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The Stack

- The Platform
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1. Terms of Use
- Privacy Policy

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- Say Hello!
- <Address & Phone Number>
- <Social Media Links>
- Email

HOME PAGE

Top block:

A New Era in AdTech Is Dawning.
And it is all about responsible use of consumer data.

Experience a cutting-edge platform built for a privacy-first world - where your data, your audience, and your strategy stay entirely in your hands.

<REQUEST A DEMO>

–

The $150 Billion AdTech and MarTech Industry Is Being Rearchitected

1. The lines between performance and brand marketing are rapidly disappearing
1. BigTech faces growing scrutiny around data privacy and compliance
2. Third-party trackers are being deprecated across the ecosystem
3. First-party data is now central to channel planning and media strategy
4. Agentic applications threatens to disintermediate legacy solutions

–

Equipping You for the Next Chapter: Responsible Advertising

Customer attention is the new currency, but trust is what holds its value. As data strategies grow more complex, brands are choosing control over dependence, and transparency over guesswork. The next chapter belongs to those who handle data with clarity and earn the confidence of their audience. Because trust is not coded. It is built — and Saptharushi is here to help you build it right.

<Learn more> -> *How it works page*

–

Built for Brands. Trusted by Agencies. Designed for What's Next.
From telcos and e-commerce to media, consumer goods, and finance, Saptharushi is already powering the data strategy of forward looking enterprises, helping them own their data, engage with their audiences, and lead in a privacy first world.

<Existing client logos>

–

A Privacy-First Platform Built for the Consumer-Led Future

Welcome to a decentralized SaaS platform crafted for your enterprise — where your first-party data becomes your greatest advantage. With Saptharushi's 4E framework, you don't just reach audiences, you build meaningful relationships that grow in both scale and depth.

1.   **Enlist** your existing consumers as known, addressable audiences
1.   **Enrich** them with powerful, privacy-safe signals
2.   **Engage** through curated cohorts designed for precision and performance
3.   **Exchange** value through a trusted, consent-led audience marketplace

<Request a demo>

‒

Powered by Seven Deep Tech Capabilities That Rewire the Marketing Ecosystem
Our vision is to build a frictionless digital platform economy where authentic value discovery happens through trust, transparency, and convenience, powered by seven core technologies.

- ● **Differential Privacy**

1.   **Federated Learning**

2.   **Distributed Ledger**

3.   **Asset Tokenization**

4.   **Artificial Intelligence**

5.   **Consumer Wallets**

6.   **Spatial Computing**

<Learn more>

‒

Anchored in Consent. Engineered for Impact. Shaped Around You.
See how real privacy, real control, and real results come together on a platform designed entirely for your brand.

<Request Demo NOW>

‒

<FOOTER>

HOW IT WORKS PAGE

The Foundation: A Modern Audience Platform
Inspired by trust. Engineered for control.

Saptharushi is a privacy-first, web3-ready platform designed for the new age of digital engagement. At its core is a patented distributed querying architecture (ATOM®), surrounded by key components that enable seamless collaboration while protecting consent and identity.

<ATOM DIAGRAM>

The outcome is a modular, cloud-native platform that's asset-light, composable, and ready for the future of audience engagement.

—

Data Never Leaves the Native Location
Safe collaboration. No data duplication. Zero leakage.

Through client-side deployment and federated querying, brands can collaborate without compromising ownership or privacy.

Client Agent:

- Hosted on your cloud
1. Includes provenance node, APIs, and database
2. Adaptable to integrate Model Context Protocol for Agentic applications

Federated Agent:

1. Hosted in neutral cloud
1. Connects to multiple client agents via read-only APIs
2. Runs multiple applications, both normal and agentic

—

The New PII: Provenance of Identity and Impression
Know what happened, when, and why - with traceable truth.

In a world where every click and identity can be questioned, we offer verifiable, tamper-proof provenance for both consumer identity and advertising impressions.
Flow:
 Discover → Resolve → Activate → Analyze → Attribute → Measure

—

The Four Innovations That Set Saptharushi Apart

At the heart of Saptharushi is a radically different approach to how data is stored, shared, and

activated, built not to replicate the old AdTech model, but to replace it entirely. This is a privacy-first stack built not around surveillance or third-party shortcuts, but around **real users, real consent, and real control.**

1. Decentralized Database with ROPA Provenance

Our patented architecture distributes data control across independent nodes rather than centralizing it. Every data action — from query to activation — is logged with *Record of Processing Activities (ROPA)*, offering immutable proof of where data came from and how it was used. For the first time, you have access to transparent, traceable data collaboration without needing to copy or move the data.

2. Deterministic and Probabilistic Audiences with Built-in Consent

The platform enables both precise and predictive audience creation — whether based on exact matches or modeled behaviors — all governed by an embedded consent framework. No external systems needed. You can now responsibly scale audience targeting while maintaining compliance from the ground up.

3. Cloud Agnostic Plug-and-Play Participant Model

Whether you're on AWS, Azure, Google Cloud or even on-premise, Saptharushi integrates seamlessly. Multiple partners can connect via a secure, federated layer, without any data moving outside its native cloud. Behold Instant interoperability with no need for heavy migrations or reconfigurations.

4. Consent That Moves with the Signal

Consent isn't a static checkbox — it flows with the data, recorded and validated through the supply chain, from publishers to DSPs. Our system captures, contains, and carries consent natively so audiences can stay trusted and trackable even as they travel across platforms.

—

The Power Shift: From Platform Control to Consumer Choice

In the post-cookie era, advertising is no longer about who can track better — it's about who can earn trust.

Saptharushi puts the consumer back at the center of the ecosystem. This is a new equilibrium where consumers are in control, and enterprises can finally tap into high-quality, high-trust data signals responsibly.

Every ad served through the platform is permissioned, privacy-respecting, and context-aware. With built-in consent flows and federated clean room technology, users decide how their data is used and when.

At the same time, brands gain access to a new kind of opportunity: ethically sourced, consented consumer signals that open the door to curated **audience marketplaces**. This isn't just about compliance, it's about unlocking value without compromise.

