MEDIA ALERT

Adobe announces segment sharing innovation to Experience Platform that will power the data sharing ecosystem

SYDNEY, Australia – March 20, 2022 - Adobe has announced Segment Match, a new segment-sharing service innovation to Adobe Experience Platform that allows for two or more Platform users to exchange segment data in a secure, governed and privacy-friendly manner.

The advanced data collaboration feature addresses data sharing in a post-cookie world and uses Platform privacy standards and personal identifiers such as hashed emails, hashed phone numbers, and device identifiers likes IDFAs (identifiers for advertisers) and Google Advertising IDs.

Key capabilities that Segment Match offers:

- **Manage the identity overlap process:** The identity overlap process ensures that segment sharing is done in a secure and privacy focused way. An overlapped identity is an identity that has a match in both a brands segment and their selected partners' segment. Prior to sharing a segment between a sender and receiver, the identity overlap process checks for an overlap in namespaces and consent checks between the sender and the receiver(s). Both overlap checks must pass in order for a segment to be shared.

- **View pre-share estimates:** Brands can view in real time pre-share overlap estimates to see the number of overlapping identities by namespace between themselves and their partner allowing them to see the number of overlapped identities that have consent to share data.

- **Apply data usage labels to control whether data can be shared with partners:** Users apply labels that allow them to categorise datasets and fields according to usage policies that apply to that data. This allows users to manage what data is allowed to be shared through Segment Match. Labels can be applied at any time, providing flexibility in how you choose to govern data.

- **Maintain shared audience lifecycle management after publishing a feed:** Once published brands can continue a dynamic exchange of data through abilities to add, delete, and unshare if required.

[Learn](#) more about how Adobe Segment Match can help power the data sharing ecosystem in a cookieless future.

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