

What Can Leave the Room?

What buyers can receive, keep, use again and rebuild from nine data-collaboration products

By **Evgeny Popov** · No Fluff Advisory · Revised edition · evidence cutoff 9 October 2026 · published 9 October 2026

01 Public sources describe how outputs are received and some limits on their use, including published policies. They do not settle what a buyer may keep or reuse after exit, so those answers are recorded as not established — neither granted nor denied.	02 Outputs differ, so each needs its own test. AWS list rules return row-level overlap lists, Snowflake’s clean-room agent can send overlap records to an approved account, and AWS can export a trained model to a named member ^{[10] [7] [11]}.	03 Keeping an output depends on events the buyer may not control. Databricks outputs last 30 days or until the room is deleted; an InfoSum member that leaves a collaboration can no longer see its event logs ^{[9] [17]}.
04 Proof must cross the boundary. AWS job logs do not report delivery, a Snowflake activation needs the recipient to import it, and a deletion record covers only its named object ^{[27] [6] [33]}.	05 The dates are scheduled, not certain. Databricks retires an MCP endpoint on 31 October 2026, Snowflake schedules its legacy clean rooms to close in two steps in 2027, and Publicis–LiveRamp was pending at the cutoff ^{[3] [2] [5]}.	

128 atomic claims with a check date: 125 rest on a source passage, 3 are the author's inferences with stated premises	114 sources (110 primary): 104 read for this paper, 2 unavailable, 8 not reopened or read elsewhere	13 proposed tests to agree before signing and run before full commitment
46 corrections: 14 to the starting dossier, 14 to this site's guides, 18 from the critical review	4 figures, each with a text equivalent and an editable SVG	

CURRENT STATUS · 9 OCTOBER 2026

An earlier edition was published on 9 October 2026 and withdrawn the same day for further review. This revised edition, which answers two critical reviews, was released on 9 October 2026. The evidence cutoff remains 9 October 2026.

Update history (6 dated notes)

ABSTRACT

What this paper covers

An output can leave a clean room and still be hard to use after the deal ends. What matters is what leaves, who receives it and what they may do next. This paper follows fourteen output routes across nine product boundaries — Snowflake, Databricks, AWS Clean Rooms, Google Ads Data Hub, BigQuery clean rooms, InfoSum, LiveRamp, Amazon Marketing Cloud and Meta Advanced Analytics — through public documentation as of 9 October 2026. Public sources describe how outputs are received and some limits on their use, including published policies. They do not settle each buyer's rights after exit. This study read no private contract and tested no move to another environment. It does not rank vendors; it sets out the assets, terms and tests a buyer needs to check whether a task can continue.

HOW TO READ THIS

11 sections. Every paragraph carries its evidence grade (fact, attributed, vendor-claimed, reported or inference) and every figure its status (observed, illustrative or conditional).

SECTION 1

The buying decision

Clean rooms are sold on what stays in. A buyer pays for what comes out, and for what it can still do after the contract ends.

IN SHORT

Before signing, name the task you must continue after exit. Then establish which outputs, permissions and dependencies that task needs. An export option alone does not settle whether the task can continue.

Clean rooms promise that raw rows never move and that partners never see each other's tables. That is the privacy story, and it is often true. The purchase turns on the other side of the boundary. A buyer wants something back: a report, an audience, a model or a list of matched records. It also needs to know what it can still do with that result when the contract ends. · **INFERENCE**

Scheduled dates make the question practical. Snowflake stopped new legacy clean rooms in its web interface on 1 October 2026 and schedules the legacy interface to close and the creation of new rooms through the legacy API to stop on 1 February 2027, and access to existing legacy rooms to end on 1 June 2027 ^{[1][2]}. Databricks schedules an older MCP endpoint to sunset on 31 October 2026 ^[3]. Publicis agreed on 17 May 2026 to buy LiveRamp; at the cutoff the deal was pending ^{[4][5]}. · **FACT** C003 C002 C123 C001 C105 C082 C060

This paper does not rank vendors. It follows fourteen output routes through public documentation as of 9 October 2026 and records what that documentation shows. Where it is silent, the paper says so and names where it looked. It read published policies where they were linked from the documentation, but no private contract, and it tested no live account, so it cannot say what any buyer’s own terms allow. · **INFERENCE**

BEFORE SIGNING

Name the result you need. Say who will hold it and which task it must support after exit. Ask for three things: the documented rule, the term of use and a test. An export option alone cannot settle all three.

HOW TO READ THE GRADES

Every paragraph ends with its evidence grade. Fact: a primary document establishes the event, rule or interface. Attributed: a named party states a plan or position. Vendor-claimed: a vendor’s untested description of how something works. Reported: secondary evidence. Inference: the author’s reading, with its premises in the ledger. A schedule set by a vendor is reported as that vendor’s schedule.

SECTION 2

Four checks for each output

Receive, retain, reuse and rebuild are four checks on one output. They are not a score for a whole product.

IN SHORT

Follow the same object through each check. Documentation shows how outputs are received and some technical rules for keeping and using them. Whether a buyer may keep or reuse them after exit is not settled by the reviewed sources. Whether a task can continue elsewhere was not assessed, because that needs a named task and target environment.

Each check needs its own evidence. If a report can leave but an audience must stay inside an ad system, they get separate rows. Where a source does not state a right, the answer stays

open rather than being guessed. · INFERENCE

The four checks and the evidence each needs

Column classifications: · INFERENCE

CHECK INFERENCE	WHAT IT MEANS INFERENCE	EVIDENCE THAT SETTLES IT INFERENCE
Receive	A receiving mechanism for the named output is documented for the agreed recipient.	A documented mechanism; in a purchase, also an account grant, the destination and a test receipt.
Retain	The recipient can keep that output for the agreed period, including after the exit event.	Storage behaviour, expiry and deletion rules, and the applicable retention terms.
Reuse	The recipient may use that output for a named later task.	Purpose and licence terms, the permissions needed and a dependency check.
Continuity	Another agreed environment can perform a named task with assets the buyer may use.	A named task and environment, an asset list, the dependencies, a successful replay and a stated tolerance.

FIGURE 1 OBSERVED

Four checks. One output.

Public documentation shows how outputs are received, and some technical rules and published limits on their use. It does not settle what a buyer may keep or reuse after exit, and this study did not assess whether a task can continue elsewhere.

FIGURE 1 · ROUTE LEDGER · PART 1 OF 3

Four checks. One output.

Read across one output. Each row is one output route; each column asks one question of it. Not a ranking.

● Mechanism documented ● Documented, with a condition ○ Not established
— Not assessed

Output by platform	1 · Receive Receiving route?	2 · Retain Kept through exit?	3 · Reuse Later task allowed?	4 · Continuity Not assessed
Snowflake				
- Analysis result	● Documented. Returned in the workspace	○ Not established. Terms: public terms defer to the customer's contract	○ Not established	—
- Activation to an approved account	● With a condition. Recipient must import it	○ Not established. Terms: public terms defer to the customer's contract	○ Not established. Rule: the spec sets the destinations	—
Databricks				
- Runner-only output table	● Documented. Runner reads it after the run	○ Not established. Rule: source ends at 30 days or room deletion; copying documented	○ Not established	—
AWS Clean Rooms				
- List-analysis result	● Documented. Row-level overlap list	○ Not established. Terms: source access may end; exported-result retention unstated	○ Not established. Terms: identification needs contributor permission	—
- Trained model artifact	● Documented. A named member can receive it	○ Not established	○ Not established. Rule: weights can be exported; licence not reviewed	— Replay not assessed

Continuity was not assessed for any route: it needs a named task and a target environment, and none was defined (C103). AWS documents a model-artifact export; replaying it was not assessed. Scope: Fourteen output routes across nine product boundaries; public documentation and published terms only. Evidence cutoff 9 October 2026. Claim keys for every cell are in the text equivalent and the claim ledger.

FIGURE 1 · ROUTE LEDGER · PART 2 OF 3

Four checks. One output.

Read across one output. Each row is one output route; each column asks one question of it. Not a ranking.

- Mechanism documented
- ◐ Documented, with a condition
- Not established
- Not assessed

Output by platform	1 · Receive Receiving route?	2 · Retain Kept through exit?	3 · Reuse Later task allowed?	4 · Continuity Not assessed
Google Ads Data Hub				
- Aggregate result	● Documented. Privacy-checked aggregates	○ Not established	○ Not established. Terms: policy limits some uses; joins in BigQuery documented	—
- Audience	◐ With a condition. To linked Google ad accounts	○ Not established. After-exit availability not stated	○ Not established. Terms: no uses beyond approved activation	—
BigQuery clean rooms				
- Query result	● Documented. Subscriber queries a listing	○ Not established. Rule: contributor may block copying	○ Not established. Rule: export limits set per listing	—
InfoSum				
- Activation export	● Documented. To an authorised destination	○ Not established	○ Not established. Rule: permission names the destination	—
- Collaboration event log	◐ With a condition. Visible while a member	○ Not established. Rule: a member loses access on leaving; owners close	○ Not established	—

Continuity was not assessed for any route: it needs a named task and a target environment, and none was defined (C103). AWS documents a model-artifact export; replaying it was not assessed. Scope: Fourteen output routes across nine product boundaries; public documentation and published terms only. Evidence cutoff 9 October 2026. Claim keys for every cell are in the text equivalent and the claim ledger.

FIGURE 1 · ROUTE LEDGER · PART 3 OF 3

Four checks. One output.

Read across one output. Each row is one output route; each column asks one question of it. Not a ranking.

- Mechanism documented
- ◐ Documented, with a condition
- Not established
- Not assessed

Output by platform	1 · Receive Receiving route?	2 · Retain Kept through exit?	3 · Reuse Later task allowed?	4 · Continuity Not assessed
LiveRamp Clean Room				
- Owner-approved output	◐ With a condition. Needs the data owner's express permission	○ Not established	○ Not established. Grant scope and duration not stated	—
Amazon Marketing Cloud				
- Aggregate result	● Documented. To the advertiser's S3 bucket	○ Not established. Rule: lands in the advertiser's storage	○ Not established. Terms: restricted sharing; named exceptions	—
- Audience	◐ With a condition. Into Amazon Ads, not to the buyer	○ Not established. After-exit availability not stated	○ Not established. Rule: used inside Amazon Ads	—
Meta Advanced Analytics				
- Partner-route query data	◐ With a condition. Partner route; needs FAA and CAPI	○ Not established. Rule: 90-day availability in the route	○ Not established	—

Continuity was not assessed for any route: it needs a named task and a target environment, and none was defined (C103). AWS documents a model-artifact export; replaying it was not assessed. Scope: Fourteen output routes across nine product boundaries; public documentation and published terms only. Evidence cutoff 9 October 2026. Claim keys for every cell are in the text equivalent and the claim ledger.