_

We Build, Operate, License or Transfer.
You own the setup. You own the data. You define the value.

Whether you're a brand, agency, or publisher, you can choose how to engage with Saptharushi - from full ownership to flexible deployment.

- ● Modular platform, customized to your needs
1. Discover, Engage and Measure your audience
2. Multi-sided platform economics
3. Web3 compatibility through consumer wallets
4. Usage-based commercial structure

_

Backed by a Powerful Ecosystem

Cloud infra providers, AdTech partners, system integrators, and agency networks — all working together to support a better internet.

<partners diagram>

_

Now that you know how it works, see what it looks like.
Explore the platform that's powering the shift to honest advertising
<Take A Tour> *-> Platform page*

_

<footer>

THE PLATFORM

Built for Trust. Powered by Consent. Made for Now.
Saptharushi is a decentralized, modular platform built on data consent, trust, and transparency.

<IMAGE: Platform mockup. Ref:https://evorra.com/wp-content/uploads/2022/01/platform.svg>

–

Powered by Seven Deep Tech Capabilities
Each designed to reinforce trust, protect privacy, and enable ethical audience engagement at scale.

1. **Differential Privacy**
    Protects individual data while enabling aggregate insights

1. **Federated Learning**
    Trains models without moving raw data

2. **Distributed Ledger**
    Ensures traceability with tamper-proof record keeping

3. **Asset Tokenization**
    Converts data rights into verifiable digital assets

4. **Artificial Intelligence**
    Powers predictions, audiences, and smart optimization

5. **Consumer Wallets**
    Stores permissions, preferences, and earned data value

6. **Spatial Computing**
    Enables data interactions across physical and digital environments

–

First-party data stays where it belongs — in your control.
Saptharushi's federated clean room queries across native environments to activate audiences
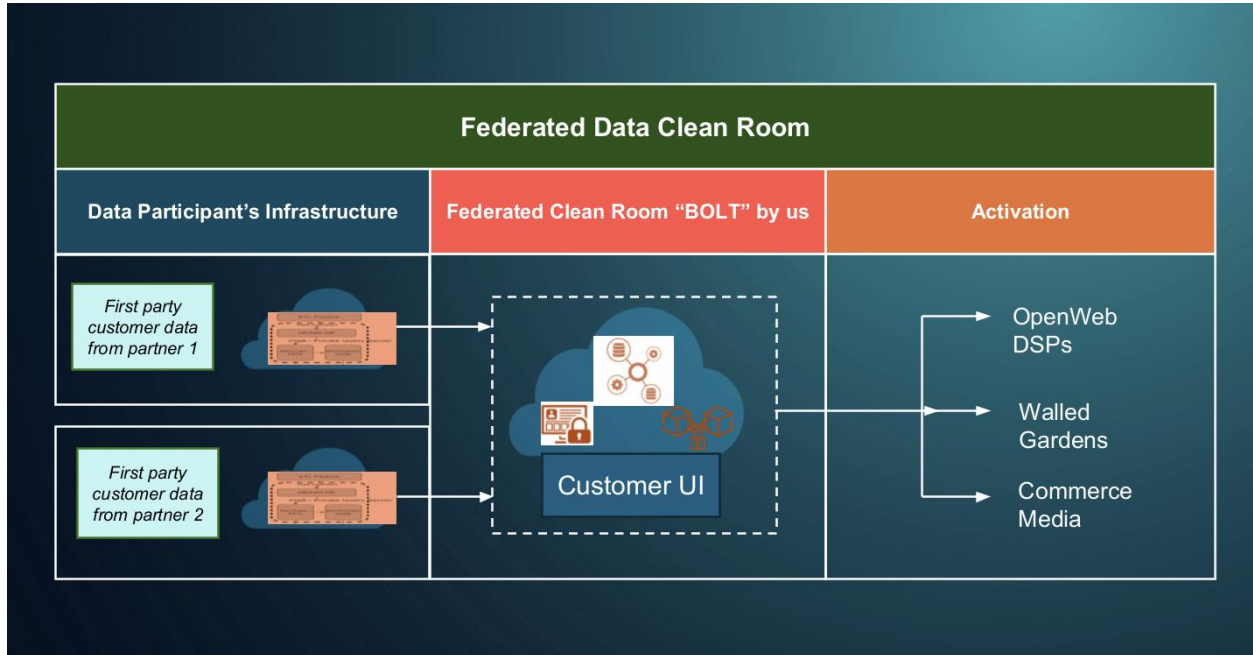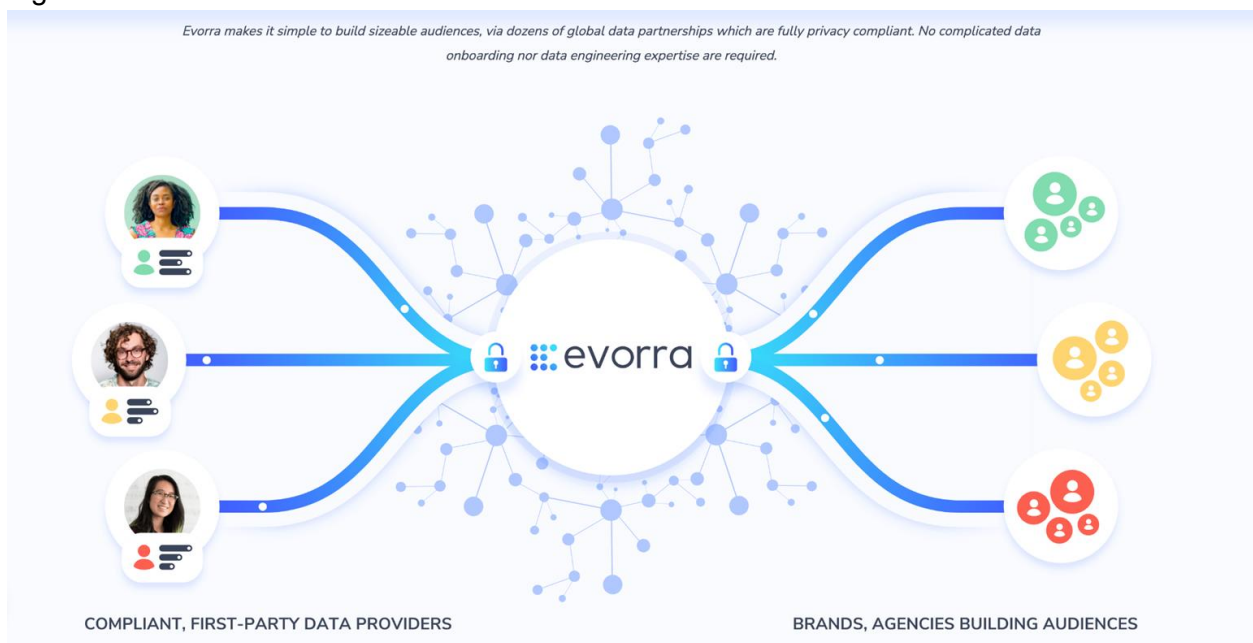
with full consent and zero data movement.

