

CROSS-DEVICE IDENTITY TRACKING

An easy-to-grasp explanation of how it works and how to participate

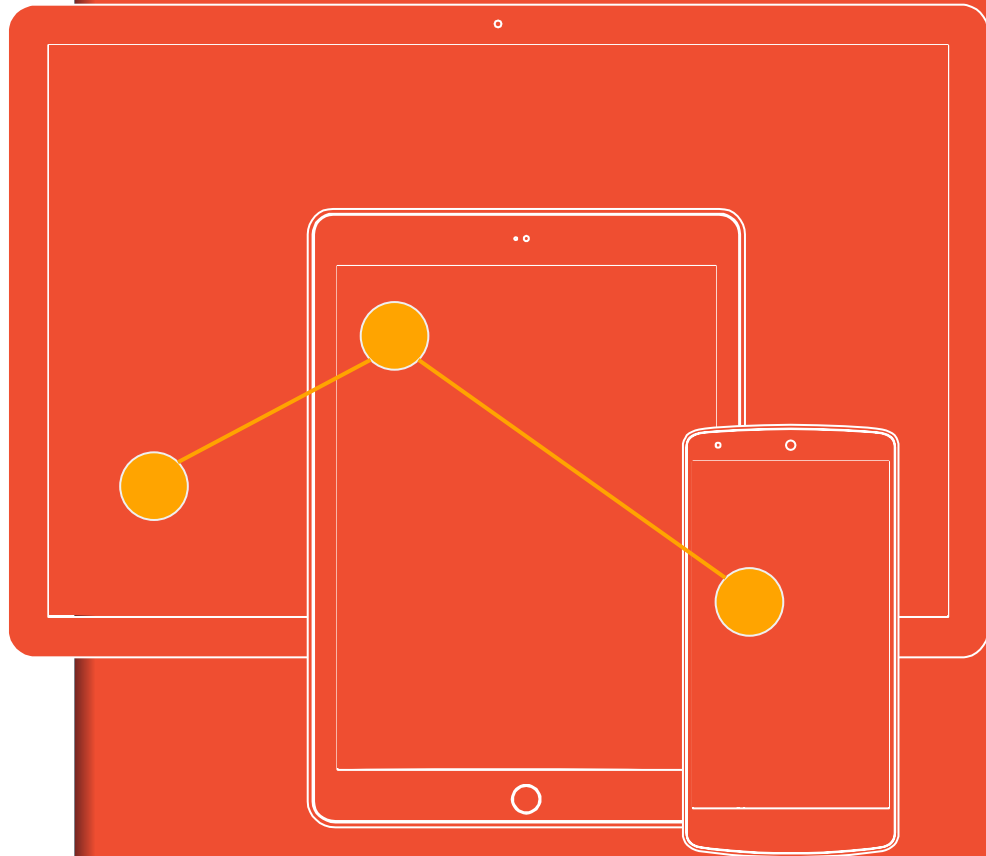


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1.

WHAT IS CROSS-DEVICE TRACKING?

*And how does it
strengthen your
marketing efforts?*



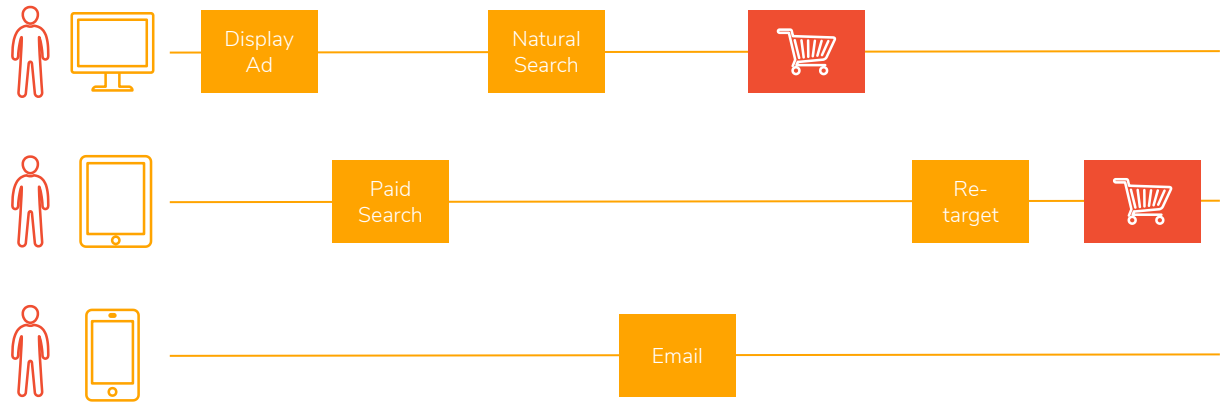
Advanced tracking methodology

Cross-device tracking is used to associate multiple devices with a single owner.

