

# Walled Garden Clean Rooms

## Habu enables users to work more intelligently and efficiently across distributed industry clean rooms such as Google Ads Data Hub, Amazon Marketing Cloud, and Facebook Advanced Analytics

With more than 70% of advertising dollars going to the walled gardens, it's more important than ever to understand and activate your data in these platforms. Brands are now empowered to better control costs and improve results within the channels where they spend the most through the clean room environments these platforms offer.

As a reaction to the changing landscape, Google, Amazon, and Facebook have adopted a privacy-first mindset and developed their own clean room environments; Google Ads Data Hub (ADH), Amazon Marketing Cloud (AMC), and Facebook Advanced Analytics (FAA).

While access to rich user-level data is available, these environments are complex and require technical expertise to make sense of and extract insights from the raw data available.

Habu's intelligence layer automates the querying process and provides marketer friendly reporting to help you work more effectively within and across these tools without the reliance on technical resources.



### Accelerate Insights to Drive Growth and Improve:

#### Media Efficiency

Eliminate wasted delivery for cost savings by accurately measuring frequency, overlap, and channel efficacy within and across channels.

#### Media Effectiveness & Sales Lift

Increase conversion rates and ROAS by running experiments at scale to measure lift/brand impact on online/offline sales.

#### Customer Acquisition & LTV

Enrich customer understanding by safely matching CRM data with user-level data for better insights, targeting, and measurement.

## Maximize Your Advertising Impact with Habu

### Empower Business Users

- Choose from a library of pre-built, natural language queries
- No need to learn SQL or log tickets with analysts
- Focus on higher-value tasks (e.g., modeling and attribution)

### Get Multi-Channel Insights

- Connect first-party data via pre-built connectors to any cloud
- Expand query library with GenAI-powered *Question Builder*
- Centralize and visualize results via integrated Habu Intelligence

### Operationalize Workflows

- Schedule reports, plus build and refresh dashboards
- Discover and set alerts via integrated GenAI capabilities
- Export results for integration into company-standard BI tools



## Embedded Analytics in Habu include:

### Insights

- Sales by Segment
- Channel Purchase Behavior
- Customer Retention
- Basket Analysis
- Share of Wallet/Category
- Customer Purchase Behavior
- Customer Location
- Product Sales
- Lifetime Value

### Segmentation

- Overlap by Segment
- Overlap by Identity Space
- Incremental Overlap
- Attribute-Based Segmentation
- Conversion-Based Segmentation
- Propensity-Based Segmentation
- Lookalike Modeling

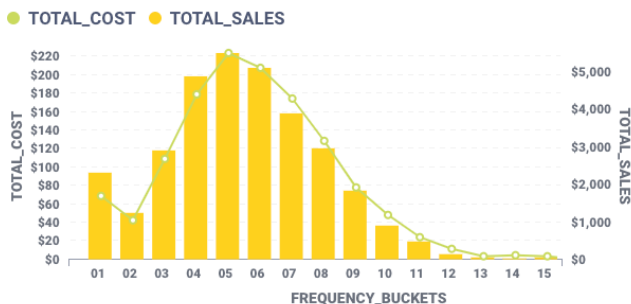
### Measurement

- Targeting Performance
- Campaign Overlap
- Impressions by Channel/Content
- Attention/Engagement Metrics
- Format Performance
- Optimal Frequency by Campaign
- First/Last/Linear Attribution
- Time-to-Conversion
- Attribution by Channel/Format
- CAC/LTV over Time
- A/B Test Results
- Incremental ROAS over Time
- Complier Average Causal Effect
- Segment Incrementality Significance
- Retention Rate Trends after Purchase
- Incrementality Experiment Analysis

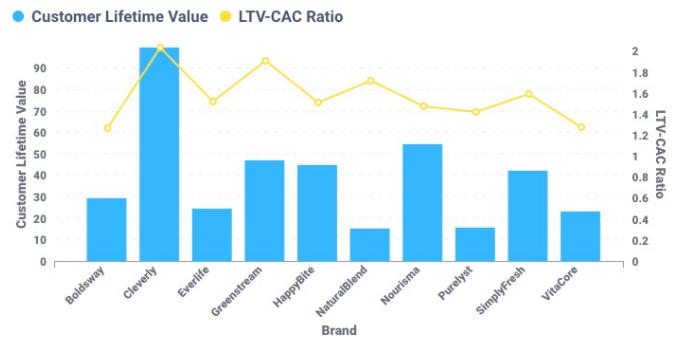
What is my campaign performance by week (Conversion Rate)?



Overall: Cost and Sales by Frequency Buckets



CLTV by Brand



**Leading global beauty brand accelerates time to insight for the company's 40+ brands**

### Challenge

A leading global beauty brand had invested heavily in Amazon Ads but needed more visibility into advertising effectiveness.

### Solution

By leveraging Habu and AMC, the beauty brand accelerated the delivery of insights and expanded the scope of campaign intelligence, enabling its 40+ brands to better plan, optimize, and measure investment.

