do — that no one else can do — is offer a first-party data current of pushing new audiences into your adtech. We are not a data aggregator, and we are not in the business of collecting as much data as possible.

Freedom Meets Security with Data

The best part is that all the first-party data collected belongs to you. We never sell it or claim it as our own. Every data set that we collect belongs to our clients and lives exclusively within that client's instance.

If you have a DMS, we ingest your DMS data only for the purpose of matchbacks. All of the data shown in the ShopperSuite dashboard is your first-party data, transformed from your on-site digital property — your website visitors. None of your data is sold, exchanged, or shared.

We democratize these data solutions which otherwise force you to rely on big tech such as Google. The audiences within those walled gardens only exist within them. You can't truly utilize them.

FullThrottle plays an essential role in each brand's journey to data independence in the coming future MarTech world. Our technology is completely privacy-compliant and future-proof.

Schedule a demo to see how our technology works in harmony with your current platforms.