Four checks. One output. **OBSERVED** Each row is one output route; each column asks one question of it: is there a receiving route, is the output kept through exit, is a later task allowed, and does the task run elsewhere. Public documentation and published policies as of 9 October 2026, observed in documents, not tested in accounts. A cell names the documented technical rule ("Rule") or published terms ("Terms") where there are any. "Not established" means the reviewed sources do not settle the question, neither granted nor denied. Continuity was not assessed, because no task and target environment were defined. Not a ranking. Units: Evidence value per cell; no score. Scope: Fourteen output routes across nine product boundaries; public documentation, cutoff 9 October 2026. [6] [7] [8] [9] [10] [11] [12] [13] [14] [15] [16] [17] [18] [19] [20] [21] [22] [23] [24] [25] [26] C109 C012 C013 C010 C108 C017 C107 C024 C025 C030 C036 C038 C035 C055 C056 C075 C057 C062 C049 C080 C081 C103 C124 C125 C126 C127 C128 C129 C037 Text equivalent: appendix "Figure text equivalents".

Continuity means one named task in a named environment, not a copy of a supplier’s system. Reading a retained report, recomputing it, refreshing it with new data and scoring new records with an exported model are different tasks with different needs. The reviewed sources document output mechanisms, but this study did not establish, for each route, the assets, permissions and dependencies needed to continue a specified task elsewhere. AWS documents a model-artifact export; replaying that model would also need permitted scoring inputs, the same transforms, a compatible runtime, applicable terms and a declared tolerance, and was not assessed. · **INFERENCE** C103

SECTION 3

What each route lets out

Some approved outputs contain rows, some hold totals, and some can be used only at a named destination.

IN SHORT
Row-level lists, identifier exports and trained models leave under named permissions; audiences often stay inside an ad system. None of these routes grants access to a partner’s full source table. Ask which object crosses which boundary, and who grants that right.

At the open end, an AWS Clean Rooms list analysis rule “outputs row-level lists of the overlap” between collaborators’ tables ^[10]. Snowflake’s clean-room agent supports a template that builds a list of overlapping records with their attributes and exports it to an approved account ^[7]; ordinary Snowflake analysis results are returned in the workspace ^[6]. InfoSum’s API carries a permission that lets operators activate export columns to authorised destinations ^{[17] [16]}. · **FACT** C024 C012 C109 C056 C055

At the closed end, Ads Data Hub audiences go only to linked Google Ads and Display & Video 360 accounts ^[14], and Google’s published Ads Data Hub Policies limit some uses of its data, such as building profiles or audiences beyond approved activation ^[21]. Google also documents joining the results of separate Ads Data Hub queries in BigQuery ^[22]. Amazon Marketing Cloud returns aggregate results to the advertiser’s S3 bucket, while its audiences go into Amazon Ads ^[19]. · **FACT** C038 C049 C124 C125

Ads Data Hub privacy thresholds by mode and data (Google, page updated 25 September 2026) ^[13]

Column classifications: · **FACT** · **INFERENCE**

MODE OR DATA	APPROXIMATE UNIQUE USERS PER RESULT ROW	NOTE
FACT	FACT	INFERENCE
Noise injection	About 20 ^[13]	A threshold is not a promise that every query above it succeeds.
Difference checks	About 50 ^[13]	Difference checks also compare results across queries.

MODE OR DATA FACT	APPROXIMATE UNIQUE USERS PER RESULT ROW FACT	NOTE INFERENCE
Queries using only click and conversion data	About 10 ^[13]	An exception within difference-check mode.

What the documentation lets each route send, and to whom (as of 9 October 2026)

Column classifications: · FACT

PRODUCT AND ROUTE FACT	WHAT CAN LEAVE FACT	WHO RECEIVES IT FACT	CONDITION THAT MATTERS FACT
Snowflake: analysis	Analysis results ^[6]	The collaborator, in the workspace ^[6]	Keeping a copy after exit is a terms question
Snowflake: activation	Overlapping records with attributes ^[7]	An approved account, which must import them ^[6]	Destinations are declared in the collaboration spec ^[8]
Databricks Clean Rooms	Read-only output tables ^[9]	By default only the notebook runner ^[9]	Kept 30 days, or until the room is deleted, unless copied ^[9]
AWS Clean Rooms	Row-level overlap lists, trained models, inference output ^[10] ^[11]	The member given the matching ability ^[11]	Logs do not prove delivery ^[27]
Google Ads Data Hub	Privacy-checked aggregates; audiences ^[13] ^[14]	The analyst; linked Google Ads and DV360 accounts ^[14]	Thresholds by mode (table above)
BigQuery clean rooms	Query results ^[15]	Subscribers ^[15]	Contributors can block copying and export ^[15]
InfoSum	Permissioned identifier exports; aggregates ^[16] ^[17]	Authorised destinations ^[16]	A member that leaves loses the event logs ^[17]
LiveRamp Clean Room	Analytics and activation outputs ^[18]	As the data owner permits ^[18]	Each use needs the owner’s express permission ^[18]
Amazon Marketing Cloud	Aggregate results; audiences ^[19]	Advertiser’s S3 bucket; Amazon Ads ^[19]	Audiences are used inside Amazon Ads ^[19]
Meta Advanced Analytics (LiveRamp route)	Query data in a configured instance ^[20]	The partner’s configured instance ^[20]	Queried data available for 90 days in that route ^[20]

“Only aggregates leave” does not describe every reviewed route: some permit approved row-level outputs or model artifacts. That does not imply permission to extract a partner’s unrestricted source table. The useful request is a named list of output objects, each with its recipient, its grant and its retention terms. · INFERENCE

Persistence and exit

Small documented rules decide what a buyer still holds when access ends.

IN SHORT

Outputs can expire early, a model can leave while its training data stays, an activation needs the recipient to act, and a member that leaves can lose its view of the record. Published terms limit some uses, but none reviewed says how long an output may be kept after exit. Test the event that ends access, not just the normal path.

Outputs can end before their window

Databricks describes clean-room output tables as temporary and read-only, kept for 30 days unless copied to local storage ^[9]. “Deleting a clean room removes all output tables and historical data from the output catalog” ^[9]. By default only the collaborator who runs the notebook can read an output; sharing outputs with all collaborators is a Public Preview option ^[9]. · FACT C016 C017 C107 C108

A model can leave; its inputs stay

AWS lets a collaboration assign one member the ability to receive trained model exports and, separately, inference output ^[11]. Since 30 November 2025 AWS has offered synthetic training data in Clean Rooms ML, and it says customers can export the trained model weights ^[12]. Amazon Marketing Cloud’s Custom Models, announced on 31 October 2025, let customers use their own algorithms to build audiences ^[26]. · FACT C025 C026 C029 C030 C076

An exported model is a transfer mechanism, not a licence. Running it elsewhere needs permitted inputs, the same preprocessing, compatible software and a tolerance agreed in advance. Retraining it needs data the buyer may not be allowed to take. · INFERENCE

Activation needs the recipient

A Snowflake collaboration declares where results may be sent ^[8]. Ordinary analysis results are returned in the workspace. For collaborator activation, “the receiving collaborator must call VIEW_ACTIVATIONS() and PROCESS_ACTIVATION() to import the results” ^[6]. A completed activation run is not proof that the recipient imported it. · FACT C010 C013 C109

Leaving is not the same as deletion

InfoSum documents two exits. An owner closes a collaboration; that is irreversible and stops new queries or exports, while previous activity can still be seen. A member that leaves

can no longer see the collaboration's details, including the event logs; an owner must close rather than leave ^[17]. · FACT C057 C075

Published terms settle some of it

Some limits are public. Google's Ads Data Hub Policies bar using Google's data to build or augment profiles or audiences beyond the activation channels Ads Data Hub approves ^[21]. AWS's Service Terms bar using Clean Rooms information to identify a person unless the data's contributor permits it, and say deleting a collaboration ends access to the customer's content or deletes it from intermediate tables; that does not recall a result already delivered ^[23]. The Amazon Marketing Cloud Agreement makes query results confidential and restricts sharing, with named exceptions for the relevant agency, the advertiser and service providers acting for the advertiser, all bound to confidentiality ^[24]. Snowflake's public clean-room terms defer to the customer's own agreement ^[25]. · FACT C124 C126 C127 C128 C129

For Databricks, InfoSum, LiveRamp and Meta Advanced Analytics, no public product-specific terms on outputs, retention or post-termination use were found in a bounded search. None of the published terms reviewed states how long a buyer may keep an output after exit, so that answer stays not established. · INFERENCE

Keep a record of each result you will need after exit: its owner, location, expiry rule and terms of use. Test the event that ends access, such as room deletion or leaving, as well as the normal expiry. A copy route does not by itself give the right to keep or reuse the copy. · INFERENCE

SECTION 5

Proof must cross the boundary

A job can finish while a transfer fails. A deletion record has a scope.

IN SHORT

Each step of an output's journey needs its own record, joined by one identifier. Platforms document runs and outputs; some document scoped deletion events. No single record shows what every copy became.

AWS is explicit: query and job logs show a query's status but "don't report whether query output was delivered" ^[27]. Since 11 August 2026 a member granted a specific ability can export those logs, once every member approves the change ^[28]. Snowflake's Snowsight collaboration view has an Activity tab that records analysis template runs ^[29]. Its agent observability redacts orchestrator-authored content from consumer records by default ^[30]. · FACT C031 C028 C119 C004

FIGURE 2 ILLUSTRATIVE

What each record proves

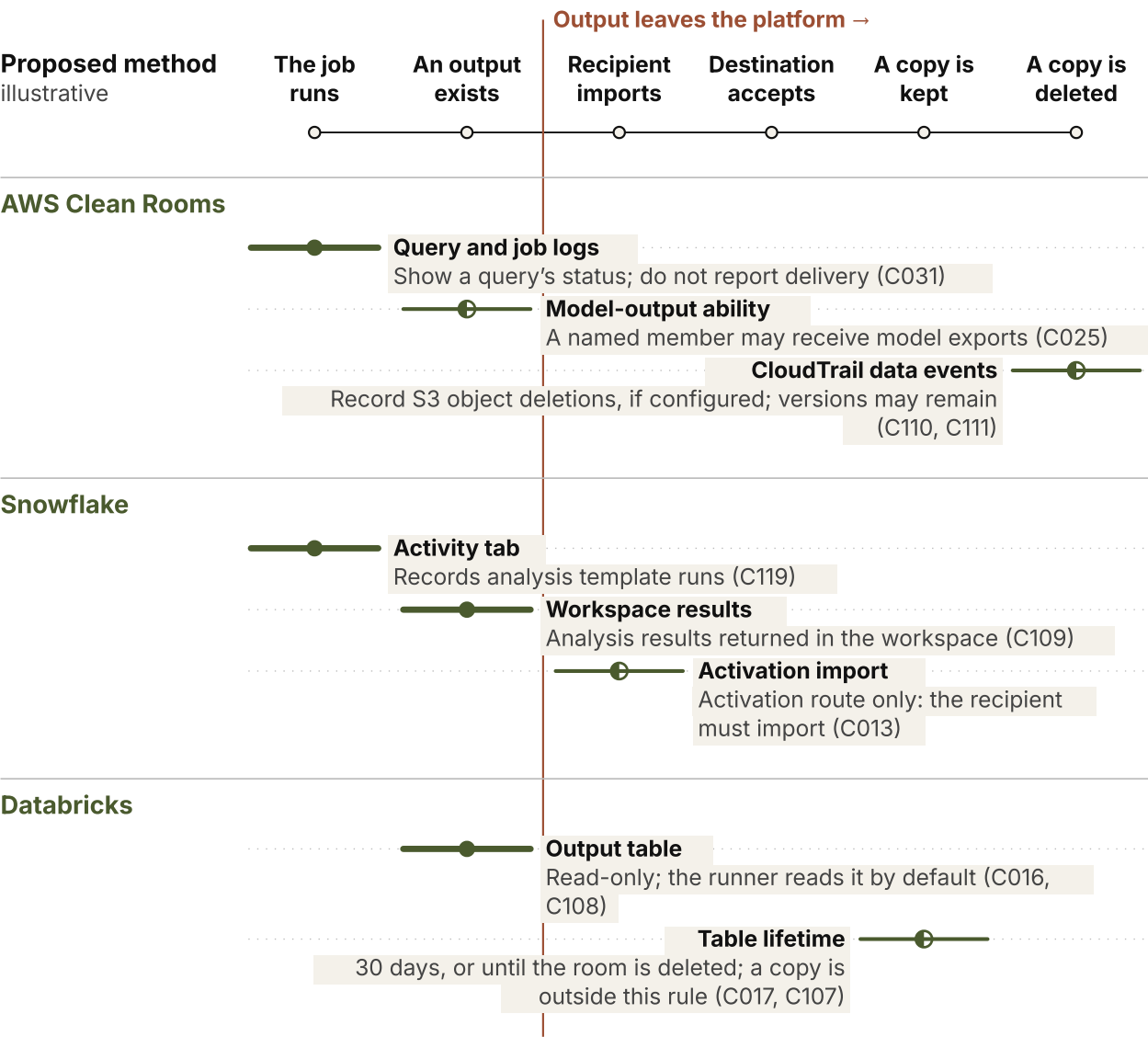
Each documented record covers one operation on one object. None of them, alone, shows that an output arrived, was accepted or was deleted everywhere it was copied.

