How can The Tapad Graph work for you?
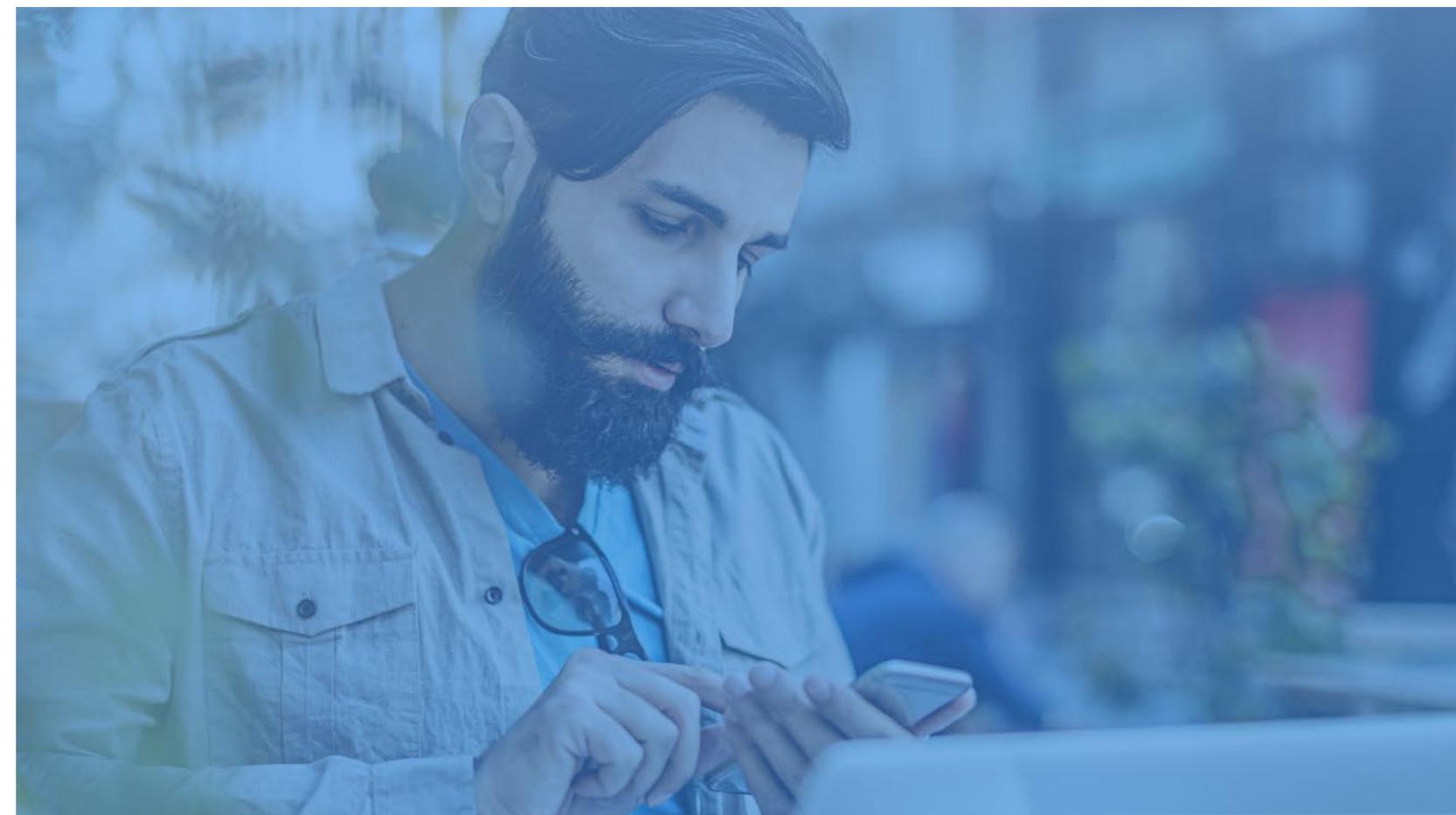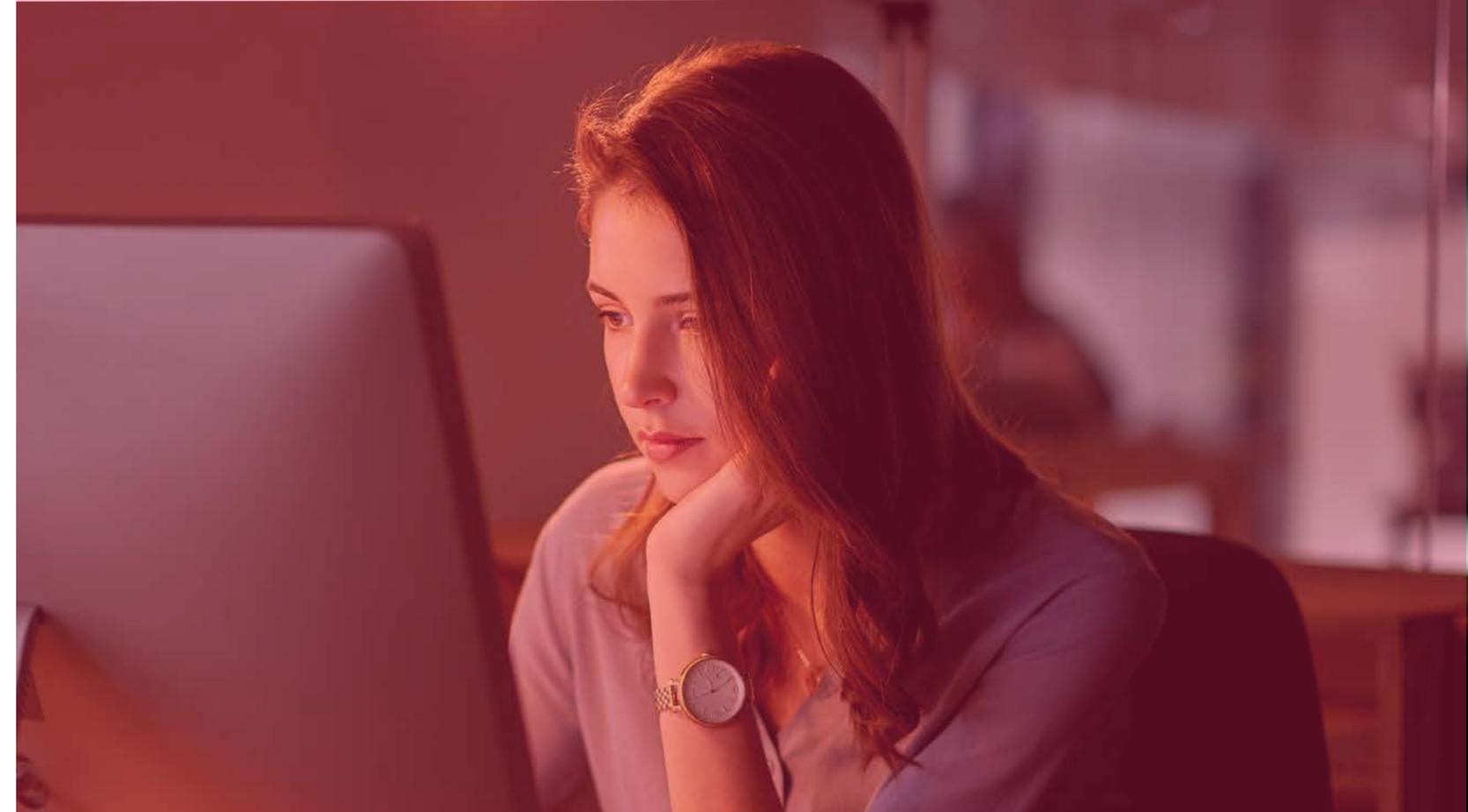
TAPAD

21

times per hour
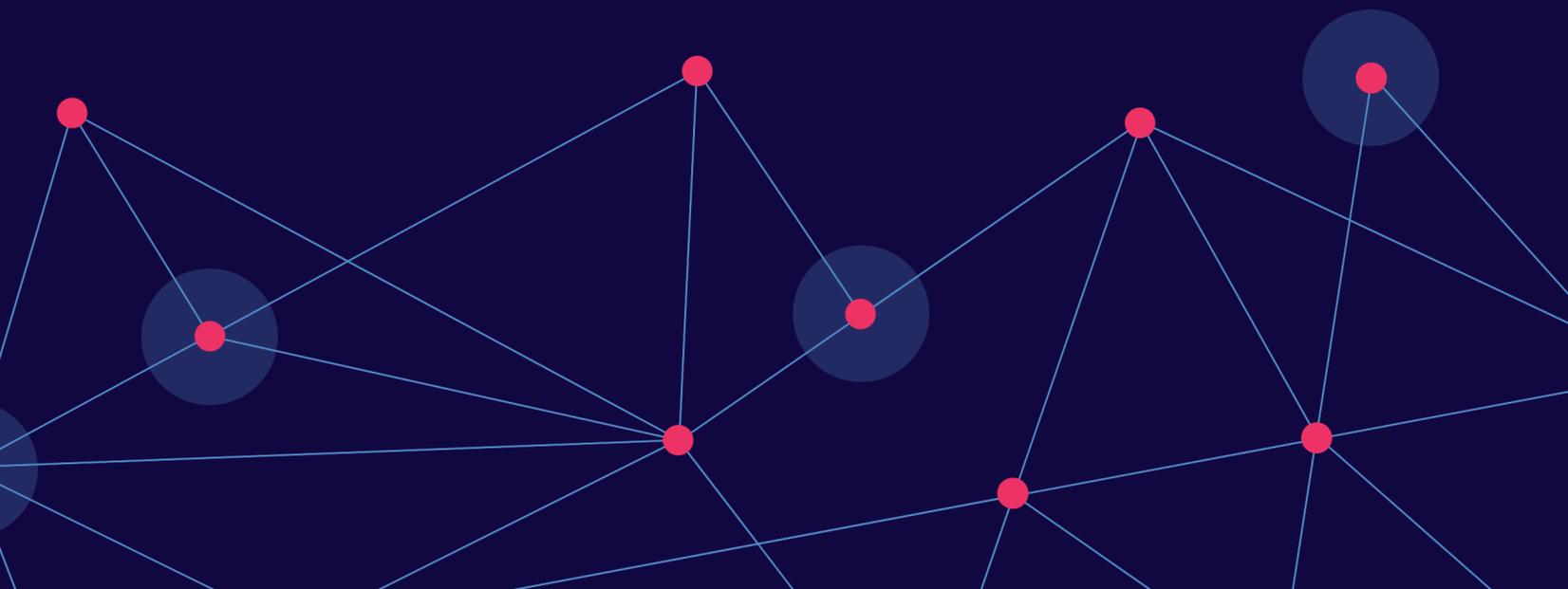