

Tapad's Consumer Identity Sources

HOW WE SOURCE DATA FOR THE TAPAD GRAPH

Tapad ingests trillions of raw data points from more than 130 integration partners to build the Tapad Graph.

Tapad's Key Differentiators on Data Sourcing:

QUANTITY OF DATA SOURCES

Tapad ingests more than 1 million signals per minute from 130+ integration partners, with additional manual integrations available based on client need. Having such a large number of data sources reduces the reliance on any one provider (no one partner represents more than 5% of the graph), and ensures that the data we use to build the Tapad Graph is comprehensive and diverse.

DIVERSITY OF DATA SOURCES

Probabilistic Signals sourced from:

- RTB exchanges and supply-side providers
- Enterprise customers who opt in to contributing data to the Tapad Graph
- Purchased / licensed data from publishers and SDK aggregators
- Proprietary telco data via Telenor's 250M subscribers

Deterministic Signals sourced from:

- Enterprise customers who opt in to contributing data to the Tapad Graph
- Purchased / licensed data from publishers, e-commerce providers, aggregators and more
- Proprietary telco data from Telenor's footprint of 250M+ subscribers

Tapad's sourced data is stored and stitched by region, on Tapad servers and/or cloud-based infrastructures including AWS and Google Cloud. Tapad builds each unique graph within the jurisdiction of the data being collected.

4.2 billion
devices globally

2.4 billion mobile devices
1.2 billion desktop devices
560 million device clusters

Telenor's
250 million
global subscribers



130+
integration
partners
and growing

PRIVACY-SAFE DATA SOURCING

Tapad takes a rigorous approach to privacy, following guidance from internal and external counsel and leading privacy-by-design groups. We contractually require all our sourcing partners to update their consumer-facing privacy policies to ensure notice is being given on cross-device data collection. This includes processing consumer-facing opt-outs in a timely and complete manner when we interface with a consumer through paid media, advertising or any on-site activity.