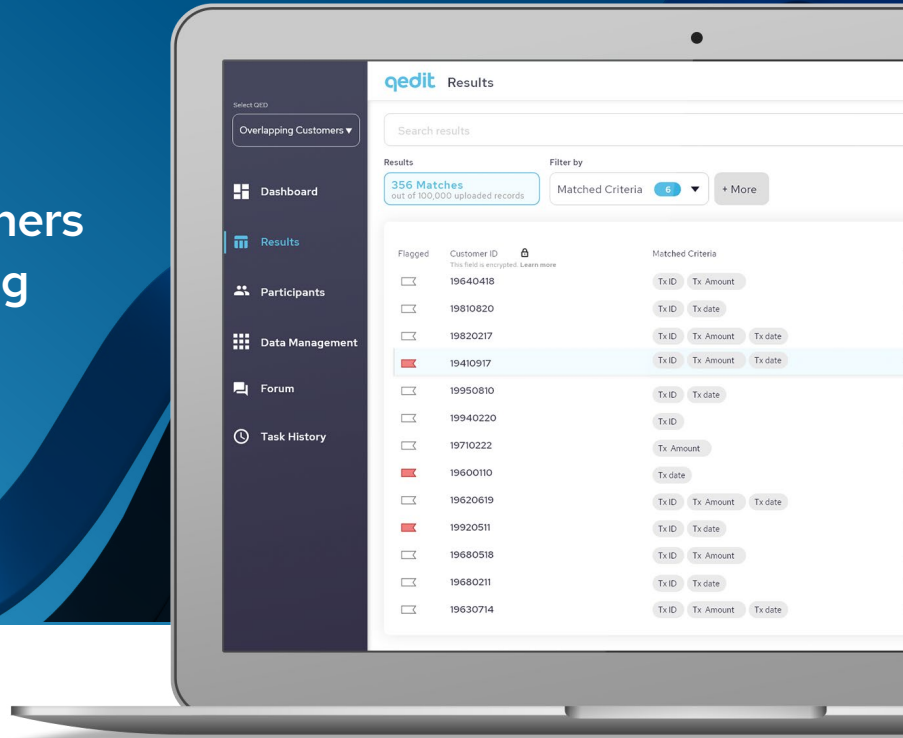




Gather exclusive customer insights from business partners to streamline your marketing and accelerate growth



Enhance customer profiles and execute more effective marketing campaigns by cross-referencing your user data with trusted business partners in a privacy-compliant environment.

Key Benefits



Acquire Customers

Grow your customer base through partner-led referral campaigns that target non-overlapping customers



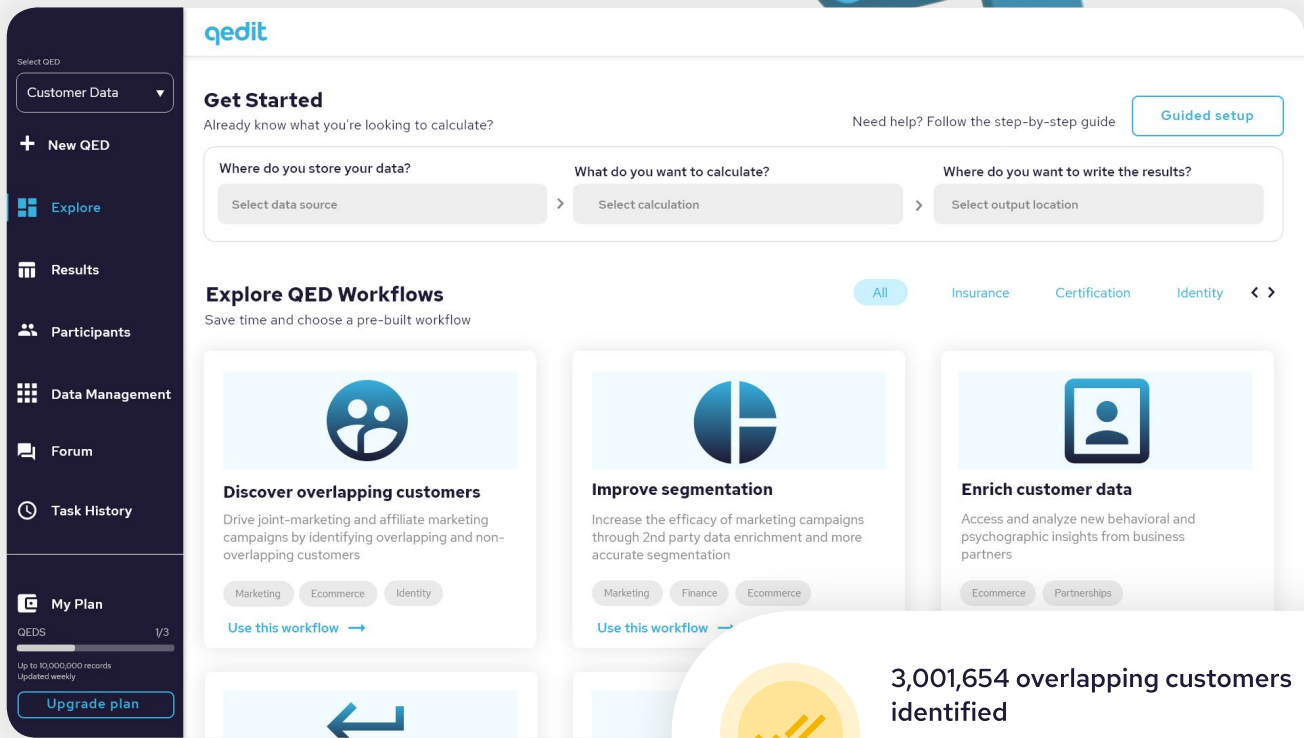
Reduce Churn

Enrich your customer data with demographic & behavioral insights for personalized promotions that increase engagement



Generate Revenue

Improve segmentation accuracy and increase the efficacy of your campaigns to cross-sell and upsell products and services



Key Features



Immediate value creation

Get started in minutes using a customizable template that enables you and other participants to discover overlapping customers and immediately acquire new, up-to-date and actionable insights.



Privacy-compliant technology

Safely collaborate on sensitive data to gain valuable customer intelligence, without violating data privacy regulations, and without leaking competitive company information or exposing PII.



Configurable governance

Securely manage the terms of your collaboration by predefining data fields that are relevant to your specific use case and selectively sharing new insights with your private network of trusted partners.



Automated, Real-Time Insights

Enhance the quality and accuracy of your customer data by automatically processing records and onboarding new information for ongoing, real-time segmentation and timely marketing campaigns.

What is Privacy-Enhancing Technology (PET)?

QEDIT employs robust Privacy-Enhancing Technology, leveraging advanced cryptographic techniques, to enable the analysis and sharing of insights without exposing the underlying data itself.

What leading authorities say about PET:

"crucial for the next stages of the data economy"

- The European Commission

[Read more →](#)

"[enables] previously unimaginable opportunities."

- The World Economic Forum's "Future of Financial Services" team

[Read more →](#)

"eliminate(s) the collection of personal data."

- US Sen. Kirsten Gillibrand

[Read more →](#)

To schedule a free consultation or to learn more about how secure data collaboration can help your company increase sales and improve customer engagement, contact david@qed-it.com.

[CONTACT US](#)

How it Works



Launch a project

Select a workflow and define the data fields that are relevant to your collaboration



Invite partners

Set up your private network and invite partners to collaborate with you



Collaborate

Match, compute and verify encrypted data without sharing sensitive information



Monetize insights

Translate insights from your partners' data into new revenue and cost-saving opportunities