This advanced tracking methodology offers marketers a more complete and accurate view into their customer journey. This visibility allows them to better understand how customers interact with their media, more accurately attribute credit to each interaction, and more effectively optimize their media buying.

Fragmented Journeys

Without cross-device technology, tracking scripts will mistakenly report the below interactions (for example) as three separate users with three separate buying journeys.

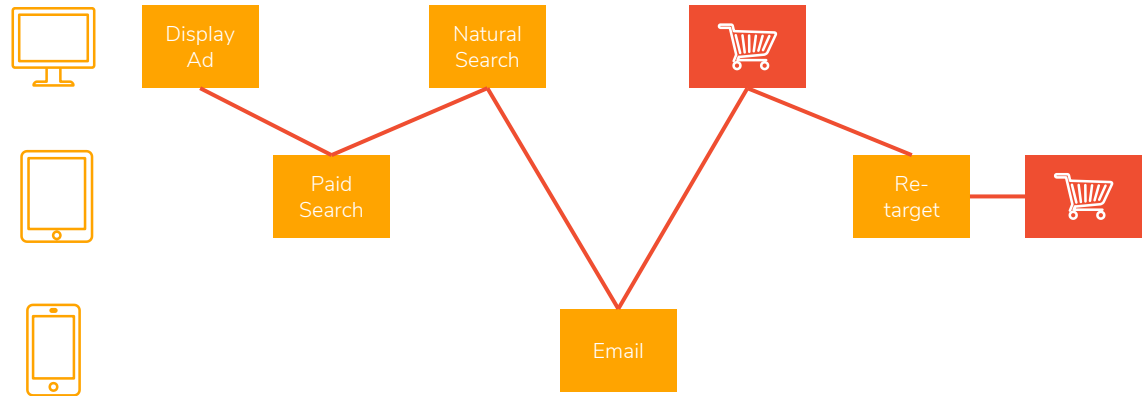


This will lead to incorrect assumptions regarding how consumers interact with a brand's ads, which can subsequently lead to bad media buying decisions.

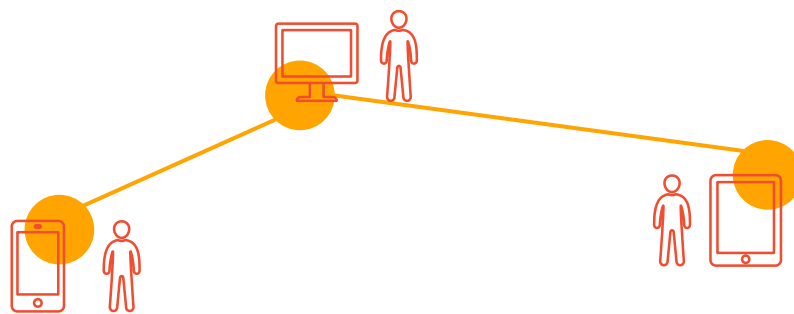
Multiple Identities Collapsed Into One



By linking disparate devices to a single person, brands can learn how customers (or prospects) interacted with their media across every screen.