<Diagram. Redo Fig1 in the style of Fig 2>

Fig1:

Fig 2:

Evorra makes it simple to build sizeable audiences, via dozens of global data partnerships which are fully privacy compliant. No complicated data onboarding nor data engineering expertise are required.

Experience the Future of AdTech

Saptharushi is more than just a platform; it's a movement towards ethical, transparent, and effective advertising. Join us in redefining the standards of digital engagement.

Ready to Transform Your Digital Strategy?

<Request a Demo>

WHO WE ARE

Saptharushi was built with a vision to enable a frictionless digital platform economy — where authentic value discovery is driven by trust, transparency, and convenience, powered by seven foundational technologies.

Why 'Saptharushi'?
In every great civilization, legends speak of a deluge — a moment of collapse, followed by reinvention. When the world was submerged in uncertainty, seven wise men would appear to guide humanity toward a new order. Today, as the advertising and marketing ecosystem undergoes its own reckoning — shaken by privacy regulations, data disruptions, and the erosion of consumer trust — Saptharushi emerges with seven deep tech capabilities designed to rearchitect the future.

Meet the Founding Team
Led by decades of experience across global advertising, marketing, and tech, the Saptharushi team has shaped brands like WPP, Ogilvy, Wipro, and Coty. Now, they're rebuilding advertising on a foundation of trust and consent.

Gowthaman Ragothaman
Founding CEO
30 years in global advertising and marketing leadership. Board member and visionary behind Saptharushi's mission to realign the ecosystem around transparency and consumer power.

Venkatesh Babu
Co-Founder & COO
 With 30 years in sales and marketing across emerging markets, Venkatesh brings scale expertise and operational depth to Saptharushi's platform-first strategy.

Tarun Kishore
Chief Business Officer
 A brand builder and sports marketing veteran with 20 years of experience helping global and Indian businesses engage audiences at scale.

Annamalai Arunachalam
Chief Technology Officer
Tech strategist with over 20 years of experience building enterprise IT systems in APAC, now focused on enabling next-gen decentralized infrastructure.

Diwan Nikhil
Chief Product Officer
Hi Amey, please take the description from Nikhil.

(careers)

We're building something bold at Saptharushi — and we're always looking for curious minds who want to reimagine what's possible. If you believe trust should power the internet, we'd love to hear from you. Write to us and let's start a conversation.

<Pitch Yourself>

RESOURCES

The Saptharushi Journal
Ideas, insights, and perspectives from the people building what's next.

<Blogposts>

–

Saptharushi in the Spotlight
A look at where we've been featured and what the world is saying.

<Links to press coverage>

–

Questions, Answered
Everything you've been wondering about the platform, the tech, and the mission.

1. What is Saptharushi, in simple terms?
Saptharushi is a decentralized modern audience platform that helps brands, platforms and publishers to engage with their consumers for collective and mutual economic benefit. It enables audience discovery, engagement, and measurement, all without moving or exposing your data.

2. How is Saptharushi different from a traditional AdTech platform?
Unlike legacy AdTech platforms that depend on third-party cookies and centralized data models, Saptharushi is built on decentralized architecture, native consent management, and verifiable provenance. Your data stays within your infrastructure - secure, private, and entirely in your control.

3. What do you mean by 'privacy-first' and 'consent-led'?
'Privacy-first' means consumer data is protected at every stage by design. 'Consent-led' means user permission is actively captured, honored, and transmitted throughout the full data lifecycle, from collection to activation. Where authenticity and authorisation is paramount.

4. Is Saptharushi another CDP (Customer Data Platform)?
No. Saptharushi is not a CDP. It does not store or centralize data. Instead, it connects directly to where your data already lives and activates it securely using federated clean rooms, enabling privacy-safe collaboration without exposure.

5. Is Saptharushi only for brands? What about agencies?
Saptharushi is built for modern enterprises across telecom, ecommerce, media, consumer goods, and finance. Whether you're a brand, agency, or publisher, if you're ready to activate first-party data responsibly, Saptharushi is for you.

6. Do I need to move or upload my data to use Saptharushi?
Not at all. Saptharushi is built to ensure your first-party data never leaves your cloud. Our client-side components operate within your existing infrastructure, responding only to permissioned

queries.

7. Can Saptharushi integrate with my existing systems?
Yes. Saptharushi is cloud agnostic, modular, and designed to integrate seamlessly with your existing systems. It can be deployed on public, private, or hybrid cloud infrastructures, giving you full control over where your data resides and how it is accessed. The platform is built to operate across cloud environments and custom architectures without disrupting your current stack.

8. Is Saptharushi compliant with global privacy laws?
Absolutely. Saptharushi includes native tools for consent management, data provenance, and differential privacy, helping you stay fully compliant with global privacy laws like GDPR and CCPA and future-proof your marketing operations with global regulations

9. What is the Saptharushi Consumer Wallet?
The Consumer Wallet is a permissioned tool that lets users store and manage their consent preferences, data sharing controls, and earned incentives — empowering them to take ownership of their data in a transparent way.