FIGURE 2 · PROOF-BOUNDARY MAP · PART 1 OF 2

What each record proves

Read down each product. A solid mark is the step a documented record covers; the faint line is what that record does not establish.

- Record documented
- Record with a condition



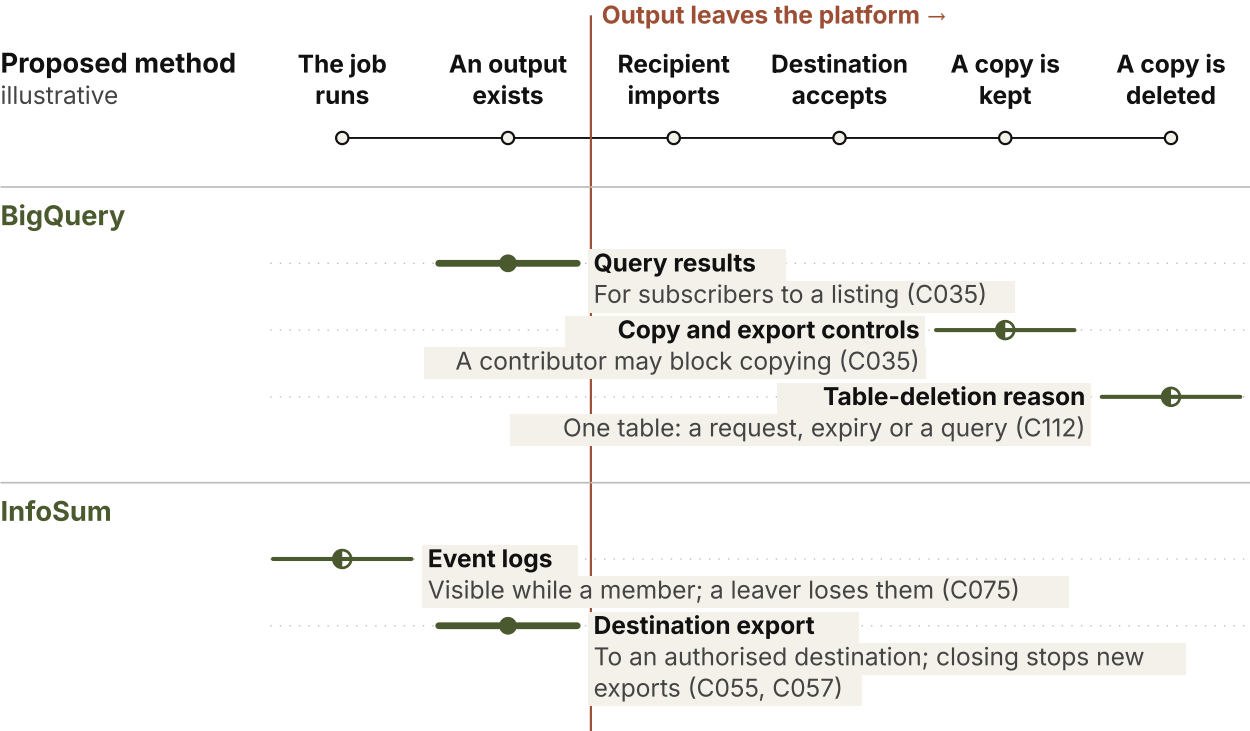
The chain is the author's method and is illustrative; it does not claim the five products run the same workflow. A faint line means the record shown does not establish that step. Scope: Five products; one record per mark; public documentation, 9 October 2026.

FIGURE 2 · PROOF-BOUNDARY MAP · PART 2 OF 2

What each record proves

Read down each product. A solid mark is the step a documented record covers; the faint line is what that record does not establish.

● Record documented ○ Record with a condition



A record of an operation does not establish the fate of every downstream copy.

The chain is the author’s method and is illustrative; it does not claim the five products run the same workflow. A faint line means the record shown does not establish that step. Scope: Five products; one record per mark; public documentation, 9 October 2026.

What each record proves **ILLUSTRATIVE** Each mark is one documented record, placed on the one step of an output’s journey it covers; records are never joined into a trace. The six-step chain across the top is the author’s illustrative method, not a workflow the five products share. The warm line marks where an output leaves the platform. A record of an operation does not establish the fate of every downstream copy. Units: Steps in an evidence chain; no timing. Scope: Proposed method with documented markers for five products. ^{[27] [11] [31] [29] [6] [9] [15] [32] [17] [16] [33]} C031 C025 C110 C119 C109 C013 C016 C108 C107 C035 C112 C075 C055 C057 C111 C017 Text equivalent: appendix “Figure text equivalents”.

Deletion records exist, with limits. AWS CloudTrail can record S3 object deletions as data events, which are off by default and charged ^[31]. In a versioning-enabled S3 bucket, a simple delete inserts a delete marker instead of removing the object ^[33]. BigQuery audit metadata records how a table was deleted ^[32]. · **FACT** C110 C111 C112

Withdrawal has the same shape. Closing an InfoSum collaboration stops new exports ^[17]. When an AWS table’s data access budget reaches zero, it can no longer be used in queries,

jobs or ML inputs ^[34]. Google's Data Manager API can remove every member of an audience ^[35]. · **FACT** C057 C032 C042

These controls stop new use; the cited pages do not establish deletion of a copy already delivered. So start with one output and one route. Link the run identifier to the output object, the transfer and the recipient's response, then record what was kept and what was removed. The contract should name who supplies each record and for how long. A hash can show that two files match; it cannot show that the buyer may use either. · **INFERENCE**

SECTION 6

Agent routes, scoped

An agent is another way to invoke an output route. Its scope and its stage matter more than its label.

IN SHORT

Three general surfaces carry a vendor-stated GA label. The advertising routes reviewed are in preview, in closed beta or carry no stated stage; no native InfoSum MCP server and no Ads Data Hub MCP endpoint were found. A route with no stated stage is recorded as such, not as unavailable. A shared protocol carries a request; it does not replace the grants that make it valid.

Three general surfaces carry a GA label: Cortex Agents and MCP servers in Snowflake Native Apps since 7 August 2026 ^[36], BigQuery's MCP server since 20 April 2026 ^[37], and Databricks' Genie One MCP server since 25 September 2026 ^[3]. Databricks schedules the former Genie endpoint, /api/2.0/mcp/genie, to sunset on 31 October 2026 ^[3]. · **FACT** C006 C086 C099 C105

Snowflake's clean-room agent is an open preview ^[7], and its AI Gateway for Advertising was announced in preview on 5 October 2026 ^[38]. Databricks lists Meta's ads MCP server — Meta's campaign tools, not Meta Advanced Analytics — in its Marketplace with no stage stated ^[39]. Amazon's AMC SQL Generator entered closed beta on 30 September 2026; during the beta it is available in the United States, and Amazon says its agents serve North America, Europe and Far East marketplaces from US-hosted infrastructure ^[40]. AWS documents an aws-cleanrooms skill that troubleshoots permission errors and missing ML-job logs ^[41]; Clean Rooms analytics and export through agents were not evaluated here. LiveRamp said in March 2026 it was selectively enabling a limited number of builders to deploy agents ^[42]. · **FACT** C011 C005 C020 C047 C096 C116 C106 C113

Amazon says the expert tools will reach general availability in early 2027, priced per use through AWS Marketplace, with broader geography before then ^[40]. That is Amazon's plan. · **ATTRIBUTED** C048 C117

Agent routes, their actions and stated stages

Each route does a different job. A release label belongs to that interface, not to the product beneath it, and no label grants the right to act, spend, export or delete.

FIGURE 3 · ROUTE ATLAS · PART 1 OF 2

Agent routes, their actions and stated stages

Read each route from left to right: the interface, what the documentation says it does, and the release label its vendor states.

Platform and interface	Documented action and scope	Release label and date
Release stage stated by the vendor		Labels are listed, not ranked
Snowflake Native Apps: Cortex Agents and MCP servers	Agents and MCP servers run inside installed apps A general platform feature, not clean-room specific	Generally available 7 Aug 2026 · C006
Google BigQuery BigQuery MCP server	Runs queries, reads metadata, lists resources Does not bypass a clean room's egress rules	Generally available 20 Apr 2026 · C086, C039
Databricks Genie One MCP server	Answers natural-language questions about data Watch: the old /api/2.0/mcp/genie endpoint is scheduled to sunset on 31 Oct 2026	Generally available 25 Sep 2026 · C099, C105
Snowflake Clean-room agent	Runs approved overlap and overlap-activation templates Can export overlap records to an approved account	Open preview Date not stated · C011, C012
Snowflake AI Gateway for Advertising	Governed MCP routes to Meta and TikTok Architecture is vendor-described	Preview 5 Oct 2026 · C005
Amazon Ads AMC SQL Generator on the Ads MCP Server	Writes Amazon Marketing Cloud SQL US during the beta; agents serve other markets from US-hosted infrastructure; GA planned for early 2027	Closed beta 30 Sep 2026 · C047, C096, C116, C048

Continued in part 2.

FIGURE 3 · ROUTE ATLAS · PART 2 OF 2

Agent routes, their actions and stated stages

Read each route from left to right: the interface, what the documentation says it does, and the release label its vendor states.