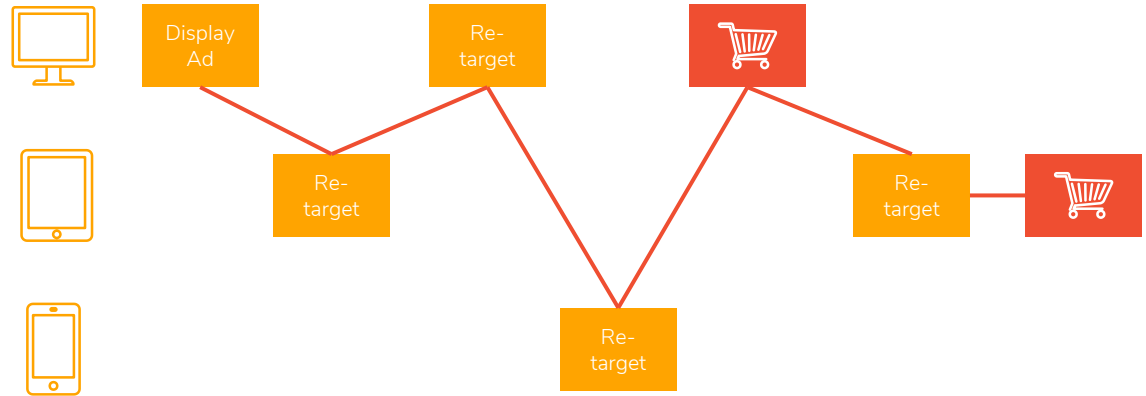
Once linked, the identities previously attached to multiple devices are “collapsed” into a single identity. For this reason, the process is called “identity collapsing”.



A clear view into the customer journey

With a more complete and accurate picture of how customers make their way toward a purchase, brands can better align their messaging with their customer's buying patterns.

And by linking the journey across devices, they can more accurately attribute credit to the media that participated in each conversion. This helps brands to make more informed decisions regarding where and how to spend their media budget.

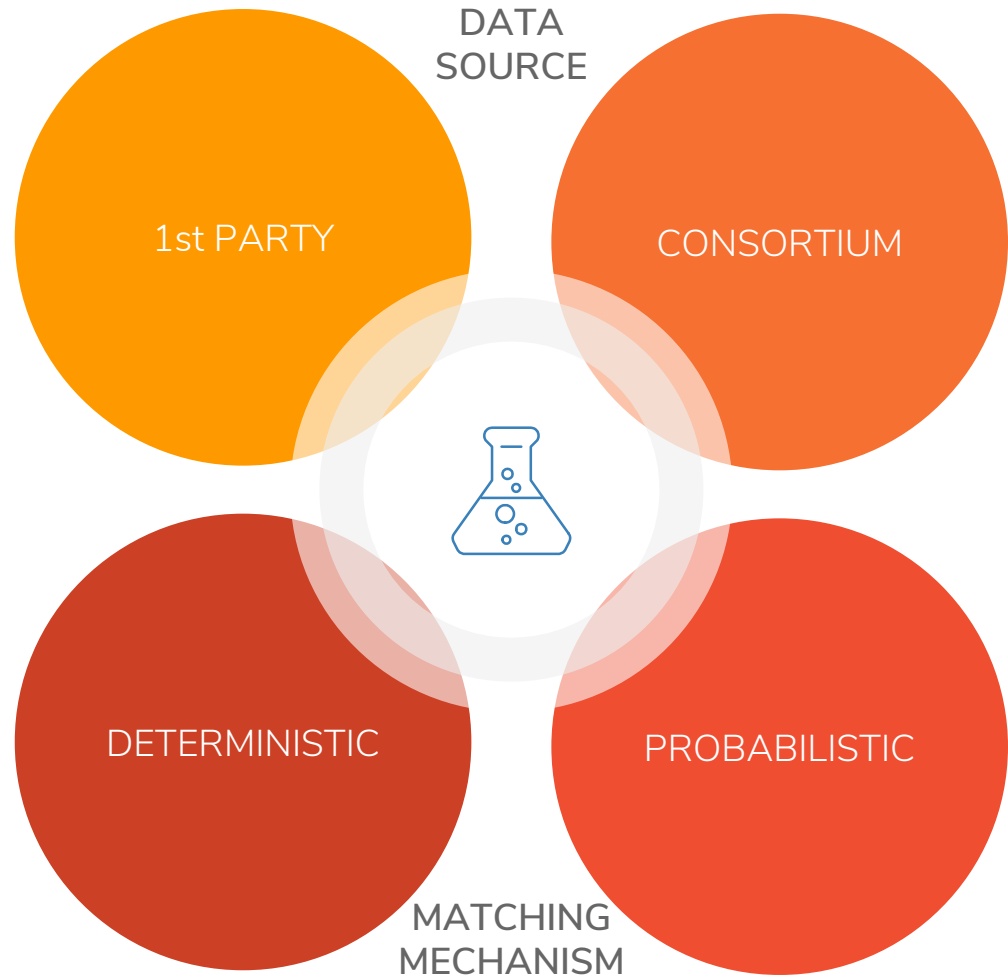


Eliminate wasteful spend

Cross-device tracking also helps brands to more accurately identify when they are advertising too much, exposing an opportunity to reduce costs. Retargeting in an easy example.