10. So, Is Saptharushi a SaaS platform?
It is a Federated SaaS platform designed to enable privacy compliant collaboration with multiple SaaS platforms. Saptharushi offers flexible, enterprise-grade deployment models - Build, Operate, License, or Transfer - customized to your data ownership and governance requirements.

11. Are there any existing case studies for the Saptharushi model?
Yes, Saptharushi is already powering large-scale audience ecosystems for leading enterprises across telecom, media, CPG, and advertising. Do reach out to us for detailed case studies.

12. How can I get started or see a demo?
 Just head to our contact page or click "Request a Demo" anywhere on the site. Our team will set up a walkthrough and explore how Saptharushi can help unlock value from your first-party data with privacy and precision.

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<footer>

SAY HELLO!

We'd love to hear from you.
Whether you're curious about how Saptharushi works, want to explore a partnership, or simply have a question — we're here and ready to chat. Drop us a line and let's start a conversation that matters.

Full Name:
Your Email Address:
Subject:
Your message:

—

Stay in the Orbit

<Social Media Links>
Email

—

The Coordinates
<address & Map>

1. Introduction

Welcome to Saptharushi ("Company", "we", "our", "us"). We are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website https://saptharushi.com ("Site").

---

2. Information We Collect

2.1 Personal Information

We may collect personally identifiable information ("Personal Information") that you voluntarily provide to us when you:

7. Register on the Site

8. Subscribe to our newsletter

9. Fill out a contact form

10. Participate in surveys or promotions

This information may include:

11. Full name

12. Email address

13. Phone number

14. Company name

15. Job title

2.2 Non-Personal Information

We may collect non-personal information about you whenever you interact with our Site. This may include:

16. Browser type

17. Operating system

18. IP address

19. Device type

20. Pages visited

21. Time and date of visit

---

3. How We Use Your Information

We use the information we collect in the following ways:

22. To operate and maintain our Site

23. To improve user experience

24. To respond to your inquiries and provide customer support

25. To send periodic emails regarding updates, promotions, or other information

26. To analyze usage and trends to improve our Site

27. To comply with legal obligations

---

4. Sharing Your Information

We do not sell, trade, or rent your Personal Information to others. We may share your information with:

28. **Service Providers:** Third-party vendors who assist us in operating our Site and conducting our business, such as hosting providers and email services.

29. **Legal Requirements:** If required by law or in response to valid requests by public authorities.

30. **Business Transfers:** In connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

---

5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our Site.

Cookies are small data files stored on your device. You can choose to disable cookies through your browser settings; however, this may affect the functionality of the Site.

---

6. Data Security

We implement appropriate technical and organizational measures to protect your Personal Information from unauthorized access, use, or disclosure. However, no method of transmission over the Internet or method of electronic storage is 100% secure.

---

7. International Data Transfers

As a company based in Singapore, your information may be transferred to—and maintained on—computers located outside of your state, province, country, or other governmental jurisdiction where data protection laws may differ. We ensure that such transfers comply with applicable data protection laws.

---

8. Your Data Protection Rights

Depending on your location, you may have the following rights regarding your Personal Information:

31. **Access:** The right to request copies of your Personal Information.

32. **Rectification:** The right to request that we correct any information you believe is inaccurate.

33. **Erasure:** The right to request that we erase your Personal Information, under certain conditions.

34. **Restrict Processing:** The right to request that we restrict the processing of your Personal Information, under certain conditions.

35. **Object to Processing:** The right to object to our processing of your Personal Information, under certain conditions.

36. **Data Portability:** The right to request that we transfer the data we have collected to another organization, or directly to you, under certain conditions.

To exercise any of these rights, please contact us at privacy@saptharushi.com.

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9. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for the privacy practices or the content of such websites. We encourage you to read the privacy policies of any third-party websites you visit.

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10. Children's Privacy

Our Site is not intended for individuals under the age of 13. We do not knowingly collect Personal Information from children under 13. If we become aware that we have inadvertently received Personal Information from a child under 13, we will delete such information from our records.

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11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date. We encourage you to review this Privacy Policy periodically.

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12. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Saptharushi Pte. Ltd.

Links to news/articles mentioning Aqilliz OR articles authored by Gman

AI vs. Agencies: Mark Zuckerberg's vision of ad disruption sparks debate in India
https://www.storyboard18.com/advertising/ai-vs-agencies-mark-zuckerbergs-vision-of-ad-disruption-sparks-debate-in-india-65474.htm

MAdtech Point: The business of identities
https://www.storyboard18.com/advertising/madtech-point-the-business-of-identities-58607.htm

Are brands ready for the cookieless world?
https://www.storyboard18.com/quantum-brief/are-brands-ready-for-the-cookieless-world-19435.htm

DPDP Act: Making sense of the rules for marketers
https://www.storyboard18.com/how-it-works/dpdp-act-making-sense-of-the-rules-for-marketers-52586.htm

Why is Google delaying the deprecation of cookies?
https://www.cnbctv18.com/information-technology/why-is-google-delaying-the-deprecation-of-cookies-9921851.htm

Stacks & Strategies | Expert views on how to ensure privacy compliant personalisation
https://www.cnbctv18.com/storyboard18/stacks-strategies-expert-views-on-how-to-ensure-privacy-compliant-personalisation-13889342.htm

MAdtech Point: Break down and rebuild the legacy digital advertising system
https://www.cnbctv18.com/storyboard18/madtech-point-break-down-and-rebuild-the-legacy-digital-advertising-system-17710251.htm

MAdtech Point: What will happen when third party cookies get totally deprecated
https://www.cnbctv18.com/storyboard18/madtech-point-what-will-happen-when-third-party-cookies-get-totally-deprecated-17891271.htm

MAdtech Point: Decoding the role of account aggregators
https://www.cnbctv18.com/storyboard18/madtech-point-decoding-the-role-of-account-aggregators-17931341.htm

Airtel acquires stake in G-man's blockchain startup Aqilliz

https://supplychain.economictimes.indiatimes.com/news/business-of-brands/airtel-acquires-strategic-stake-in-blockchain-tech-startup-aqilliz/89809651?utm_source=top_news&utm_medium=tagListing

Aqilliz rebrands as Saptharushi
https://bestmediainfo.com/mediainfo/mediainfo-marketing/aqilliz-rebrands-as-saptharushi-8963774

Airtel acquires stake in former WPP global client lead Gowthaman Ragothaman founded company Aqilliz
https://www.medianews4u.com/airtel-acquires-stake-in-former-wpp-global-client-lead-gowthaman-ragothaman-founded-company-aqilliz/

Here's a structured breakdown of all the questions from the document, categorized for clarity and ease of reference.