Platform and interface	Documented action and scope	Release label and date
No release stage stated		Not counted as preview or unavailable
Meta, via Databricks Meta ads MCP server (Marketplace)	Meta campaign tools — not Meta Advanced Analytics Listed in Databricks Marketplace	No stage stated 6 Oct 2026 · C020
AWS Clean Rooms aws-cleanrooms skill (AWS MCP)	Troubleshoots permission errors and missing ML-job logs Analytics and export through agents not evaluated	No stage stated Date not stated · C106
LiveRamp Agent deployment in its marketplace	Builders deploy agents Selective: a limited number of builders; not the segment builder	No stage stated Mar 2026 · C063, C113
No surface found in the recorded search		A search for a named interface
InfoSum Native MCP server	API v2 is documented Searched for a native MCP server	Surface not found C056
Google Ads Data Hub MCP endpoint	SQL interface is documented Searched for an ADH MCP endpoint	Surface not found C039

An endpoint is not authority: no route here grants the right to activate, spend, export or delete. A release label belongs to the interface, not to the product beneath it. Scope: Agent and MCP routes into the reviewed products; not a market survey; vendor pages read 9 October 2026.

Agent routes, their actions and stated stages **OBSERVED** Three separate groups: routes whose vendor states a release stage, routes with no stage stated, and named interfaces not found in the recorded search. Labels are listed, not ranked; an unstated stage is not counted as preview or as unavailable. A release label belongs to the interface, not to the product beneath it, and no route grants the right to activate, spend, export or delete. Units: Vendor-stated release stage. Scope: Agent and MCP routes into the reviewed products, cutoff 9 October 2026; not a market survey.^{[36] [37] [3] [7] [38] [40] [39] [41] [42] [17] [43]} C006 C086 C099 C105 C011 C012 C005 C047 C096 C048 C020 C106 C063 C113 C056 C039 C104 C116 Text equivalent: appendix "Figure text equivalents".

MCP and A2A define how a call is authorised. AAMP is IAB Tech Lab’s umbrella framework rather than a transport; AAMP 3.0 introduced the OpenProposal draft, with public comment scheduled to end on 22 October 2026. None of them, by itself, grants advertising permission, records consent or makes an output exportable. Treat an agent route like any other route: name what it may read and write, the account it acts for, how it is revoked and what happens to queued work. · **INFERENCE** C104 C070 C071 C088

Dates and owners

Dates matter when a task depends on a route that will close. A change of owner changes who the buyer relies on.

IN SHORT

WPP owns InfoSum. Publicis has agreed to buy LiveRamp, but the deal was pending at the cutoff. Databricks and Snowflake have scheduled route retirements between October 2026 and June 2027. Product schedules may change; transaction deadlines and extensions follow the agreement's stated terms.

FIGURE 4 OBSERVED

What happened, and what is scheduled

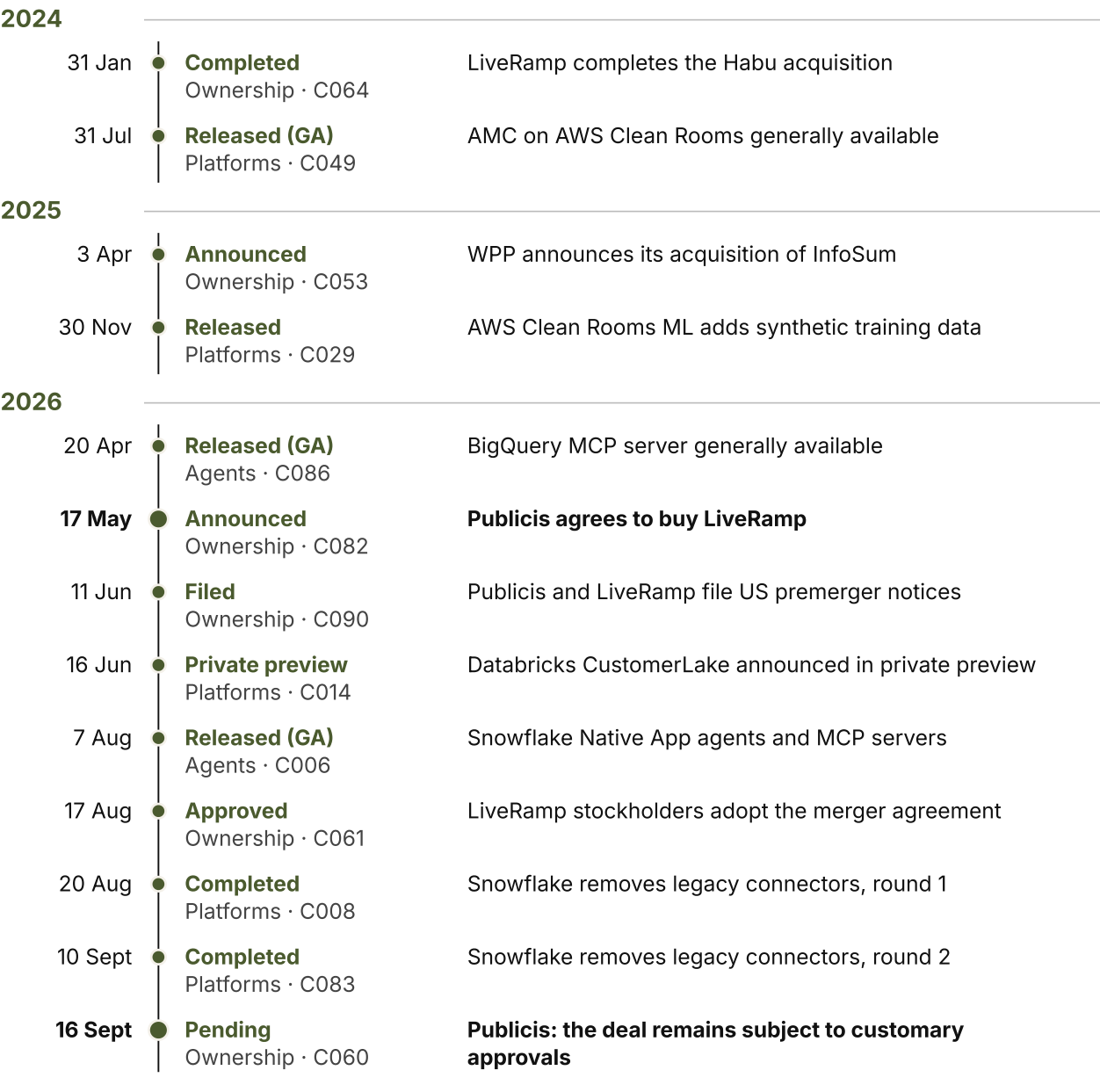
Eleven of the nineteen events before the cutoff came in its last nine weeks. The scheduled dates run from late October 2026 to mid 2027 and remain plans until they happen.

FIGURE 4 · DATED RECORD · PART 1 OF 2

What happened, and what is scheduled

Read down. Above the cutoff line are events that happened; below it are dates set by named parties, which may still move. Grouped by year; not to scale.

● Happened ○ Scheduled, expected or planned ● Key event (bold)



Continued in part 2.

FIGURE 4 · DATED RECORD · PART 2 OF 2

What happened, and what is scheduled

Read down. Above the cutoff line are events that happened; below it are dates set by named parties, which may still move. Grouped by year; not to scale.

● Happened ○ Scheduled, expected or planned ● Key event (bold)

2026 (continued)

22 Sept	● Public comment Agents · C088	AAMP 3.0 introduces the OpenProposal draft
24 Sept	● Released (GA) Platforms · C085	Snowsight collaboration management
30 Sept	● Closed beta Agents · C047	AMC SQL Generator on the Ads MCP Server (US)
1 Oct	● Completed Platforms · C003	No new legacy Snowflake rooms in the web interface
5 Oct	● Preview Agents · C005	Snowflake AI Gateway for Advertising announced
6 Oct	● Listed Agents · C020	Meta ads MCP listed on Databricks Marketplace
Evidence cutoff · 9 Oct 2026		

Below: dates set by named parties; they may move

31 Oct	○ Scheduled Agents · C105	Databricks: old /api/2.0/mcp/genie endpoint sunsets
By end 2026	○ Expected Ownership · C093	Publicis expects the LiveRamp deal to close
31 Dec	○ Reported end Platforms · C052	AMC first-party paid-feature offer (trade report)

2027

1 Feb	○ Scheduled Platforms · C002, C123	Snowflake: legacy interface closes; legacy-API room creation stops
Early 2027	○ Planned Agents · C048	Amazon plans expert-tool GA, priced per use
16 May	○ Contract term Ownership · C092	Merger outside date (can extend to 16 Aug 2027)
1 Jun	○ Scheduled Platforms · C001	Snowflake: access to existing legacy rooms ends

Status words are the named party's own terms; a scheduled, expected or planned date is that party's stated plan, not a forecast by the author. Scope: Events this paper relies on, January 2024 to June 2027; grouped by year, not to scale.

What happened, and what is scheduled **OBSERVED** Read down. Above the evidence cutoff of 9 October 2026 are events that happened; below it are dates set by named parties, which may move. Status words are the parties' own terms. Grouped by year; not to scale. Transaction deadlines and extensions follow the agreement's stated terms. Units: Dates. Scope: Events the paper relies on, January 2024 to June 2027. ^[44] ^[45] ^[4] ^[46] ^[47] ^[5] ^[19] ^[12] ^[48] ^[49] ^[50] ^[29] ^[1] ^[51] ^[2] ^[37] ^[36] ^[52] ^[40] ^[38] ^[39] ^[3] ^[53] C064 C053 C082 C090 C061 C060 C093 C092 C049 C014 C029 C008 C083 C085 C003 C052 C002 C123 C001 C086 C006 C088 C047 C048 C005 C020 C105 Text equivalent: appendix "Figure text equivalents".

WPP announced its acquisition of InfoSum on 3 April 2025 ^[45]. LiveRamp completed its acquisition of the clean-room company Habu on 31 January 2024 ^[44]. · **FACT** C053 C064

Publicis agreed on 17 May 2026 to buy LiveRamp for \$38.50 a share in cash, a total enterprise value of \$2.167 billion ^[4] ^[54]. LiveRamp's stockholders adopted the agreement on 17 August 2026 ^[47]. The parties filed US premerger notifications on 11 June 2026, and closing also needs CFIUS approval ^[46]. The outside date is 16 May 2027, extended automatically to 16 August 2027 if only certain regulatory conditions remain ^[46]. On 16 September 2026 Publicis said the deal "remains subject to customary approvals" ^[5]. · **FACT** C082 C078 C061 C090 C091 C092 C060

Publicis expects the deal to close before the end of 2026 ^[5]. LiveRamp told employees it is committed to "an independence charter focused on open access, privacy and pricing controls" ^[54]. · **ATTRIBUTED** C093 C079

No closing filing or notice was found in the sources searched through 9 October 2026, so this paper treats LiveRamp as pending. A pending owner is a reason to write access, pricing and data-use terms into the contract. It is not proof that they will change. · **INFERENCE** C094

Snowflake has already removed legacy web-interface connectors in two rounds. On 20 August 2026 it removed the LiveRamp, Acxiom, Merkury and PAIR identity connectors ^[49]. On 10 September 2026 it removed further identity connectors, including Experian, Acxiom Real ID and The Trade Desk UID 2.0, and activation connectors including Display & Video 360 and LiveRamp; existing configurations were not deleted ^[50]. · **FACT** C008 C083 C118 C084

PPC Land reported on 2 June 2026 that Amazon made first-party paid-feature signals in AMC free to query through 31 December 2026, while third-party signals such as Experian's still need a subscription ^[51]. Amazon's own page could not be read ^[53]. · **REPORTED** C052

SECTION 8

The continuity trade-off

Keeping work inside the room can be the right choice. The question is what the

buyer must still be able to do.

