

Leading Russian Retailer Launches Data-driven Ad Campaigns with Intel® SGX

Magnit serves millions of customers and works with thousands of brands. Targeting promotions of the right product to the right customer at the right time is a constant challenge. Magnit introduced a de-centralized Customer Data Platform (CDP) from Aggregion, designed to help advertisers digitize, streamline and improve the accuracy of ads. The CDP enables advertisers to use data from multiple data suppliers. It is essential data is kept more secure while being matched in the CDP to help protect sensitive customer and personal data as well as comply with local data privacy laws. This is done using Confidential Computing powered by Intel® Software Guard Extensions, which create trusted execution enclaves in memory to keep data, code and keys in use isolated from the rest of the environment.

“Using Intel SGX has allowed us to build a platform that can more securely and privately process data from a variety of partners. This allows us to all collaborate better and create more effective advertising campaigns for customers.”

Fabian Schaefer, director of analytics and data management, Magnit

Products and Solutions

[Intel® Software Guard Extensions \(Intel® SGX\)](#)

Industry

Retail

Organization Size

10,001+

Country

Russia

Partners

[Aggregion](#)
[Scout24](#)

Learn more

[Case Study](#)