Saptharushi Data Clean Room (DCR) – FAQs

1. General Overview & Purpose

What is a data clean room (DCR)?

A data clean room is a **secure collaboration environment** that allows multiple participants to leverage **data assets** for mutually agreed-upon use cases while ensuring **strict data access limitations**.

Why do businesses need a data clean room?

Data Clean Rooms help organizations address key challenges in **data sharing**, including:

37. **Consumer Trust** – Ensures privacy while enabling actionable insights.
38. **Loss of Scale in Addressability** – Adapts to a privacy-first world without diminishing audience reach.
39. **Risk to Business & Reputation** – Reduces exposure to **regulatory violations or misuses of data**.

What are the key benefits of a data clean room?

40. **Secure data collaboration** between owners and partners.
41. **Compliant data monetization** while protecting consumer privacy.
42. **Audience enrichment & sharper targeting** through privacy-preserving data operations.

2. Privacy & Compliance

How does Saptharushi DCR ensure privacy compliance?

Saptharushi's **multi-party federated** clean room:

43. Implements **SHA-256 hashing** for Personally Identifiable Information (PII).
44. Enforces **differential privacy controls** with configurable security settings.
45. Uses **distributed queries** to prevent direct data exposure.

46. Records all transactions immutably on **blockchain for transparency**.

Does Saptharushi DCR meet GDPR and HIPAA guidelines?

Yes, Saptharushi DCR is **GDPR-compliant**, adhering to **Section 30 (data provenance requirements)**, and also **meets HIPAA guidelines** for secure data processing in healthcare use cases.

Is hashed PII data considered as PII?

No, **hashed PII data prevents reidentification** and is classified as **non-PII** under regulations like **CCPA**.

How does differential privacy work within Saptharushi DCR?

Users can incorporate **three levels of noise/distortion (High, Medium, Low)**, to the queries ensuring varying levels of non-traceability to the consumer data while extracting valuable insights from the datasets.

How is confidentiality and integrity managed?

47. **SHA-256 hashing** prevents unauthorized data access.
48. **Federated queries** eliminate direct exposure of raw data.
49. **Blockchain ledger** maintains **immutable transaction records**.
50. **Merkle proofs** ensure data provenance and integrity checks.

---

3. Data Ownership & Storage

Where is the data stored in Saptharushi DCR?

Data remains **fully under control of the data owner**, stored in an **off-chain database within their private cloud environment**.

Does data ever leave the data owner's native cloud?

No, at no point does **PII data leave the owner's infrastructure**—ensuring security and compliance.

Who has control over the collaborated data?

The data owner retains **complete control** over their data within the **Private Configuration (PQS)** setup.

Does Saptharushi store any data?

No, Saptharushi acts **only as a technology provider** and does not store any participant data.

---

4. Architecture & Technology

What is the core technology used in Saptharushi DCR?

Saptharushi DCR combines **blockchain-based transparency** with **federated data processing**, ensuring privacy while enabling **multi-party collaboration**.

What is the architecture of Saptharushi DCR?

51. **Client Agent – A Private Querying Server (PQS)** – Houses **hashed first-party data** with consent strings, a provenance node and chosen ETL pipelines, fully controlled by the data owner.
52. **Federated Agent – A Federated Querying Server (FQS)** – Offers various analytical applications through querying multiple PQS instances enabling **audience discovery, engagement and attribution.**

How does federated configuration (FQS) work?

FQS allows **multiple participants** to collaborate in a **privacy-first manner**, enabling **secure matching without raw data exchange**.

What role does blockchain play in Saptharushi DCR?

Blockchain is used to:

53. **Maintain immutable records** of data operations.
54. **Validate audience matching queries** via cryptographic proofs.
55. **Ensure compliance with data regulations** by providing a **transparent audit trail**.

---

5. Data Collaboration & Permissions

What prerequisites are required for data collaboration in Saptharushi DCR?

56. **PII data must be hashed** before collaboration.
57. **Private Configuration (PQS) must be hosted** in the data owner's cloud.
58. A **mutually agreed identifier** must be selected.

Who owns the Federated Configuration (FQS)?

The **Federation** collectively owns the FQS node, ensuring **no single entity has undue control**.

Can new participants be added to a federation?

Yes, upon **approval from existing federation members**, new collaborators can be integrated.

Does Saptharushi have access to the data?

No, Saptharushi **never has direct access** to any form of participant data.

---

6. Federated Queries & Audience Matching

Does the entire data column from PQS go to FQS during activity?

No, only **hashed identifiers meeting specific query criteria** are transferred for matching operations.

How does audience matching work in Saptharushi DCR?

Matching occurs through **federated queries**, ensuring **privacy-preserving computation across multiple datasets**.

Can predictive models be used in a clean room?

Yes, predictive models can be hosted in the **federated configuration or external systems**, with audience matching seed data accessible via APIs.

Is Saptharushi DCR ready for the world of Artificial Intelligence?

Yes. The Private Query Server is designed to integrate **Model Context Protocol** that helps connect to **Agentic Applications** on the Federated Layer where predictive models can be built.

---

7. Operational Processes & Security Measures

What happens in case of a data breach?