IN SHORT

A buyer may need a sound answer, a record of how it was reached and the right to use what it learned — not a copy of every input. Export limits can serve that need while protecting a partner. The case weakens only when the next task needs an asset or grant the buyer cannot keep.

The restrictions are deliberate, and they depend on configuration. Ads Data Hub's thresholds keep results from describing small groups ^[13]. BigQuery clean-room contributors can stop subscribers copying or exporting results, and Google warns that analysis rules "might not fully prevent sophisticated queries from extracting unauthorized data", pointing to approved query templates ^[15]. Google's PAIR design returns match rates, not user-level matches ^[55]. · FACT C036 C035 C114 C044

The strongest counter-argument to this paper is that useful learning can survive without a full export. A permitted report, a tested estimate, a frozen model or a written method may be enough for the next decision. Continued governed access can also be a dependency a buyer accepts on purpose, if its terms and price are clear. A closed model can be a sound purchase; an exported one can be a poor exit asset if its inputs, licence or runtime cannot travel. · INFERENCE

So test the trade-off directly. Can the buyer still make the next decision? Can it check how the result was reached? Can it refresh the work when needed, and at what cost? A full export is worth having only if it helps answer yes on terms the buyer may use. · INFERENCE

SECTION 9

Tools for the buying team

An output record, a minimum useful exit package, a cost-and-continuity worksheet and thirteen tests. All are proposed; none was run for this paper.

IN SHORT

Start with the task to continue, list only the assets it needs, price the exit and the alternative, then agree thirteen tests before signing and run them before full commitment. Preserve every negative-test result: an unexpected success, or a failure for an unrelated reason, needs investigation.

The output record

Procurement, data engineering and the business owner complete one record per output: the business task and the result it needs; product, route and version; input and output schema; data owner; the account the work runs as; the authorised recipient; destination owner and region; permitted purpose; retention start and end; exit events; copy and deletion terms; code and runtime dependencies; acceptance evidence; and who signs off. Mark which assets the buyer supplied, which a partner supplied and which are joint or derived: one output can depend on several parties' permissions. · [INFERENCE](#)

The minimum useful exit package

Proposed inventories by output type (no platform is asserted to export every item)

Column classifications: · [INFERENCE](#)

OUTPUT INFERENCE	WHAT THE NEXT TASK USUALLY NEEDS INFERENCE
Report or analysis	The result, query version, input period, metric definitions and uncertainty notes.
Model	Permitted artifacts, feature transforms, package versions, evaluation inputs and licence terms.
Agent workflow	The approved policy, tool schemas, configurations, permitted memory and action records.

Classify each dependency as transferable, replaceable, available only through continued access, prohibited from transfer, or unresolved. That gives the buyer a transition plan instead of a single portability colour. · [INFERENCE](#)

The cost and continuity worksheet

Ask bidders to quote the same task and the same exit scenario: setup, compute, storage, transfer, licences, labour, running two systems in parallel, revalidation and downtime, with who pays each and whether it is a quote or an estimate. Compare the cost of the exit package with the cost and risk of continued access. Do not build a cross-vendor total from incompatible price units. · [INFERENCE](#)

Thirteen tests

Proposed buyer acceptance tests, each with a deliberate failure case (none performed for this paper)

Column classifications: · [INFERENCE](#)

TEST INFERENCE	WHAT TO DO, INCLUDING THE FAILURE CASE INFERENCE	EVIDENCE THAT PASSES INFERENCE
T01 Output boundary	Request the approved synthetic output, then a disallowed field or row under the same role.	The expected schema arrives; the disallowed request fails for the expected policy reason, not a generic error.
T02 Persistence and exit	Copy a permitted result; delete a disposable room or end access; check normal expiry separately.	The named copy stays readable for the agreed period, and its use is allowed by the terms.
T03 Inference replay	Load the permitted model elsewhere with fixed preprocessing and held-out inputs; omit one dependency on purpose.	The declared tolerance is met and the missing dependency is visible. Retraining is a separate test.
T04 Delivery chain	Link run, object, transfer and destination records through a shared correlation identifier or an auditable mapping; deny one test destination.	Success and failure are distinguishable at each boundary.
T05 Revocation	Agree permitted outcomes and maximum delays for new, queued and running work before testing; then revoke a test grant in each state.	Observed behaviour meets the agreed outcomes and delays; residual actions are recorded separately.
T06 Audit access	Save the permitted record before exit; test owner and member exits separately.	The buyer keeps the agreed evidence and can read it after access ends.
T07 Purpose change	Ask to use the same object for a second, clearly different purpose.	Terms and controls say whether it is allowed; technical availability alone is not a pass.
T08 Destination lifecycle	Delete the test object; inspect versions, replicas and backup exceptions in scope.	Deletion records and remaining copies are reconciled; nothing is claimed about unobserved stores.
T09 Audience readiness	Track upload acceptance, matching, audience readiness and a paused campaign.	Each state is recorded; upload success is not reported as delivery or impact.
T10 Agent identity	Compare the tool's acting account and grants with the intended user; try a disallowed read and write.	The effective account and denial records match the approved policy.
T11 Route migration	Move one workflow off a retiring route (for example the old Genie endpoint or a legacy Snowflake room).	The task still works within tolerance; changed behaviour is recorded.
T12 Task rebuild	Run the named task in a second environment using only the agreed exit package.	Quality, freshness, cost and latency meet thresholds set before the test.
T13 Commercial exit drill	Request the actual exit schedule, fees, data-use terms and supplier duties for the route.	Named parties accept the deliverables, dates, exceptions and acceptance evidence.

Use test data and accounts cleared for that use, and record the expected result before running. Synthetic data tests controls and transport; it does not show production match quality, privacy loss or campaign effect. · **INFERENCE**

What would change a finding

A finding changes when new proof fills a gap. A new release label alone is not enough.

IN SHORT

Each trigger is tied to the row it could change. The search record lists, for each product boundary, what was sought and which documentation and published policies were read.

The task-level test that would change the rebuild column: a documented, permitted transfer that lets another environment perform the same named task within an agreed tolerance. If a buyer can show that, the finding for that route changes, with the source and date recorded. · INFERENCE

Triggers, the row each could change and the evidence needed

Column classifications: · INFERENCE · ATTRIBUTED

TRIGGER INFERENCE	WHEN ATTRIBUTED	ROW IT COULD CHANGE INFERENCE	EVIDENCE NEEDED INFERENCE
Genie endpoint sunset	Scheduled by Databricks for 31 October 2026 [3]	Agent routes; test T11	The replacement service carries the same grants and outputs.
Snowflake legacy interface closes; creation of new rooms through the legacy API stops	Scheduled by Snowflake for 1 February 2027 [2]	Snowflake activation	The template and activation route work through the Collaboration API.
Access to existing legacy Snowflake rooms ends	Scheduled by Snowflake for 1 June 2027 [2]	Snowflake rows	Dependent routes migrated, or stopped.
Publicis–LiveRamp closes, is amended or ends	Publicis expects before the end of 2026; outside date 16 May 2027 [5][46]	Ownership only	A closing filing and the terms offered after it.
AMC first-party paid-feature offer renewed or ends	Reported to end 31 December 2026 [51]	AMC cost	Amazon’s readable terms.
AMC expert tools reach GA	Amazon plans early 2027 [40]	AMC agent route	Released scope, geography and pricing.
A documented route for a named task	No date announced	The matching continuity cell only	A named task and environment, a documented and permitted transfer, and a replay test.

Where we looked

Search record: documentation and published terms read for each boundary (9 October 2026; about two searches per product for public terms)

BOUNDARY INFERENCE	ASSETS SOUGHT INFERENCE	DOCUMENTATION SEARCHED INFERENCE	BLOCKED OR UNRESOLVED INFERENCE
Snowflake	Copy, retention and re-run routes for analysis and activation outputs	Collaboration spec, clean-room agent, run-analysis and end-of-life pages; release notes Aug–Oct 2026 [8] [7] [6] [2], public Data Clean Rooms terms [25]	Public terms defer to the customer agreement; post-exit terms not established from the listed sources
Databricks Clean Rooms	Output retention, sharing and export of notebooks or state	Clean Rooms and output-table pages; MLflow; release notes Sep 2026 [56] [9] [57] [3]	No public product-specific terms found; copied-result terms not established from the listed sources
AWS Clean Rooms	Result and model export, logs, deletion	Analysis rules, custom-model prerequisites, logging, budgets, troubleshooting [10] [11] [27] [34] [41]; AWS Service Terms section 92 [23]	Published use and deletion terms found; retention after exit not established from the listed sources
Google Ads Data Hub	Export and reuse of aggregates and audiences	Privacy checks, audience activation, difference checks and the published Ads Data Hub Policies [13] [14] [22] [21]	Published policy restrictions found; buyer-specific post-exit terms not established
BigQuery clean rooms	Copy and export controls, deletion records	Data clean rooms, analysis rules, audit metadata [15] [58] [32]	Subscriber terms set per listing
InfoSum	Export permissions, exit and logs	API v2 and activation help pages [17] [16]	No public product-specific terms found; contract terms not established from the listed sources
LiveRamp Clean Room	Output permissions and retention	Privacy and governance controls; March 2026 release notes [18] [42]	No public product-specific terms found; retention and exit terms not established from the listed sources
Amazon Marketing Cloud	Result retention, audience export, model weights	AMC on AWS Clean Rooms; Custom Models; paid features [19] [26] [53]; Amazon Marketing Cloud Agreement [24]	Agreement found (no retention period); paid-features page unreadable
Meta Advanced Analytics	Export schema and retention	LiveRamp configuration guide; Tobiras announcement [20] [59]	No public product-specific terms found; no public Meta contract; Meta help pages behind login

SECTION 11

Corrections

This site publishes guides on the same products. Checking them found errors there, in the dossier this paper started from, and — after review — in the first draft

of this paper.

IN SHORT

46 rows: 14 on the starting dossier, 14 on this site’s guides and 18 on the first draft. Each states its type, evidence and status.

No Fluff Advisory owns the guides checked here. The starting dossier, produced with an AI deep-research tool, was checked against the guides’ source code and the cited pages. Of its 171 audit rows, 156 matched what the guides say, 7 were recommendations with no guide claim behind them and 8 attributed statements the guides do not make. The guide corrections were merged to the site on 9 October 2026.^{[60] [61]} · INFERENCE

A critical review of the first draft then found that it had treated evidence of export and storage as evidence of rights after exit, compared different assets within one figure row, used rebuild in three senses and described some unknown release stages as not available. An earlier edition was published on 9 October 2026 and withdrawn the same day; a second review then asked for the figure to apply its own definitions, for task continuity to be reported as not assessed, and for published use policies to be read. Those changes, and two earlier corrections that this ledger had overstated, are listed below. · INFERENCE

The 46-row corrections ledger is in the web edition and in the download data/corrections-ledger.csv; it is not printed here.

