



TAPAD | **impact**

Tapad + Impact



Gain an expanded view of cross-device consumer journeys with Impact, powered by the Tapad Device graph™

Tapad's Device Graph™ augments and completes the Impact device graph with probabilistic identification of new connected devices. This provides an expanded view of consumers' cross-device paths to conversion within two products in the Impact suite.

Tapad + Impact



Measure and reward the impact of all content on conversions

Impact + Tapad's combined solution offers marketers a holistic view of how traditional and non-traditional content is driving conversions.

What are the benefits?

- Attribute credit to all conversion-driving content across paid & unpaid sources
- Reward partner contributions by building ongoing value-positive incentives
- Make informed decisions about how to optimize media spend and messaging

Tapad + Impact



Tapad + Altitude

Marketing and media data need to be consolidated into a single system of record that captures and consolidates audience exposure and engagement data de-duped across multiple systems, and portrays the audience journey to conversion unified across all their devices.



Tapad + Altitude

Tie each media touch point to cost, engagement and revenue and leverage a marketing source of truth for advanced data applications such as:

- KPI measurement and monitoring
- Dashboarding and visualization
- Cross-device consumer journey mapping
- Rules-based and algorithmic attribution



The Tapad Device Graph™

Gain an accurate view of the consumer's journey across all of their devices.

The Tapad Device Graph™ augments Impact's existing device graph, powered by the Impact Consortium of advertisers that have opted in, with probabilistic input from a variety of partners across adtech/martech.

Capture engagements across channels, devices, and contexts to gain a complete view of all paid and earned content contributing to conversions. See which channels and media initiatives are truly contributing to incremental lift.



Tapad + Radius

While affiliates are still an important part of many performance programs, “non-traditional” partners -- social influencers, brand-to-brand business development relationships, comparison shopping engines/marketplaces, and metasearch -- have taken center stage.



Tapad + Radius

Measure the impact of all content contributing to conversions within an advertiser's site, whether paid or earned:

- Coupons
- Links
- Search/Metasearch
- Social Posts
- Blog Posts

The Tapad Device Graph™

Understand, measure and reward partner contributions accurately across both traditional and non-traditional sources with the Tapad Device Graph™.

Though influencer marketing has taken center stage for a number of marketers, we want to ensure that traditional affiliate marketers don't feel left out.

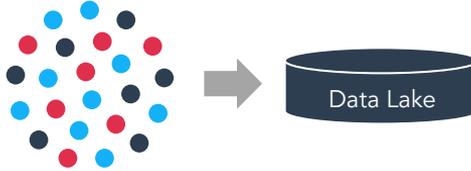
The combined Impact/Tapad solution provides a way to understand how both influencers and affiliates participate in the cross-device path to conversion.

Tapad + Impact

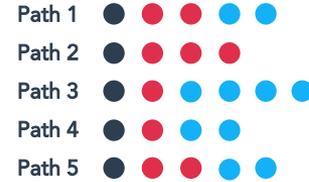
Capture events across channels to build effective Attribution

Impact captures user interactions across paid media, search, email and more, then identifies conversion paths and applies credit across touchpoints, giving you a robust view of your buyer's journey.

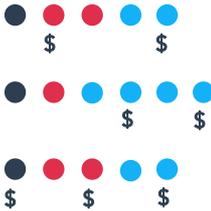
Capture Events



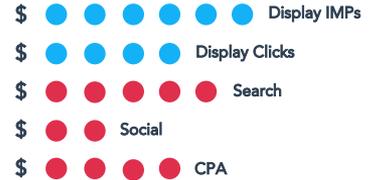
Identify Paths



Apply Attribution



Aggregate Results



● Impressions ● Clicks ● Orders

Tapad + Impact

First Party Data Often Isn't Enough

Impact can identify customers via email, phone, customer ID and other deterministic signals. If a customer logs into an Impact client's website or app, Impact is able to tie other events deterministically from the same session through its data consortium and construct a robust device graph.



Laptop Login

user123@clientsite.com



Known User

user123@clientsite.com



Mobile Login

user123@clientsite.com

But what happens when a consumer visits a site or app without logging in? Impact would have to rely on other means to ensure that the device graph is complete.

Tapad + Impact

Impact device Graph + Tapad Device Graph™

In the absence of sufficient deterministic signals, Impact uses the Tapad Device Graph™ to augment its own device graph with probabilistic identification of new linked devices. This added data completes the view of the consumer journey with all touch points involved in a path to conversion.



Laptop Cookie

7A4C

Laptop Cookie

H21M



Mobile Device ID

895-3b4-2ms

Hashed Mobile Device ID

3MSd3w62mvJL



Anonymous User



TV ID

SV435aB



Tablet Cookie

17E2

Mobile Device ID

895-3b4-2ms

**Hashed Mobile
Device ID**

c5mE2801nk21

Questions?



Thank You

We Look Forward to Partnering With You.