59.	All affected parties are **immediately notified**.
60.	A mitigation plan is executed, including **forensic analysis**.

61.   The party responsible may be **held liable for legal and regulatory costs**.

How does Saptharushi DCR create trust and transparency?

62.   **Blockchain-based provenance tracking** ensures auditability.
63.   **Differential privacy** prevents reidentification risks.
64.   **Multi-factor authentication & role-based access control** safeguard data handling.

---

8. Platform Availability & Implementation

Is Saptharushi DCR a cloud-based solution?

Yes, it is **cloud-neutral**, supporting **AWS, GCP, and Azure**. And On-Premise data sets as well.

How long does it take to configure Saptharushi DCR?

Standard deployment is **completed within one business day**.

What kind of resources are required for implementation?

- **Cloud-specialized DevOps engineers** for setup.
- **Data scientists** for advanced analytics use cases.

---

9. Trust & Transparency Mechanisms

Will data participants have access to each other's data?

No, **direct access to raw data is not permitted**—ensuring compliance and trust.

Will Saptharushi share query activity logs?

Yes, a full **provenance trail** of access and query activity is available to all participants.

---

10. Investment & Business Use Cases

How does Saptharushi DCR help monetize data securely?

By enabling:

- **Privacy-compliant audience activation**.
- **Secure data collaborations with federated access**.
- **Monetization of insights via tokenized data exchange**.

What are the different products and solutions available?

Saptharushi DCR supports:

- **Audience Identity Resolution**
- **Profile Enrichment**
- **Insights & Analytics**
- **Audience Attribution & Measurement**
- **Marketplace Integration**

The Agency of the Future: Teaching Brands to Ask Smarter Questions in the Age of AI

As **AI transforms decision-making, content creation, and audience engagement**, agencies must evolve from **execution partners** into **strategic advisors**—guiding brands toward **more effective, data-driven business decisions**. The future of agencies isn't just about **campaign optimization**—it's about **teaching brands to ask the right questions** that unlock **AI-powered insights and next-generation customer interactions**.

For **brands, agencies, and investors**, the ability to **frame the right questions** will differentiate **market leaders from laggards**, driving **competitive advantage, consumer trust, and AI-driven personalization**.

The Shift: Why Agencies Must Evolve Beyond Execution

Agencies traditionally focused on **media buying, creative development, and audience targeting**. While these functions remain critical, **AI now enables automation in every aspect of marketing**, from **programmatic ad optimization to predictive analytics**.

As AI takes over **execution-heavy tasks**, the **value agencies provide** must shift toward **insight generation, strategic framing, and AI-assisted decision-making**—helping brands **navigate the complexity of AI-driven data** rather than simply **reacting to it**.

Key Areas Where AI Is Changing Agency Roles

1. AI-Driven Consumer Intelligence & Predictive Insights

Agencies must **guide brands in interpreting AI-generated behavioral insights**, ensuring that **data-driven strategies align with human psychology, cultural shifts, and brand positioning**.

2. Asking Better Questions to Unlock AI's Potential

Instead of simply asking AI **"How do we optimize ad spend?"**, agencies must **help brands ask deeper, strategic questions**, such as:

65. **"What are the emotional triggers driving purchase intent?"**
66. **"How can AI help brands build long-term consumer loyalty beyond transactions?"**
67. **"Which emerging channels will define audience engagement in five years?"**

AI can generate answers, but **agencies must frame the right prompts** to **maximize business impact**.

3. Personalization Without Losing Brand Identity

Hyper-personalization powered by AI can lead to **over-segmentation**, creating fragmented experiences. Agencies must **ensure AI-powered personalization aligns with brand voice,**

storytelling, and authenticity, rather than just **data-based micro-targeting**.

4. AI-Governed Media Buying & Ethical Considerations

Agencies must navigate **AI-driven ad bidding strategies**, ensuring compliance with **privacy laws, ethical content recommendations, and non-discriminatory targeting models**—creating **campaigns that optimize engagement while maintaining integrity**.

5. Trust, Transparency, and Ethical AI Leadership

As AI disrupts traditional workflows, agencies must advocate for **transparent AI usage, algorithm accountability, and ethical data practices**, helping brands **navigate regulatory challenges and build consumer trust**.

Investor Perspective: Why This Matters for the Future of Agencies

For investors, AI-powered agencies represent **a strategic investment in the evolution of marketing intelligence**. The most successful agencies will **not just be media buyers or creative consultants**—they will be **AI-assisted decision architects**, shaping how businesses **interpret data, apply AI models, and predict future consumer behaviors**.

Final Thought: Will You Lead the Next Era of AI-Assisted Strategy?

Agencies that pivot toward **AI-powered strategic consulting**—helping brands **ask the right questions, unlock actionable insights, and maintain ethical AI governance**—will define **the next generation of marketing success**.

Is your organization ready for this shift?

AI + Blockchain: Creating Transparent and Trustworthy Analytics

The fusion of **AI and blockchain** is reshaping the way organizations handle **data analytics, compliance, and auditability**. As enterprises grapple with **privacy concerns, data integrity, and AI bias**, integrating **decentralized ledgers with AI-driven insights** creates a **future-proof approach to secure, transparent analytics**.

For **brands, agencies, and data partners**, AI-powered blockchain solutions unlock **new opportunities in attribution, fraud prevention, predictive modeling, and regulatory compliance**—enabling **trustworthy, verifiable business intelligence**.

The Core Challenges Driving AI + Blockchain Innovation

Despite AI's transformative potential, its reliance on **centralized data models** presents **privacy risks and transparency issues**. Enterprises face challenges like:

68. **Data manipulation and bias in AI-generated insights**
69. **Regulatory demands for verifiable and auditable analytics**
70. **Fraud risks in advertising and financial transactions**
71. **Cross-industry interoperability for secure data sharing**

By integrating **blockchain-powered encryption, decentralized identity management, and transparent data auditing**, AI models can **process information securely, maintain compliance, and eliminate risks associated with centralized AI governance**.