METHOD, DISCLOSURE AND DOWNLOADS

How this paper was made

Public-source research with every claim, source, numerical check and correction published beside the text.

IN SHORT

Evidence cutoff 9 October 2026. 128 atomic claims, 114 sources and 46 corrections are downloadable below, each with its evidence grade and date.

This study reads public sources, including published use policies linked from the documentation, up to 9 October 2026. It began from a research package produced with an AI deep-research tool — 171 audit rows on this site’s guides, 82 claims and 91 sources — which was checked against the guides’ source code and the cited pages, and then revised after a critical review of the first draft. The ledger shows which claims rest on a source and which are the author’s findings. Each sourced claim has a passage, a locator where needed, a link and a check date; each author finding states its premises, reasoning and, for a not-

found result, where it searched. A not-found result does not mean the route cannot exist. Release labels state what a vendor says is ready; they do not show what a buyer’s account can do, and a launch post shows that a claim was made on a date, not that it is true. Validation and review added 23 sources and 46 claims. No live account was tested and no private contract was read.

INTERESTS AND DISCLOSURE

The author has worked at Samba TV, a TV measurement and ad data company, since May 2025. He co-leads the Signals & Measurement working group of AgenticAdvertising.org, which publishes AdCP, one of the agent protocols in the background ledger; that organization is an interested source, and the affiliation is disclosed so readers can weigh the protocol discussion. No Fluff Advisory, the author’s own practice, publishes the platform guides checked in section 11.

The 128-row claim ledger is in the web edition and in the download data/claim-ledger.csv; it is not printed here.

Numbered in order of first citation. 114 sources: 110 primary, 4 secondary. Access status: 104 read for this paper on 9 October 2026, 2 unavailable (the claims resting on them are graded reported), 1 read in another official copy, 7 listed by the dossier and not reopened. Each entry records the publisher’s commercial interest.	
[1]	Oct 1, 2026: Snowflake Data Clean Rooms updates Snowflake Documentation. Snowflake, 2026-10-01 (Primary: release notes). SNW-S002 · accessed 2026-10-09
[2]	End of life for legacy Provider and Consumer Data Clean Rooms Snowflake Documentation. Snowflake, n.d.; dated retirement milestones (Primary: deprecation documentation). SNW-S001 · accessed 2026-10-09
[3]	September 2026 (Databricks platform release notes). Databricks, Entries dated 2026-09-16 and 2026-09-25 (Primary: release notes). DBX-S010 · accessed 2026-10-09
[4]	Publicis to acquire LiveRamp to accelerate data co-creation for smarter agents Publicis Groupe. Publicis Groupe, 2026-05-17 (Primary: transaction announcement). LVR-S009 · accessed 2026-10-09
[5]	Publicis Groupe successfully prices EUR 500 million of bond issue Publicis Groupe. Publicis Groupe, 2026-09-16 (Primary: corporate financing announcement). LVR-S001 · accessed 2026-10-09
[6]	Run analysis and activation in Snowsight Snowflake Documentation. Snowflake, n.d. (living documentation) (Primary: technical documentation). SNW-S011 · accessed 2026-10-09
[7]	Snowflake Data Clean Rooms Agent Snowflake Documentation. Snowflake, n.d. (living documentation) (Primary: technical documentation).

- [8] Collaboration specification | Snowflake Documentation. Snowflake, n.d. (living documentation) (Primary: technical documentation).

SNW-S009 · accessed 2026-10-09

- [9] Create and work with output tables in Databricks Clean Rooms | Databricks on AWS. Databricks, n.d.; page updated 2026-10-06 (Primary: technical documentation).

DBX-S002 · accessed 2026-10-09

- [10] List analysis rule - AWS Clean Rooms. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).

AWS-S001 · accessed 2026-10-09

- [11] Custom ML modeling prerequisites - AWS Clean Rooms. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).

AWS-S002 · accessed 2026-10-09

- [12] AWS Clean Rooms launches privacy-enhancing synthetic dataset generation for ML model training | AWS News Blog. Amazon Web Services, 2025-11-30 (Primary: vendor launch announcement).

AWS-S005 · accessed 2026-10-09

- [13] Privacy checks in Ads Data Hub | Google for Developers. Google, n.d.; page updated 2026-09-25 (Primary: technical documentation).

GOO-S002 · accessed 2026-10-09

- [14] Build and manage audiences | ADH for Marketers | Google for Developers. Google, n.d. (living documentation) (Primary: technical documentation).

GOO-S003 · accessed 2026-10-09

- [15] Share sensitive data with data clean rooms | BigQuery | Google Cloud Documentation. Google, n.d.; page updated 2026-10-07 (Primary: technical documentation).

GOO-S001 · accessed 2026-10-09

- [16] Activate Data to a Destination – InfoSum. InfoSum, n.d. (living documentation) (Primary: technical documentation).

INF-S003 · accessed 2026-10-09

- [17] InfoSum Developer API | InfoSum API Guide. InfoSum, n.d. (API v2 documentation) (Primary: API specification).

INF-S004 · accessed 2026-10-09

- [18] Understanding LiveRamp Clean Room Privacy and Governance Controls. LiveRamp, n.d.; page last modified 2026-03-16 (Primary: technical documentation).

LVR-S003 · accessed 2026-10-09

- [19] Plan your advertising campaigns with Amazon Marketing Cloud on AWS Clean Rooms, now generally available | AWS News Blog. Amazon Web Services, 2024-07-31 (Primary: vendor GA launch announcement).

AMC-S004 · accessed 2026-10-09

- [20] Configure Facebook Advanced Analytics. LiveRamp, Last modified 2026-03-05 (Primary: partner technical documentation).

LVR-S008 · accessed 2026-10-09

- [21] Ads Data Hub Policies. Google, 2024-01-16 (last updated) (Primary: public product policy).

-
- [22] Difference checks | Ads Data Hub. Google, n.d.; page updated 2026-05-18 (Primary: technical documentation).
GOO-S016 · accessed 2026-10-09
-
- [23] AWS Service Terms (section 92, AWS Clean Rooms). Amazon Web Services, Last updated 2026-10-01 (Primary: public service terms).
AWS-S014 · accessed 2026-10-09
-
- [24] Amazon Marketing Cloud Agreement. Amazon Ads, Last updated 2024-10-11 (Primary: public service terms).
AMC-S009 · accessed 2026-10-09
-
- [25] Snowflake Data Clean Rooms Terms. Snowflake, Last updated 2024-04-30 (Primary: public service terms).
SNW-S015 · accessed 2026-10-09
-
- [26] Create Machine Learning Models with AMC Custom Models | Amazon Ads. Amazon Ads, 2025-10-31 (Primary: vendor launch announcement).
AMC-S008 · accessed 2026-10-09
-
- [27] Analysis logging in AWS Clean Rooms - AWS Clean Rooms. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).
AWS-S006 · accessed 2026-10-09
-
- [28] Document history for the AWS Clean Rooms User Guide - AWS Clean Rooms. Amazon Web Services, n.d.; individual entries dated (Primary: documentation history).
AWS-S004 · accessed 2026-10-09
-
- [29] Sep 24, 2026: Snowflake Data Clean Rooms updates. Snowflake, 2026-09-24 (Primary: release notes).
SNW-S014 · accessed 2026-10-09
-
- [30] Oct 2, 2026: Snowflake Native Apps: Observability for Cortex Agents | Snowflake Documentation. Snowflake, 2026-10-02 (Primary: release notes).
SNW-S003 · accessed 2026-10-09
-
- [31] Logging data events. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).
AWS-S011 · accessed 2026-10-09
-
- [32] BigQueryAuditMetadata.TableDeletion.Reason. Google Cloud, n.d.; page updated 2025-07-02 (Primary: API reference).
GOO-S014 · accessed 2026-10-09
-
- [33] Deleting object versions from a versioning-enabled bucket. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).
AWS-S012 · accessed 2026-10-09
-
- [34] Associating a configured table to a collaboration - AWS Clean Rooms. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).
AWS-S007 · accessed 2026-10-09
-
- [35] Release notes | Data Manager API | Google for Developers. Google, Entries through 2026-07-30 (Primary: release notes).
GOO-S007 · accessed 2026-10-09
-
- [36] Aug 7, 2026: Snowflake Native Apps: Cortex Agents and MCP servers (*General availability*) | Snowflake Documentation. Snowflake, 2026-08-07 (Primary: release notes).

[37] BigQuery release notes. Google Cloud, Entries dated 2026-04-20 and 2026-08-11 (Primary: release notes).
GOO-S011 · accessed 2026-10-09

[38] Building a Governed Path for AI Agents in Advertising. Snowflake, 2026-10-05 (Primary: vendor product announcement).
SNW-S004 · accessed 2026-10-09

[39] Meta's ads MCP server comes to Databricks: Put your customer intelligence to work in advertising campaigns | Databricks Blog. Databricks, 2026-10-06 (Primary: vendor integration announcement).
DBX-S005 · accessed 2026-10-09

[40] Amazon Ads MCP Server adds AMC SQL generation | Amazon Ads. Amazon Ads, 2026-09-30 (Primary: vendor launch announcement).
AMC-S003 · accessed 2026-10-09

[41] Troubleshooting AWS Clean Rooms. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).
AWS-S013 · accessed 2026-10-09

[42] March 2026 Platform Release Notes | LiveRamp. LiveRamp, March 2026; exact day not found (Primary: vendor release notes).
LVR-S004 · accessed 2026-10-09

[43] Use the BigQuery MCP server | Google Cloud Documentation. Google, n.d. (living documentation) (Primary: technical documentation).
GOO-S004 · accessed 2026-10-09

[44] LiveRamp Holdings, Inc. Annual report on Form 10-K for the fiscal year ended 31 March 2024. LiveRamp Holdings, Inc. (SEC EDGAR), 2024-05-22 (Primary: SEC filing).
LVR-S011 · accessed 2026-10-09

[45] WPP acquires InfoSum in major investment in its AI-driven data offer | WPP. WPP, 2025-04-03 (Primary: acquisition announcement).
INF-S001 · accessed 2026-10-09

[46] LiveRamp Holdings, Inc. Definitive proxy statement (DEFM14A) on the proposed merger with Publicis. LiveRamp Holdings, Inc. (SEC EDGAR), 2026-07-06 (Primary: SEC filing).
LVR-S010 · accessed 2026-10-09

[47] LiveRamp Holdings, Inc. — Form 8-K: shareholder adoption of merger agreement. LiveRamp filing / US SEC EDGAR, 2026-08-17 (Primary: SEC Form 8-K).
LVR-S002 · accessed 2026-10-09

[48] Databricks Enters the Marketing Industry with CustomerLake: Agentic Customer Data Platform (CDP) - Databricks. Databricks, 2026-06-16 (Primary: vendor press release).
DBX-S001 · accessed 2026-10-09

[49] Aug 20, 2026: Snowflake Data Clean Rooms updates | Snowflake Documentation. Snowflake, 2026-08-20 (Primary: release notes).
SNW-S007 · accessed 2026-10-09

[50] Sep 10, 2026: Snowflake Data Clean Rooms updates. Snowflake, 2026-09-10 (Primary: release notes).

