Impact Radius

Tapad powers two products in the Impact Radius suite:

- Media Manager
- Partner Manager

TAPAD | **Impact Radius**

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

Tapad's Device Graph™ augments and completes the Impact Radius 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 Radius suite:

Media Manager and Partner Manager.

Measure and reward the impact of all content on conversions.

Impact Radius + 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

Media Manager

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.

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 Radius' existing device graph, powered by the Impact Radius 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.

Partner Manager

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

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

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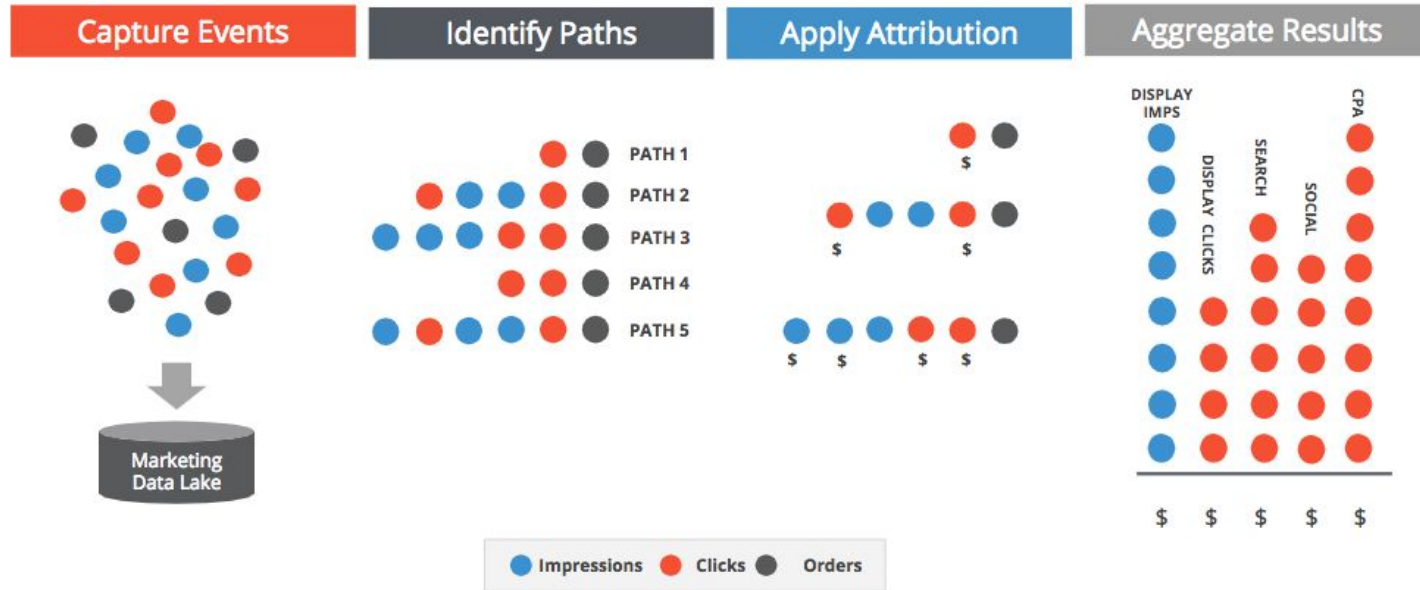- Social Posts
- Blog Posts

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

Capture events across channels to build effective attribution.

Impact Radius 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 a buyer's journey.

Capture Events | **Identify Paths** | **Apply Attribution** | **Aggregate Results**

PATH 1
PATH 2
PATH 3
PATH 4
PATH 5

Marketing Data Lake

DISPLAY IMPS
DISPLAY CLICKS
SEARCH
SOCIAL
CPA

Impressions   Clicks   Orders

First-party data often isn't enough.

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

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

MOBILE LOG-IN
user123@clientsite.com

LAPTOP LOG-IN
user123@clientsite.com

KNOWN USER
user123@clientsite.com

TAPAD | Impact Radius

Impact Radius leverages the Tapad Device Graph™ to complete and augment its own device graph.

In the absence of sufficient deterministic signals, Impact Radius 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.
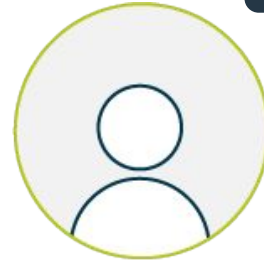
Laptop Cookie
7A4C

Laptop Cookie
H21M

Mobile Device ID
895-3b4-2ms

Hashed Mobile Device ID
3MSd3w62mvJL

TV ID
SV435aB

ANONYMOUS
USER

Tablet Cookie
17E2

Mobile Device ID
895-3b4-2ms

Hashed Mobile Device ID
c5mE2801nk21

TAPAD | Impact Radius

Thank You!

APPENDIX

Attribute credit accurately across touch points.

The Tapad Device Graph™ enables you to see all the media touch points that occur during a consumer's path to conversion.

By leveraging Impact Radius in conjunction with Tapad, marketers can see more user engagements and attribute credit to each touchpoint accurately. This enables more precise ROI measurement so that marketers can optimize media spend and drive savings.

1

User is redirected from search to desktop web

Chrome Cookie

2

User re-engages on tablet app

iOS IDFA

3

User clicks on a specific offer via mobile web

Firefox Cookie

4

User converts back on desktop web

Safari Cookie

TAPAD   Impact Radius