Cross-Device Identity Tracking

Gain a more accurate view into your customer journey

Use your own account data

Combine our device detection capabilities with your own first-party data (e.g., custID, order ID or hashed email address) to directly link devices to their owners. This information is **anonymized** before it is sent to our database for processing.

Two logins.
Two devices.
Same customer key.

It's a match!

We'll associate this phone and tablet to the same buyer journey, even if they browse on one device and purchase on the other.

Opt-in to the Impact Radius data pool

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

Multiple logins.
Multiple devices.
Multiple brands.
Same customer.

For example...

Your customer logged into the site of another Impact Radius brand before browsing your site on their phone. They later bought from your site via laptop. **Without** the data pool, you would have tracked this as two people: one prospect and one customer. **With** the data pool you can see these two devices belong to the same buyer and their journey.

Leverage our partnership with Tapad

Greatly increase your ability to map the buyer journey across multiple devices by "tapping" into the billions of data points in the Tapad data pool. Benefit additionally from the *probabilistic* linking of devices, when first-party (*deterministic*) data is not available. *(Flip the page to learn more.)*

Multiple purchases.
Multiple devices.
Multiple brands.
Same customer.
Much larger data pool.

For example...

Non-personal usage information indicates a user's phone and laptop are consistently near each other. Additional browsing patterns lead Tapad's sophisticated algorithm to determine these two devices belong to the same owner.

Cross-device linking helps marketers to optimize their media spend

In this 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 several consumers interacted with the brand instead of just one.

By linking disparate devices to a single person, marketers have a more accurate picture of how customers make their way toward a purchase. This knowledge helps brands to better align their media buys and messaging with their customer's buying patterns.

Link devices and users through first party information

Brands can already identify their customers through email, phone, address, customer ID and/or order ID. If a customer logs into the brand's website or app from various devices, the brand can tie the customer to each of those devices without much effort.

Trouble arises when the customer never logs in from a particular device. In this case, a link will never be made and the brand won't see the buyer's true journey. To help solve for this, brands can work together through a data pool* to collectively tie devices to their owners.

But if a device cannot be directly ("*deterministically*") linked to its owner, brands can use additional data to "*probabilistically*" make the connection and tie devices to the appropriate buyer's journey.

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

Make use of publicly available information

Our devices routinely communicate with web servers, wi-fi and other machines anytime we download a web page or otherwise engage online.

In doing so, certain public information becomes available:

- IP address
- Device make & model
- Operating system
- Browser type & version
- Current and previous URL
- Settings such as language, time zone & geolocation
- Apps and plugins
- etc.

Scale your reach using advanced algorithms

Individually, these pieces of public information don't offer much. But *collectively*, advanced algorithms can use this data 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.