Key Applications of AI + Blockchain for Analytics

1. Decentralized AI for Bias-Free Data Processing

AI models trained on **blockchain-secured datasets** ensure **data integrity, eliminating hidden manipulations or bias**—making predictions **auditable and trustworthy**.

2. Blockchain-Verified Attribution and Fraud Prevention

In marketing and advertising, **blockchain validates ad impressions, click-through rates, and ROI tracking**, **minimizing fraud** while enabling **transparent performance analysis**.

3. Privacy-Compliant AI Insights for GDPR-Ready Analytics

With AI models running on **privacy-preserving blockchain networks**, enterprises maintain **zero-knowledge analytics**, allowing **AI-driven personalization without exposing individual user data**.

4. Auditability in Financial and Healthcare Predictions

From **fintech risk modeling** to **AI-enhanced diagnostics**, blockchain ensures **every data point**

used in predictions remains fully traceable, safeguarding **consumer and enterprise trust**.

5. Smart Contracts for Secure Data Monetization

AI-generated insights can be **tokenized and exchanged using blockchain-backed smart contracts**, creating **new revenue models** where businesses **monetize AI-driven predictions in a secure, transparent ecosystem**.

Strategic Positioning: Why AI + Blockchain Is a Game-Changer

For **investors, enterprise leaders, and industry disruptors**, this convergence isn't just theoretical—it's becoming a **key pillar in next-gen analytics, privacy governance, and fraud prevention**.

Brands that leverage **AI-powered blockchain solutions** will gain a **market advantage in secure, compliant, and auditable AI-driven analytics**. As **privacy laws tighten and AI adoption accelerates**, businesses **without transparent data models risk losing market trust**.

The Future Is Transparent: Are You Ready to Lead?

Organizations that embrace **blockchain-verified AI analytics** will **drive scalable, privacy-first audience engagement, financial integrity, and predictive intelligence**—setting the **standard for compliance, security, and cross-industry collaboration**.

Will your company be at the forefront of this transformation?

From AdTech to ConsumerTech: How Fintech and Advertising Converge

The line between **advertising, consumer engagement, and financial technology (fintech) is blurring**. As **Customer Data Platforms (CDPs), CRM systems, advertising engines, and fintech solutions** increasingly intersect, businesses must rethink **how they manage consumer relationships, personalized experiences, and transactional touchpoints**.

This shift signals the evolution from **traditional AdTech into ConsumerTech**, where **data-driven consumer interactions seamlessly integrate with payments, loyalty programs, and financial decision-making**—offering **brands, agencies, and investors a new frontier in customer engagement and monetization strategies**.

The Strategic Shift: Why Advertising and Fintech Are Converging

For decades, AdTech focused on **targeting audiences, optimizing impressions, and driving conversions**. But in today's economy, engagement doesn't stop at the ad—it extends to **loyalty, transactions, financial interactions, and deeper personalization**.

In parallel, fintech firms have built **payment solutions, decentralized wallets, and embedded finance models**, fundamentally changing **how consumers interact with brands and manage their financial identity**.

The result? A **cross-pollination of AdTech and fintech**, where **consumer identity, advertising precision, and financial ecosystems blend into a unified ConsumerTech framework**.

The Core Drivers of AdTech-Fintech Convergence

1. CDPs and CRM Platforms Moving Beyond Marketing

Customer Data Platforms (CDPs) and Customer Relationship Management (CRM) solutions are no longer just about **ad personalization**—they're driving **real-time financial incentives, transaction tracking, and loyalty-based engagement models**, creating **a closed-loop ecosystem for brands**.

2. Embedded Finance Enhancing Ad Experiences

Fintech innovations like **Buy Now, Pay Later (BNPL), micropayments, and subscription-based commerce** allow **brands to integrate financial choices into advertising**—turning engagements into **immediate transactions**.

3. Tokenization and Digital Wallets Driving Deeper Consumer Engagement

Tokenized rewards, blockchain-powered digital wallets, and NFT-based incentives are **bridging the gap between loyalty programs, payments, and audience insights**, offering **brands unique avenues for consumer interaction**.

4. AI-Driven Predictive Analytics Across AdTech and Fintech

AI-powered models now **predict purchasing behavior, creditworthiness, and transaction patterns**—helping brands **deliver highly personalized finance-integrated advertising** that **matches real-world consumer needs**.

5. Privacy-First Data Sharing and Secure Transactions

With **GDPR, CCPA, and decentralized identity models**, businesses can **securely share data across advertising, payments, and consumer interactions**—fueling a **privacy-compliant, highly personalized ConsumerTech ecosystem**.

The Opportunity for Investors and Industry Leaders

For brands, agencies, and data partners, the **AdTech-Fintech convergence is not just a trend—it's an industry transformation**. Those who **invest in AI-powered personalization, secure financial integrations, and tokenized consumer incentives** will lead the next era of **commerce-driven audience engagement**.

For investors, this convergence presents **a strategic entry point into the future of digital economies**, where **advertising platforms double as consumer banking interfaces, financial data optimizes customer outreach, and token-based incentives reshape brand loyalty**.

The Future Is Now: Are You Ready to Lead?

As **advertising evolves beyond impressions into financial decision-making**, businesses must adopt **privacy-first, AI-enhanced, and payment-integrated consumer engagement models**. The brands **building next-gen ConsumerTech platforms today** will define **the future of digital consumer ecosystems**.

Will you be at the forefront of this transformation?

Why Data Clean Rooms Are the Future of Privacy-Compliant Analytics Across Industries

In the age of **AI-driven decision-making and evolving privacy regulations**, businesses face a pressing challenge—**how to leverage data insights without compromising compliance or consumer trust**. The answer? **Data Clean Rooms (DCRs)**, a transformative solution enabling brands, agencies, and data partners to extract **high-value analytics** while preserving security and anonymity.

The Shifting Landscape: Why Traditional Data Sharing Is No Longer Viable

As **third-party cookies disappear, GDPR enforcement strengthens, and new AI models demand richer datasets**, the industry must adopt **privacy-first methodologies** to ensure secure collaboration. Traditional methods of data sharing—direct transfers, centralized repositories, and siloed analytics—introduce **risks of breaches, misuse, and non-compliance**.