By linking multiple devices to a single person and single journey, brands can more clearly see when they are serving too many ads to the same person or when two or more display vendors are stepping on each other's toes by serving ads across the same domain.

How the magic happens



2.

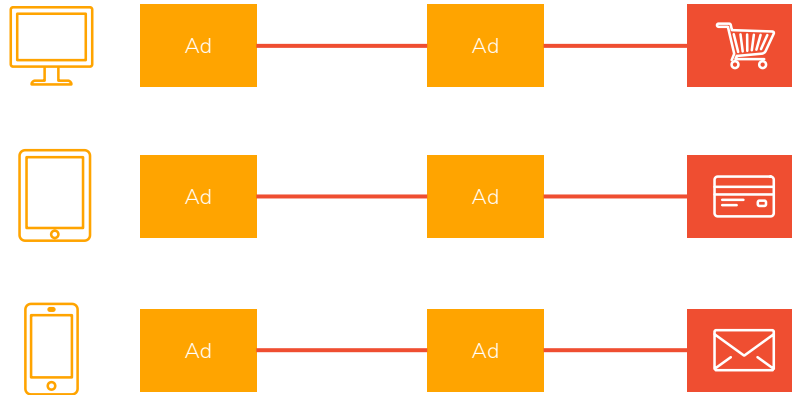
USING FIRST PARTY DATA VS. A CONSORTIUM

*Leverage both to
increase the ability to
match devices to users.*



First-party data

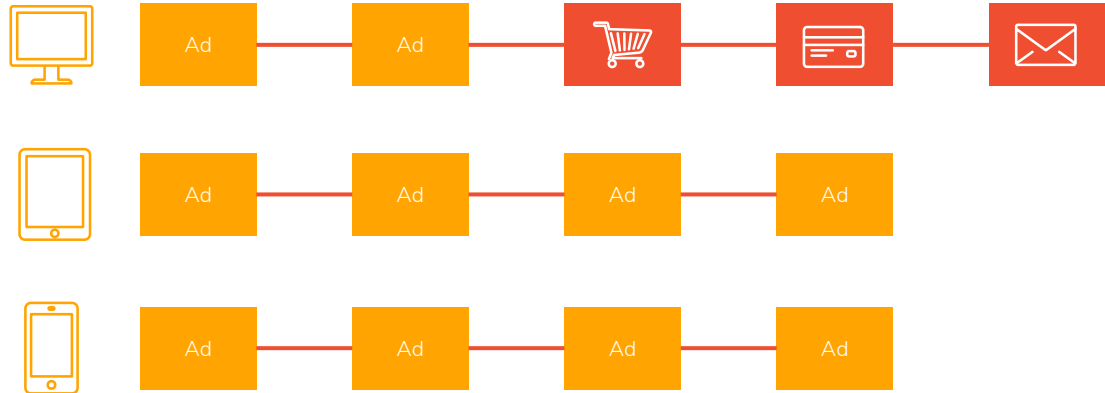
Once a customer makes a purchase or creates an account, the brand learns certain information such as their name, email, mailing address, phone number, etc.



If the customer purchased on their laptop and later logs into their account from their tablet and reads an email from the brand via their phone, the brand should be able to recognize that these devices belong to a single owner.

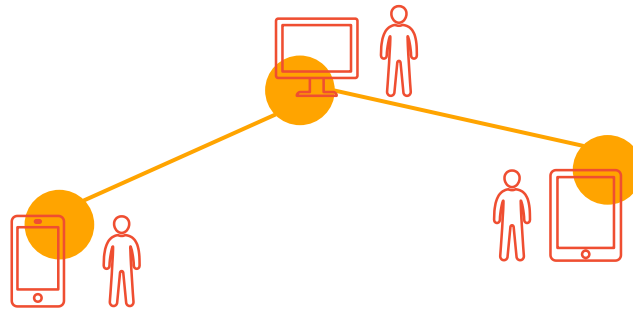


If a customer doesn't interact with your site in such a way that you can directly identify them across devices, it will be more difficult to link the devices to a single owner using only your own first-party data.



