



Collaborative Intelligence For Decentralized Data

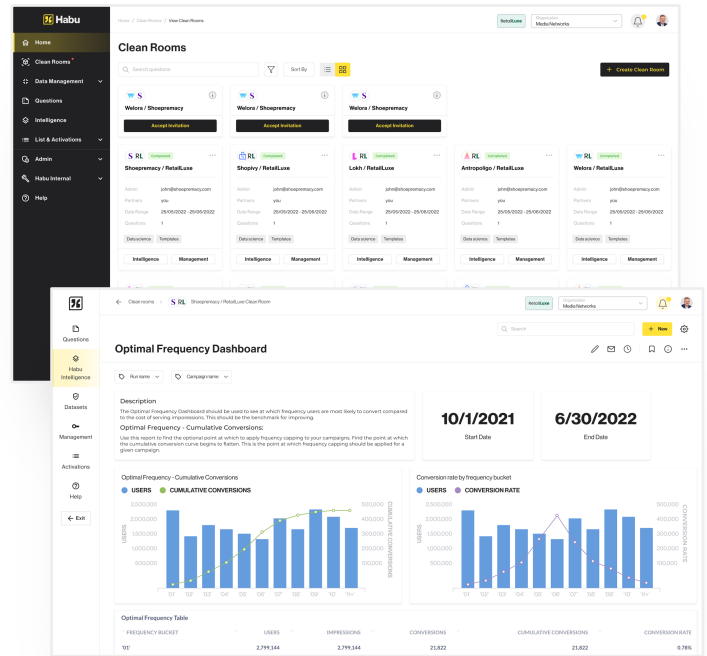
The Only 100% Interoperable Data Clean Room Software

Habu delivers the only 100% interoperable data clean room software, enabling businesses to unlock Collaborative Intelligence across decentralized data in a way that is smart, safe, scalable, and simple.

For data clean room owners or business looking to build clean rooms, our software platform allows you to customize clean room experiences for your customers and partners, while maintaining full control of your data. Habu is designed for modern collaboration and works with data where it lives, no data movement required. Enterprises are using Habu to build the most advanced data collaboration offerings with full flexibility, unlimited scale, and maximum privacy.

And for data clean room collaborators, Habu helps you transform your business with actionable insights drawn from a variety of unique data sources—from private clean rooms to walled gardens. Leverage a business-friendly UI with out-of-the box intelligence and queries structured as plain language questions to accelerate time to value. Easily automate new analysis without any coding.

Habu is business-outcome oriented and common use cases include consumer insights, data and model enrichment, segmentation and activation, and optimization and measurement.



“By streamlining and accelerating data collaboration, our solution with Habu enables our clients to increase the velocity and value of data-driven initiatives. In short, Habu puts the power of our clean room in the hands of business executives quickly and effectively.”

Dana McGraw, SVP Audience Modeling & Data Science, Disney Advertising

Smart

Drive business impact across a range of use cases and get answers to any question using any tool and any data source.

Safe

Protect consumer privacy, your data, and your IP. Enable Collaborative Intelligence without data movement.

Scalable

Work seamlessly with your partners with the only 100% interoperable platform. A single interface to power unlimited clean rooms.

Simple

Accelerate time to insight with an intuitive interface for business users and low-code tools for technical teams.

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