-
- [51] Amazon now lets AMC users query 1P paid features for free until end of 2026. PPC Land, 2026-06-02 (Secondary: trade coverage).
TRD-S003 · accessed 2026-10-09
-
- [52] IAB Tech Lab Introduces AAMP 3.0 to Standardize the RFP-to-Buy Process for Agentic Advertising. IAB Tech Lab, 2026-09-22 (Primary: association press release).
STD-S006 · accessed 2026-10-09
-
- [53] Paid features overview | Amazon Ads API. Amazon Ads, n.d. (official documentation excerpt) (Primary: indexed official documentation).
AMC-S007 · accessed 2026-10-09
-
- [54] LiveRamp Holdings, Inc. Schedule 14A (DEFA14A): employee FAQ on the proposed Publicis transaction. LiveRamp, 2026-05-18 (Primary: filed employee communication).
LVR-S007 · accessed 2026-10-09
-
- [55] Engage your first-party audience in Display & Video 360. Google, 2022-10-11 (Primary: vendor launch announcement).
GOO-S009 · accessed 2026-10-09
-
- [56] What is Databricks Clean Rooms? | Databricks on AWS. Databricks, n.d. (living documentation) (Primary: technical documentation).
DBX-S003 · accessed 2026-10-09
-
- [57] MLflow on Databricks | Databricks on AWS. Databricks, n.d. (living documentation) (Primary: technical documentation).
DBX-S009 · accessed 2026-10-09
-
- [58] Restrict data access using analysis rules | BigQuery | Google Cloud Documentation. Google, n.d. (living documentation) (Primary: technical documentation).
GOO-S005 · accessed 2026-10-09
-
- [59] Tobiras Enhances Meta Analytics for Growth. dentsu, 2024-11-21 (Primary: partner product announcement).
MTA-S001 · accessed 2026-10-09
-
- [60] Enterprise Data Collaboration Playbook — No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Last validated 2026-06-06 (Primary: audited page).
NFA-S000 · accessed 2026-10-09
-
- [61] Clean Room & Platform Fit Guide — No Fluff Advisory. No Fluff Advisory / Evgeny Popov, n.d.; observed 2026-10-09 (Primary: audited page).
NFA-S010 · accessed 2026-10-09
-
- [62] Snowflake Platform Fit for Data Collaboration | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026 (lastValidated 2026-09 at origin/master 918e2091) (Primary: audited page).
NFA-S001 · accessed 2026-10-09
-
- [63] Databricks Platform Fit for Data Collaboration | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026 (Primary: audited page).
NFA-S002 · accessed 2026-10-09
-
- [64] AWS Platform Fit for Data Collaboration | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026 (Primary: audited page).

- [65] Google GMP, ADH & Advanced Marketing Analytics Platform Fit | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026 (Primary: audited page).

NFA-S004 · accessed 2026-10-09

- [66] InfoSum Platform Fit for Data Collaboration | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026; June labels also present (Primary: audited page).

NFA-S005 · accessed 2026-10-09

- [67] LiveRamp Platform Fit for Data Collaboration | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026; June labels also present (Primary: audited page).

NFA-S006 · accessed 2026-10-09

- [68] Amazon Marketing Cloud Platform Fit | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026 (lastValidated 2026-09); hard-coded June 2026 market-context label also present (Primary: audited page).

NFA-S007 · accessed 2026-10-09

- [69] Meta Advanced Analytics Platform Fit | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed September 2026; June labels also present (Primary: audited page).

NFA-S008 · accessed 2026-10-09

- [70] Semantic & Agent-Ready Data Collaboration — No Fluff Advisory. No Fluff Advisory / Evgeny Popov, n.d.; observed 2026-10-09 (Primary: audited page).

NFA-S011 · accessed 2026-10-09

- [71] Multi-Cloud Data Collaboration Orchestration | No Fluff Advisory. No Fluff Advisory / Evgeny Popov, Reviewed 2026-09-15 (Primary: audited page).

NFA-S009 · accessed 2026-10-09

- [72] The Evolution of Holding Companies: Control, client value and three paths for marketing work. No Fluff Advisory / Evgeny Popov, 2026-10-06; evidence cutoff 2026-10-05 (Primary: prior author research).

NFA-S101 · accessed 2026-10-09

- [73] Adtech and Martech Were Never Two Industries. They Were Two Copies of the Customer. — No Fluff Advisory. No Fluff Advisory / Evgeny Popov, 2026-07-05 (Primary: prior author essay).

NFA-S102 · accessed 2026-10-09

- [74] The Loop Closed Inside the Wall — No Fluff Advisory. No Fluff Advisory / Evgeny Popov, 2026-07-21 (Primary: prior author essay).

NFA-S103 · accessed 2026-10-09

- [75] Proof and Story, in plain language. No Fluff Advisory / Evgeny Popov, August 2026; exact publication day not found (Primary: prior author research, plain edition).

NFA-S104 · accessed 2026-10-09

- [76] Paying Attention, in plain language. No Fluff Advisory / Evgeny Popov, October 2026; cutoff 2026-10-01 (Primary: prior author research, plain edition).

NFA-S105 · accessed 2026-10-09

- [77] Snowflake context and Meta campaigns: close the signal loop. Snowflake, 2026-07-21 (Primary: vendor architecture blog).

SNW-S006 · accessed 2026-10-09

- [78] Share data securely across regions and cloud platforms | Snowflake Documentation. Snowflake, n.d. (living documentation) (Primary: technical documentation).
SNW-S008 · accessed 2026-10-09
-
- [79] About Secure Data Sharing | Snowflake Documentation. Snowflake, n.d. (living documentation) (Primary: technical documentation).
SNW-S012 · accessed 2026-10-09
-
- [80] MCPs | Databricks on AWS. Databricks, n.d.; page updated 2026-10-08 (Primary: technical documentation).
DBX-S004 · accessed 2026-10-09
-
- [81] Connecting customer context to measurable ROI with agentic marketing | Databricks Blog. Databricks, 2026-10-01 (Primary: vendor product blog).
DBX-S006 · accessed 2026-10-09
-
- [82] What is Unity Catalog? | Databricks on AWS. Databricks, Updated 2026-09-11 (Primary: technical documentation).
DBX-S007 · accessed 2026-10-09
-
- [83] March 2026 | Databricks on AWS. Databricks, Entry 2026-03-27; page update label 2026-03-25 (Primary: release notes).
DBX-S008 · accessed 2026-10-09
-
- [84] AWS Clean Rooms Pricing. Amazon Web Services, n.d. (current price model) (Primary: pricing page).
AWS-S003 · accessed 2026-10-09
-
- [85] What is AWS Entity Resolution? - AWS Entity Resolution. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).
AWS-S008 · accessed 2026-10-09
-
- [86] MCP Server integration - Distributed Load Testing on AWS. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation).
AWS-S009 · accessed 2026-10-09
-
- [87] BigQuery Export - Analytics Help. Google, n.d. (living documentation) (Primary: technical documentation).
GOO-S006 · accessed 2026-10-09
-
- [88] Meridian | Google for Developers. Google, Updated 2026-07-09 (Primary: technical documentation).
GOO-S008 · accessed 2026-10-09
-
- [89] Direct Access to AMC for Sponsored Ads Advertisers | Amazon Ads. Amazon Ads, 2025-09-16 (Primary: vendor launch announcement).
AMC-S001 · accessed 2026-10-09
-
- [90] Introducing Amazon Ads Agent, your AI-powered ad platform | Amazon Ads. Amazon Ads, 2026-09-29 (Primary: vendor announcement).
AMC-S002 · accessed 2026-10-09
-
- [91] Amazon Marketing Cloud: Discover advertising insights | Amazon Ads. Amazon Ads, n.d. (current product page) (Primary: vendor product page).
AMC-S005 · accessed 2026-10-09
-
- [92] AMC launches Prime Video insights | Amazon Ads. Amazon Ads, 2025-11-11 (Primary: vendor beta launch announcement).

[93] InfoSum introduces Beacons | Press Release | InfoSum. InfoSum, 2025-11-12 (Primary: vendor launch announcement).

INF-S002 · accessed 2026-10-09

[94] Privacy-first data collaboration | InfoSum. InfoSum, n.d. (current product page) (Primary: vendor product assertions).

INF-S005 · accessed 2026-10-09

[95] WPP Media launches as fully integrated, AI-powered media company | WPP. WPP, 2025-05-28 (Primary: corporate announcement).

INF-S006 · accessed 2026-10-09

[96] LiveRamp Completes Acquisition of Habu | LiveRamp, Inc.. LiveRamp, 2024-01-31 (Primary: acquisition completion announcement).

LVR-S005 · accessed 2026-10-09

[97] About the Android ATS Mobile SDK. LiveRamp, n.d.; effective date 2026-09-30 (Primary: deprecation documentation).

LVR-S006 · accessed 2026-10-09

[98] About Meta's Aggregated Event Measurement - Facebook. Meta / Robyn maintainers, n.d. (official help excerpt) (Primary: indexed official documentation).

MTA-S002 · accessed 2026-10-09

[99] Simplifying Ad Measurement for a Social-First World - Facebook. Meta / Robyn maintainers, 2026-03-03 (Primary: indexed official announcement).

MTA-S003 · accessed 2026-10-09

[100] Key Features | Robyn. Robyn project (Meta open source), n.d. (living documentation) (Primary: project documentation).

MTA-S004 · accessed 2026-10-09

[101] modelcontextprotocol/docs/specification/2026-07-28/basic/authorization/index.mdx at main · modelcontextprotocol/modelcontextprotocol · GitHub. MCP project, Specification path 2026-07-28; repository main (Primary: protocol specification).

STD-S001 · accessed 2026-10-09

[102] Overview - A2A Protocol. A2A project, Version 1.0.1; released on GitHub 2026-05-28 (STD-S007) (Primary: protocol specification).

STD-S002 · accessed 2026-10-09

[103] GitHub - adcontextprotocol/adcp: Docs and reference implementation for the Ad Context Protocol · GitHub. AdCP project / AgenticAdvertising.org, n.d.; repository main at access (Primary: protocol repository).

STD-S003 · accessed 2026-10-09

[104] AAMP Agentic Advertising Management Protocols from IAB Tech Lab. IAB Tech Lab, n.d.; page updated 2026-09-22 (Primary: association standards page).

STD-S004 · accessed 2026-10-09

[105] Data Clean Rooms Guidance - IAB Tech Lab. IAB Tech Lab, Updated 2025-07-22 (Primary: standards program page).

