

FEATURE CROSS- DEVICE IDENTITY RESOLUTION

Track interactions across every device to understand how your customers truly interact with your ads

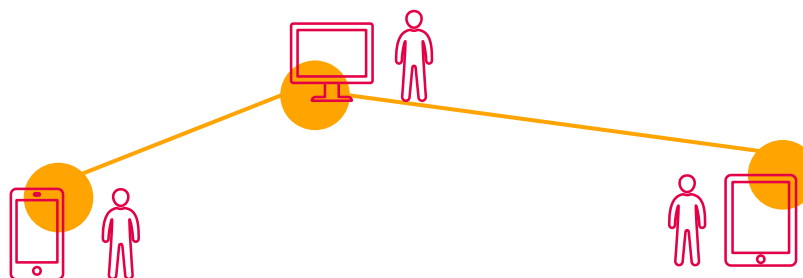


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Identify and track customers across devices

In today's multi-device world, it's not uncommon for buyers to research a purchase on a phone, tablet and work laptop before ultimately buying on a home laptop. Without cross-device tracking, this chain of events will look like four consumers interacted with the brand instead of just one.

By linking seemingly disparate devices, marketers have a more accurate picture of how their customers journey toward a purchase, allowing them to better align their media buys and messaging with buying patterns.



Using first party (“deterministic”) data

If a customer logs into a brand's website or app from various devices, the brand can use first party information (e.g., email, phone, address, customer ID, order ID) to determine, fairly easily, that each device belongs to a single user.

But if the customer only ever logs in from their laptop, the brand will never see the connection to their other devices and will miss the buyer's true journey. To help solve for this, brands can work together through a shared data pool* to collectively identify these devices as belonging to their individual owners.

** All identifiable information is anonymized. Brands do not share personal information about their customers.*

Leverage “probabilistic” matching and machine-learning algorithms

Brands can increase their ability to match devices with owners using public information and probabilistic matching. Our devices routinely communicate with web servers and wi-fi anytime we download a web page or otherwise engage online. In doing so, certain public information (e.g., IP address, device make & model, etc.) becomes available.

Individually, these pieces of information don't offer much. But collectively, advanced algorithms can use them to identify patterns and determine the likelihood (i.e. “probability”) that a particular device belongs to a particular person.

This probabilistic matching is particularly useful when first party “deterministic” data is not available. It can also be used in conjunction with first party data to more powerfully train the algorithm to spot patterns that ultimately help to link users and devices.

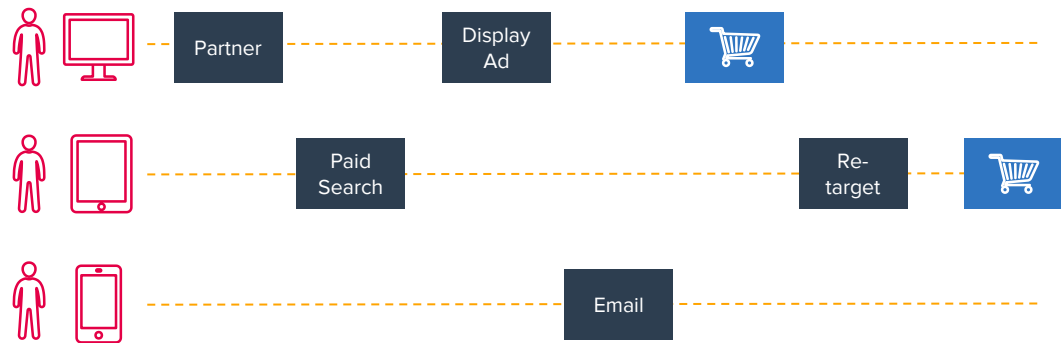
Contact sales@impact.com
to learn more

Identity resolution is a must-have in today's multi-device world. Without it, marketers simply can't see their true customer journeys. By resolving identities across devices, marketers can optimize their media buys and align their messaging to better match their customers' buying patterns.

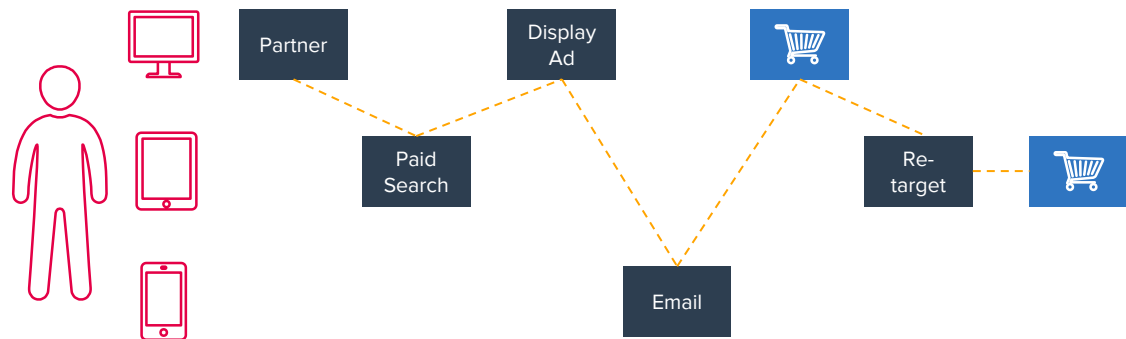


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Without Identity Resolution



With Identity Resolution



Three ways to participate on the Impact Platform

Use your own account data

Combine our device detection capabilities with your own first-party data to link devices to their owners. This information is anonymized before it is sent to our database for processing.

Opt into the Impact data pool

Work together to collectively link multiple devices to their owners through the anonymized customer keys of all our participating brands.

Leverage our Tapad partnership

Tap into the billions of first-party data points across the Tapad data pool. Benefit additionally from the probabilistic linking of devices, when first-party data is not available.