Data pool ("consortium")

By opting into a data pool - called a "consortium"- brands share in the process of linking devices to their owners.



ANONYMIZED DATA

Personally identifiable information (PII) is a big no-no and brands do not share it. To participate in a data pool, brands anonymize their PII, making it **non**-personally identifiable. Hashing an email address is a common example of anonymizing data.

This collection of anonymized information creates a unique customer view that helps brands to connect devices to users without compromising sensitive information.

3.

DETERMINISTIC VS. PROBABILISTIC

*Using the data to
match devices to their
owners*

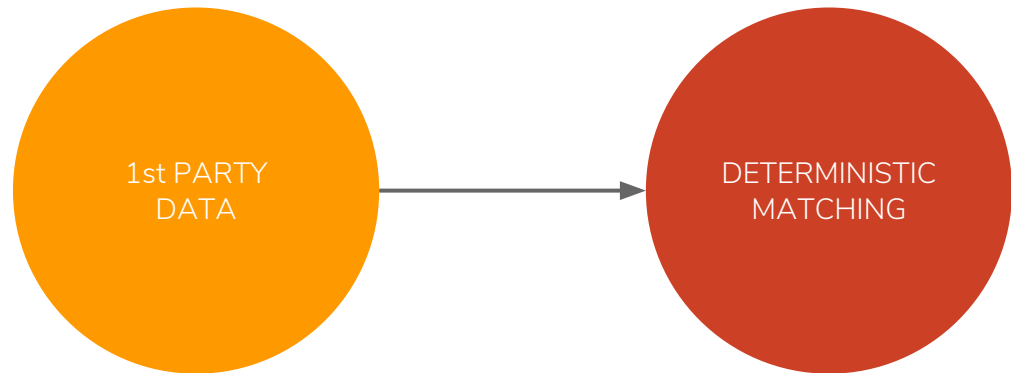


Deterministic matching

When a device is clearly determined to belong to an owner through **first-party** user data such as an email address or customer ID, this is referred to as **deterministic matching**.

This is the most accurate method of matching. However, it is often the case that a customer's browsing behavior does not present an opportunity to directly determine their identification.

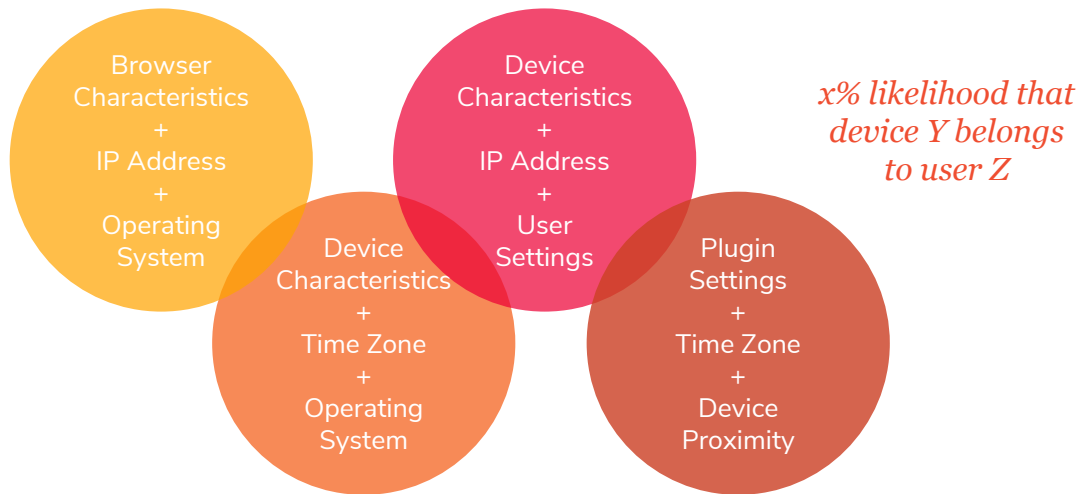
In this case, brands may turn to **probabilistic matching** to increase the number of matches they make between devices and users.