Enter **Data Clean Rooms**, a controlled environment where multiple entities can **match, analyze, and model data** without exposing raw consumer information.

What Makes Data Clean Rooms the Strategic Choice?

Unlike conventional databases, **Data Clean Rooms provide encrypted, privacy-enhancing environments** designed for secure data collaboration. They are particularly valuable across **marketing, financial services, healthcare, and AI-driven personalization**, where companies must balance **insights with compliance**.

Here's why they're shaping the future:

1. Privacy-Compliant Analytics Without Exposure Risks

Data Clean Rooms **mask individual-level data** using **differential privacy, encryption, and federated computing**, allowing organizations to **derive insights without breaching privacy laws**.

2. Secure Collaboration Among Brands, Agencies, and Partners

With clean rooms, **multiple businesses can merge first-party datasets** without violating consent rules, enabling **deeper audience segmentation and predictive modeling** across partners.

3. AI and Machine Learning Optimization

Advanced Data Clean Rooms allow AI models to **train on diverse datasets without centralized storage**, solving **bias issues in training** and ensuring **secure, decentralized intelligence**.

4. Cross-Industry Applications Driving Market Innovation

72. **Advertising & MarTech:** Clean rooms enable **multi-brand audience targeting**, **cookie-free attribution**, and **privacy-first personalization**.
73. **Financial Services:** Banks and fintechs use clean rooms for **risk modeling, fraud detection, and regulatory compliance without exposing customer identities**.
74. **Healthcare & Pharma:** Secure collaboration improves **disease prediction, drug research, and patient analytics**, while ensuring **HIPAA compliance**.

5. The Competitive Advantage for Investors and Innovators

As privacy laws tighten and AI-powered analytics demand **more sophisticated datasets**, **Data Clean Rooms represent the next frontier of scalable, compliant intelligence**. Companies adopting clean room technology **future-proof their data strategies, strengthen customer trust, and unlock new revenue models**.

The Investor Perspective: Why This Matters Now

For investors, agencies, and enterprise decision-makers, **Data Clean Rooms aren't just a compliance tool—they're a market accelerator**. The ability to extract **privacy-compliant insights at scale** drives **better business outcomes, higher ad efficiency, and smarter AI-powered predictions**.

The brands **investing in clean room infrastructure today** will be the ones **leading the next wave of secure, AI-enhanced digital transformation**. **Are you ready to be part of it?**

Building a Modern Audience Platform: A Strategic Framework for Future Growth

The digital ecosystem is undergoing a profound shift—**privacy concerns, AI-driven automation, and decentralized technologies** are reshaping how brands, agencies, and data partners engage audiences. To maintain a **competitive edge**, businesses must transition from traditional audience strategies to **interoperable, secure, and intelligent platforms**.

By integrating **seven deep tech pillars—AI, blockchain, spatial computing, federated learning, differential privacy, wallets, and tokenization—organizations can create scalable, privacy-compliant audience ecosystems** that drive engagement and revenue while ensuring long-term strategic value.

Why Strategic Alignment Matters Now More Than Ever

Legacy audience models no longer suffice—the expiration of third-party cookies, evolving regulatory landscapes, and the **rise of self-sovereign identity** demand a **rethink of engagement frameworks**. Businesses that fail to **invest in deep-tech interoperability** will struggle against AI-native competitors who seamlessly balance personalization with compliance.

To stay ahead, brands, agencies, and investors **must prioritize integrated, privacy-first strategies** that align with the evolving needs of consumers while maximizing business outcomes.

The Seven Deep Tech Pillars: The Strategic Imperative for Modern Platforms

1. AI for Precision Targeting and Engagement

AI enables **predictive analytics, adaptive content, and behavioral intelligence**, driving hyper-personalized experiences while reducing dependency on outdated data tracking models.

2. Blockchain for Data Integrity and Trust

Blockchain ensures **secure, transparent transactions, decentralized identity management, and fraud-resistant marketing automation**, reinforcing audience trust in digital interactions.

3. Spatial Computing for Immersive Brand Experiences

The next frontier of audience engagement is **AR/VR-driven interactions**, delivering **context-aware advertising, gamified engagement, and AI-enhanced user journeys** beyond traditional digital ads.

4. Federated Learning for Collaborative AI Optimization

AI models must **train on decentralized datasets** to maintain data security while improving **cross-industry intelligence**, enhancing **finance, retail, healthcare, and consumer analytics**.

5. Differential Privacy for Secure Data Utilization

Regulatory compliance demands **data obfuscation techniques that preserve analytics utility** while ensuring **GDPR and CCPA compliance**, strengthening corporate governance and public trust.

6. Digital Wallets for Consumer Control and Loyalty

Decentralized wallets enable **self-sovereign identity, loyalty programs, and tokenized engagement**, empowering **users to retain control over their data** while deepening brand-consumer relationships.

7. Tokenization for Next-Gen Incentive Models

Token-based ecosystems foster **value exchange between brands and consumers**, fueling **monetization strategies, ad incentives, and gamified experiences** that redefine audience participation.

Strategic Positioning: The Opportunity for Growth and Investment

The **integration of these technologies isn't a trend—it's the foundation for sustainable, scalable audience engagement**. Businesses that deploy **AI-powered, blockchain-verified, and privacy-secured platforms** will dominate the next era of **MarTech and AdTech innovation**.

For investors, the **value proposition is clear**—this transformation isn't just about compliance; it's about **future-proofing audience engagement models, unlocking new monetization streams, and driving market leadership**.

The Call to Action: The Time to Invest Is Now

Companies embracing **AI-driven personalization, blockchain-verified transparency, and decentralized identity ecosystems** will **lead the evolution of audience engagement**. As data protection laws tighten and consumer behaviors shift, organizations must adopt **future-ready platforms** that balance personalization with security.

Will you be at the forefront of this transformation?