

Hachette Livre, Decentriq, and First-id pioneer privacy-first data activation through clean rooms

Hachette Livre, a leading French publishing group, has successfully launched a series of privacy-compliant audience activations using data clean rooms in partnership with First-id and Decentriq. By leveraging First-id's unique, deterministic ID technology and Decentriq's confidential computing-powered clean room, Hachette Livre collaborated with top French media groups — Prisma Media, RMC BFM Ads, and Reworld Media — to match and analyze first-party data and activate high-performing lookalike audiences.

Key outcomes:

- Up to 43% audience match rates between Hachette's websites (hachette.fr, larousse.fr) and media partners.
- +2.4x more visits to Hachette websites from activated audiences (up to x3.7 on Safari).
- Seamless audience activation across browsers, including Safari and Firefox, via direct programmatic deals enabled by Equativ

This case proves that privacy-safe collaboration between brands and publishers is not only possible but also effective and scalable.

Next steps for First-id and Decentriq: deliver closed-loop attribution by measuring post-campaign traffic uplift and conversion — without relying on third-party cookies.

"This partnership gave us deep insights and made audience activation easy and privacy-compliant."

— **Anaïs Prost-Coletta, Head of Data Marketing, Hachette Livre**

"It's now proven: activating a clean room is simple, fast, and impactful."

— **Marion Collombat, CDO, Reworld Media**

"This demonstrates that we can combine privacy with measurable marketing performance."

— **Sibyl Georges-Picot, Data Director, RMC BFM Ads**