Probabilistic matching

Publicly available information is routinely sent across the web each time our browser or device communicates with another machine. For example: each time we download a web page, send an email or access the web through wifi.

Probabilistic matching feeds the unique combinations of this publicly available information into an algorithm to calculate the **likelihood** that a particular device is linked to a particular user.



For example

For example, if your wifi and/or geo-location indicates that your phone and home laptop are consistently near each other during certain times of the day (i.e. “device proximity”), those devices are probabilistically linked to each other.

And if a phone with the exact same characteristics (e.g., make, model, settings, etc.) is consistently near your work laptop during other times of day, then your phone will be linked probabilistically to your work laptop as well.

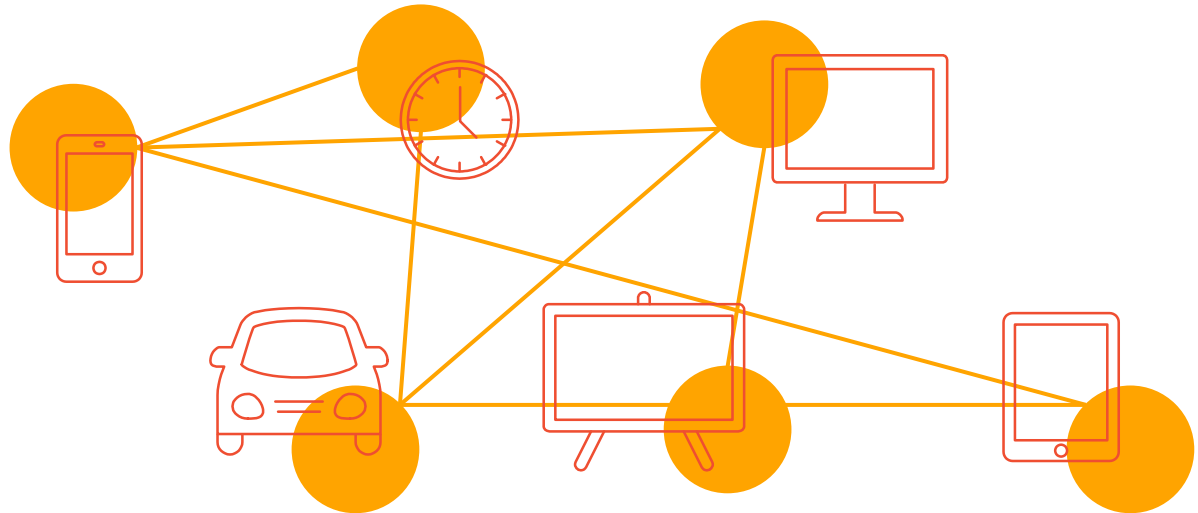
Since your phone is now linked to both your laptops, we now have a case to link your work laptop to your home laptop.

While the devices are linked together, we still need to identify their owner. So once a user logs into a brand’s account using any one of those devices, they are positively (or probabilistically) identified as the owner of each of the devices.

The growing importance of probabilistic

Probabilistic matching is already an important method of linking customers to their phones, laptops and tablets.

But as our lives become more ingrained in the IoT (internet of things), probabilistic matching will play an even bigger role in linking customers to smart devices that they may not directly log into, such as their TVs, cars, appliances and wearables.



SUMMARY

Brands leverage cross-device tracking to associate multiple devices to their owner, allowing them to better identify and track their customers across the entire buyer journey. This knowledge helps brands to improve media buying efficiencies and meet the customer in the right place with the right message.

Impact Radius
clients have
access to three
levels of
cross-device
linking

Account Level

Combine your first party data with our matching capabilities

Impact Radius Consortium

Participate in a data pool of Impact Radius brands

Tapad Consortium

Leverage our partnership with Tapad, to 'tap into' the billions of devices they have already mapped



Impact Radius

To learn more visit
www.ImpactRadius.com



Impact Radius

Impact Radius is transforming the way
advertisers handle media and
performance marketing partnerships.

Our natively integrated suite of products
enables digital brands and agencies to
maximize their return on global ad spend
by providing a single trusted view into the
consumer journey from ad impression
through acquisition **across all devices
and channels.**