STD-S005 · accessed 2026-10-09

[106] Publicis Acquires LiveRamp To Advance New Agentic AI Push. Forrester, 2026-05-20 (Secondary: analyst commentary). TRD-S001 · accessed 2026-10-09
[107] Amazon Marketing Cloud launches Prime Video viewership signals for advertisers. PPC Land, n.d.; reports event of 2025-11-11 (Secondary: trade coverage). TRD-S002 · accessed 2026-10-09
[108] The “What” and “Why” on Meridian: Ads DevCast E6. Google, 2026-05-28 (Primary: indexed official announcement). GOO-S010 · accessed 2026-10-09
[109] Drive profitable growth with new data and measurement tools. Google, 2026-09-10 (Primary: vendor product announcement). GOO-S012 · accessed 2026-10-09
[110] Google Analytics 4 has replaced Universal Analytics. Google (Analytics Help), n.d. (living help page) (Primary: product notice). GOO-S013 · accessed 2026-10-09
[111] Release v1.0.1 · a2aproject/A2A. A2A project (GitHub), 2026-05-28 (Primary: protocol release). STD-S007 · accessed 2026-10-09
[112] LiveRamp Adds Meta to Cross-Media Intelligence. LiveRamp, 2026-08-04 (Primary: vendor announcement). LVR-S012 · accessed 2026-10-09
[113] What is Amazon Quick?. Amazon Web Services, n.d. (living documentation) (Primary: technical documentation). AWS-S010 · accessed 2026-10-09
[114] Meta's removal of Aggregated Event Measurement (AEM) and its implications for advertisers. DEPT (Kasper Koletzki Kuipers), 2023-05-31 (Secondary: agency commentary). TRD-S004 · accessed 2026-10-09
Download the register: CSV · JSON.

Downloads

Print edition (PDF, A4) data-collaboration-2026.pdf	Reading edition (Markdown) data-collaboration-2026.md	Plain-language edition plain/index.html
claim-ledger (CSV) data/claim-ledger.csv	claim-ledger (JSON) data/claim-ledger.json	source-register (CSV) data/source-register.csv
source-register (JSON) data/source-register.json	corrections-ledger (CSV) data/corrections-ledger.csv	corrections-ledger (JSON) data/corrections-ledger.json
Statistics the page quotes (JSON) data/stats.json	Four checks. One output. (editable SVG) figures/ladder.svg	What each record proves (editable SVG) figures/proof-chain.svg

Agent routes, their
actions and stated stages
(editable SVG)
figures/agent-stages.svg

What happened, and
what is scheduled
(editable SVG)
figures/timeline.svg

UPDATE HISTORY

9 October 2026 First edition published on this site, then withdrawn the same day for revision after a critical review.

9 October 2026 First revision: four checks per output instead of four rights; Figure 1 rebuilt with one output per row; Snowflake activation and Databricks room deletion corrected; scoped deletion records; agent stages kept categorical; the Genie endpoint sunset added; inference rows given premises; source access in one field; two overstated corrections reclassified.

9 October 2026 Second revision after a second review: Figure 1 now separates documented technical rules from what is not established; task continuity reported as not assessed; Google's published Ads Data Hub Policies and BigQuery join documentation added; excerpt repairs; pass/fail criteria for tests T01, T04 and T05.

9 October 2026 Revised edition released on this site.

9 October 2026 Corrections after a check of the live edition: the AMC sharing restriction now carries its named exceptions; the task-continuity claim restated; two AWS labels in Figure 1 restored to their qualifications; a universal statement in Figure 2 narrowed.

9 October 2026 Figures redrawn to one design: Figure 1 as a route ledger, Figure 2 as a proof-boundary map, Figure 3 as a grouped route atlas and Figure 4 as a dated record with the evidence cutoff marked. No finding changed; figure text equivalents now follow the figure data.

Figure text equivalents

The text equivalent of each figure, printed once here rather than beside the drawing. Each figure's caption, status badge, units, scope and sources are printed with the figure itself.

Figure 1: Four checks. One output.

OBSERVED

14 output routes against four checks, observed in public documents. Receiving route: 8 documented and 6 documented with a condition (Snowflake activation to an approved account: recipient must import it; Google Ads Data Hub audience: to linked Google ad accounts; InfoSum collaboration event log: visible while a member; LiveRamp Clean Room owner-approved output: needs the data owner's express permission; Amazon Marketing Cloud audience: into Amazon Ads, not to the buyer; Meta Advanced Analytics partner-route query data: partner route; needs FAA and CAPI). Kept through exit: not established for all 14; the documented rules and terms are Snowflake analysis result: public terms defer to the customer's contract; Snowflake activation to an approved account: public terms defer to the customer's contract; Databricks runner-only output table: source ends at 30 days or room deletion; copying documented; AWS Clean Rooms list-analysis result: source access may end; exported-result retention unstated; Google Ads Data Hub audience: after-exit availability not stated; BigQuery clean rooms query result: contributor may block copying; InfoSum collaboration event log: a member loses access on leaving; owners close; Amazon Marketing Cloud aggregate result: lands in the advertiser's storage; Amazon Marketing Cloud audience: after-exit availability not stated; Meta Advanced Analytics partner-route query data: 90-day availability in the route. Later task allowed: not established for all 14; the documented rules and terms are Snowflake activation to an approved account: the spec sets the destinations; AWS Clean Rooms list-analysis result: identification needs contributor permission; AWS Clean Rooms trained model artifact: weights can be exported; licence not reviewed; Google Ads Data Hub aggregate result: policy limits some uses; joins in BigQuery documented; Google Ads Data Hub audience: no uses beyond approved activation; BigQuery clean rooms query result: export limits set per listing; InfoSum activation export: permission names the destination; LiveRamp Clean Room owner-approved output: grant scope and duration not stated; Amazon Marketing Cloud aggregate result: restricted sharing; named exceptions; Amazon Marketing Cloud audience: used inside Amazon Ads. Task runs elsewhere: Continuity was not assessed for any route: it needs a named task and a target environment, and none was defined. AWS documents a model-artifact export; replaying it was not assessed.

Reader question: For one named output, what does public documentation show about each of the four checks, and what does it leave unsettled?

Figure 2: What each record proves

ILLUSTRATIVE

Proposed method, illustrative: the job runs; an output exists; recipient imports; destination accepts; a copy is kept; a copy is deleted. An output leaves the platform after "an output exists". AWS Clean Rooms: query and job logs (the job runs): show a query's status; do not report delivery; model-output ability (an output exists): a named member may receive model exports; CloudTrail data events (a copy is deleted): record S3 object deletions, if configured; versions may remain. Snowflake: Activity tab (the job runs): records analysis template runs; workspace results (an output exists): analysis results returned in the workspace; activation import (recipient imports): activation route only: the recipient must import. Databricks: output table (an output exists): read-only; the runner reads it by default; table lifetime (a

copy is kept): 30 days, or until the room is deleted; a copy is outside this rule. BigQuery: query results (an output exists): for subscribers to a listing; copy and export controls (a copy is kept): a contributor may block copying; table-deletion reason (a copy is deleted): one table: a request, expiry or a query. InfoSum: event logs (the job runs): visible while a member; a leaver loses them; destination export (an output exists): to an authorised destination; closing stops new exports. No record shown covers a destination accepting an output. The records shown cover specific operations and objects. A record of an operation does not establish the fate of every downstream copy.

Reader question: Which step of an output's journey does each platform record, and which must the buyer evidence itself?

Figure 3: Agent routes, their actions and stated stages

OBSERVED

Release stage stated by the vendor: Snowflake, Native Apps: Cortex Agents and MCP servers, generally available (7 Aug 2026): agents and MCP servers run inside installed apps; a general platform feature, not clean-room specific. Google BigQuery, BigQuery MCP server, generally available (20 Apr 2026): runs queries, reads metadata, lists resources; does not bypass a clean room's egress rules. Databricks, Genie One MCP server, generally available (25 Sep 2026): answers natural-language questions about data; watch: the old /api/2.0/mcp/genie endpoint is scheduled to sunset on 31 Oct 2026. Snowflake, Clean-room agent, open preview (date not stated): runs approved overlap and overlap-activation templates; can export overlap records to an approved account. Snowflake, AI Gateway for Advertising, preview (5 Oct 2026): governed MCP routes to Meta and TikTok; architecture is vendor-described. Amazon Ads, AMC SQL Generator on the Ads MCP Server, closed beta (30 Sep 2026): writes Amazon Marketing Cloud SQL; US during the beta; agents serve other markets from US-hosted infrastructure; GA planned for early 2027. No release stage stated: Meta, via Databricks, Meta ads MCP server (Marketplace), no stage stated (6 Oct 2026): Meta campaign tools — not Meta Advanced Analytics; listed in Databricks Marketplace. AWS Clean Rooms, aws-cleanrooms skill (AWS MCP), no stage stated (date not stated): troubleshoots permission errors and missing ML-job logs; analytics and export through agents not evaluated. LiveRamp, Agent deployment in its marketplace, no stage stated (Mar 2026): builders deploy agents; selective: a limited number of builders; not the segment builder. No surface found in the recorded search: InfoSum, Native MCP server: API v2 is documented; searched for a native MCP server. Google Ads Data Hub, MCP endpoint: SQL interface is documented; searched for an ADH MCP endpoint.

Reader question: What does each agent route do, and what stage does its vendor state?

Figure 4: What happened, and what is scheduled

OBSERVED

Before the cutoff, events that happened: 31 January 2024 (ownership), completed: LiveRamp completes the Habu acquisition; 31 July 2024 (platforms), released (GA): AMC on AWS Clean Rooms generally available; 3 April 2025 (ownership), announced: WPP announces its acquisition of InfoSum; 30 November 2025 (platforms), released: AWS Clean Rooms ML adds synthetic training data; 20 April 2026 (agents), released (GA): BigQuery MCP server generally available; 17 May 2026 (ownership), announced: Publicis agrees to buy LiveRamp; 11 June 2026 (ownership), filed: Publicis and LiveRamp file US premerger notices; 16 June 2026 (platforms), private preview: Databricks CustomerLake announced in private preview; 7 August 2026 (agents), released (GA): Snowflake Native App agents and MCP servers; 17 August 2026 (ownership), approved: LiveRamp stockholders adopt the merger agreement; 20 August 2026 (platforms), completed: Snowflake removes legacy connectors, round 1; 10 September 2026 (platforms), completed: Snowflake removes legacy connectors, round 2; 16 September 2026 (ownership), pending: Publicis: the deal remains subject to customary approvals; 22 September 2026

(agents), public comment: AAMP 3.0 introduces the OpenProposal draft; 24 September 2026 (platforms), released (GA): Snowsight collaboration management; 30 September 2026 (agents), closed beta: AMC SQL Generator on the Ads MCP Server (US); 1 October 2026 (platforms), completed: No new legacy Snowflake rooms in the web interface; 5 October 2026 (agents), preview: Snowflake AI Gateway for Advertising announced; 6 October 2026 (agents), listed: Meta ads MCP listed on Databricks Marketplace. After the cutoff, dates set by named parties: 31 October 2026 (agents), scheduled: Databricks: old /api/2.0/mcp/genie endpoint sunsets; By end 2026 (ownership), expected: Publicis expects the LiveRamp deal to close; 31 December 2026 (platforms), reported end: AMC first-party paid-feature offer (trade report); 1 February 2027 (platforms), scheduled: Snowflake: legacy interface closes; legacy-API room creation stops; Early 2027 (agents), planned: Amazon plans expert-tool GA, priced per use; 16 May 2027 (ownership), contract term: Merger outside date (can extend to 16 Aug 2027); 1 June 2027 (platforms), scheduled: Snowflake: access to existing legacy rooms ends.

Reader question: Which dates are settled, and which are schedules or plans?

What Can Leave the Room?: What buyers can receive, keep, use again and rebuild from nine data-collaboration products. © 2026 Evgeny Popov, No Fluff Advisory. Evidence cutoff 9 October 2026; published 9 October 2026. The data behind every figure and count is in the downloads.