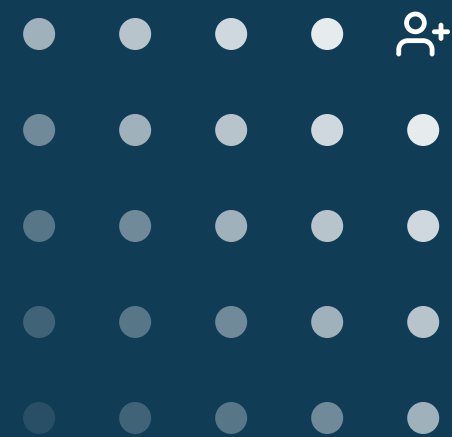trustedtwin

Customer Data Marketplace

Connecting Data Providers and Data Users in Real–Time, at Scale.

There Are Two Immutable Truths...

FOR DATA USERS:

Businesses need more data.
Always.

FOR DATA PROVIDERS:

Businesses strive for more revenue.
Always.

The Good, the Bad and the ~~Ugly~~ Unserved customer

Lacking access to high-quality data, **businesses risk losing revenue and serving the wrong customers** while turning away the right ones.

That's particularly true for fintechs and the financial services industry.

POTENTIAL DATA USERS:

BNPL   Banks   Insurance   Services

Debt collection   Micro-lending

Real-time access to high quality data enables:

Customer evaluation

Dynamic pricing   Credit scoring

Hyper-personalization

and more...

Where Demand Goes, Opportunity Grows

Payment companies, telcos, and retailers possess vast amounts of high-quality customer data and are **willing to explore opportunities for monetization**.

However, legal, security, and technical challenges hinder their efforts. Dealing individually with partners is time consuming and difficult to scale.

POTENTIAL DATA PROVIDERS:

PSPs   Open Banking   Telcos

Delivery   Retailers

COMPOUND ANNUAL GROWTH RATE   EST.

22.1% ↗

The data monetization global market is estimated to grow from $2.1 billion in 2020 to $15.5 billion in 2030.

Trusted Twin:
Bridging the Gap

Trusted Twin is a Customer Data Marketplace connecting Data Providers with Data Users in a secure, privacy-centric environment.

Data providers monetize their data at scale.

Data users gain real-time access to high quality customer data.

The Next-Gen
Data Marketplace

Trusted Twin is a secure environment where Data Providers offer their customer data to multiple Data Users while retaining ownership and control over their data.

Data collaboration

- Granular data governance
- Unlimited number of collaborators
- Object approach (individual customer data or aggregated data)

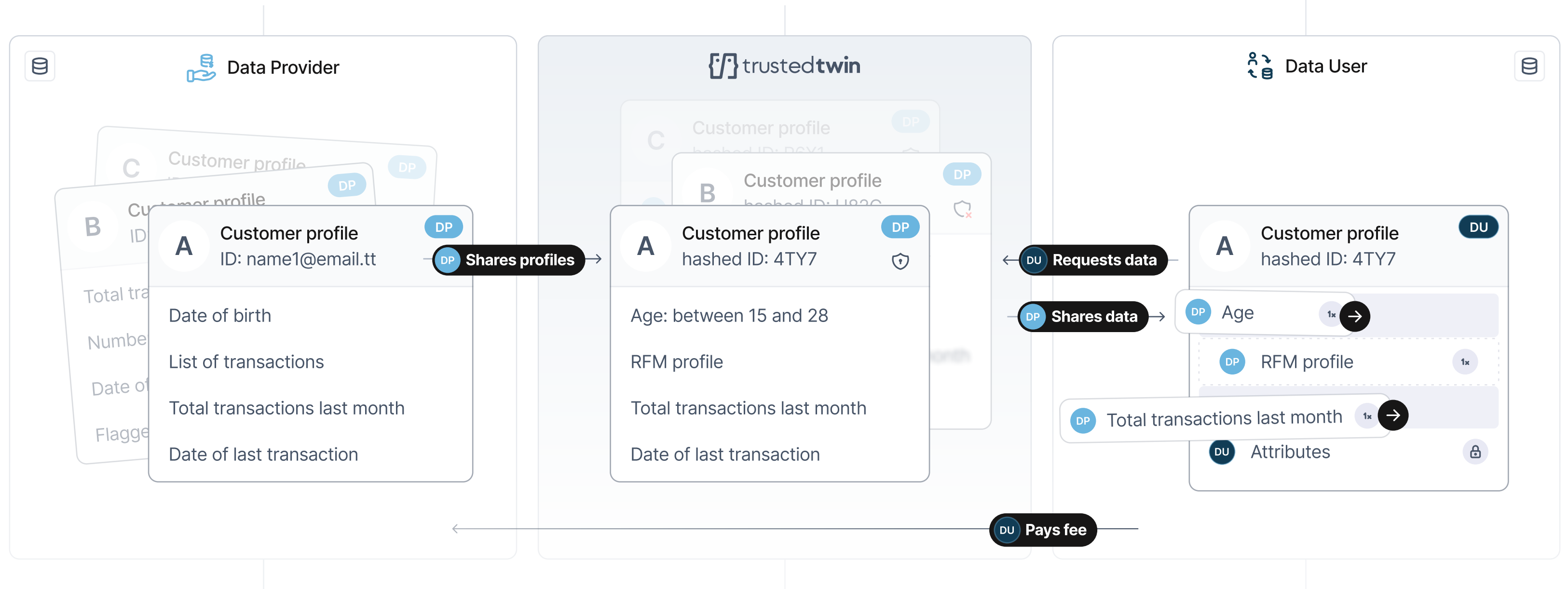## Real-time

- System-to-system integrations via API
- Access to data in milliseconds
- Real-time updates

Privacy and Security

- Privacy Enhancing Technologies (PET)
- GDPR compliance
- Consent management (Zero-party data)

Real-time customer data lookup

Data Provider

trustedtwin

Data User

Customer profile
DP
ID: name1@email.tt

DP Shares profiles

Date of birth

List of transactions

Total transactions last month

Date of last transaction

Customer profile
DP
hashed ID: 4TY7

Age: between 15 and 28

RFM profile

Total transactions last month

Date of last transaction

DU Requests data

DP Shares data

Customer profile
DU
hashed ID: 4TY7

DP Age   1x →

DP RFM profile   1x

DP Total transactions last month   1x →

DU Attributes

DU Pays fee

This diagram illustrates a collaboration between a Data Provider and a Data User.
E.g. A Buy Now, Pay Later company requests specific customer data from
a Payment Service Provider (PSP), contingent on customer consent.

Become a **Data Provider** to create a new revenue stream with your existing data assets.

As a **Data User**, benefit from over 30 million of customer profiles and increase sales.

Let's talk!
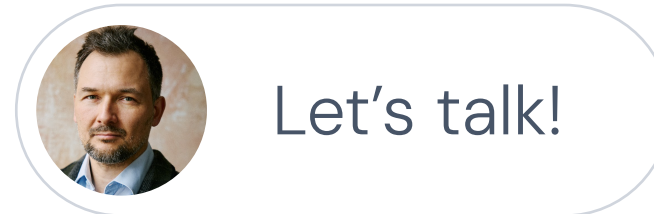
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