

Retency Privacy Engine



Extend the reach of your data

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Microsoft
Partner



Gold Application Development
Gold Application Integration
Gold Application Lifecycle Management
Silver Data Analytics
Silver Data Platform

Compare personal databases without sharing any data

The only certified software that allows interactive or real time comparison of massive personal databases in total privacy. 100% differentially private. No need for user consent.



CHALLENGES

Data plays a central role in business strategy and differentiation. More and more data is generated but its processing must provide strong privacy and confidentiality guarantees.

OUR SOLUTION

Retency Privacy Engine is a unique privacy technology that guarantees perfect database protection and total personal data privacy, as a GDPR-compliant alternative to user consent.

DEEPER INSIGHTS

Retency Privacy Engine allows data scientists, business analysts or developers to perform cross-analyses without share any data. No need for user consent.

Leverage all generated data and obtain In depth consumer insights, accurate audience segment.



Retency Privacy Engine

Available as a SaaS Solution which leverages data to perform strategic cross-analysis with several data sources while fully preserving business confidentiality and consumer privacy.

1

Certified

Officially certified as fully compliant to GDPR deep anonymization criteria.

2

Easy and powerful

Easy and safe integration to your datalake and Azure data processing pipeline.

Works effortlessly on 100M+ lines databases.

3

As accurate as a direct join

Retency Privacy Engine delivers same training results as non-privately joined data.



CANAL+ with Retency : the new way of TV measurement and mediaplanning, directly based on advertisers business outcomes

“We are fundamentally convinced that Canal+ with Retency is paving the way for a new TV measurement. Thanks to Retency we are now able to connect advertisers outcomes to TV behavior. ”

Emmanuelle Godard Canal+

Generate in-depth consumer Insights

Understand your consumer base by pooling all your online and offline data together with second and third-party data to create a unified customer view.

Media planning optimization

Create and manage audience segments connected directly with advertisers business outcomes (CRM). Determine best media configuration leveraging additional data sources.

Measurements

Accurately measure campaign insights based on exposure and business outcomes (purchase, subscription...)

Contact Us

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Ask a question via email: contact@retency.com

Learn more: www.retency.com

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