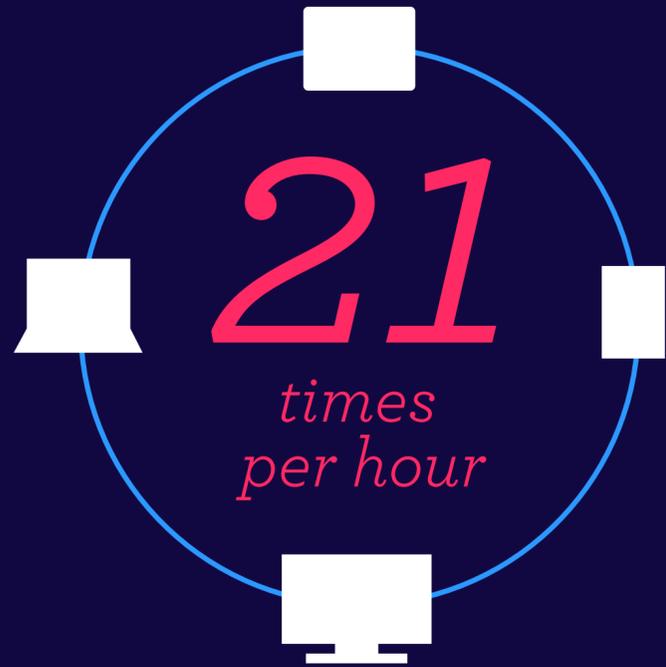
The average person switches between devices a staggering 21 times an hour*, creating complex journeys. Tapad ties this disparate engagement data together for a holistic consumer view.

The Tapad Graph bridges consumer data across devices to help marketers discover new audiences, connect with existing ones, and deliver personalization at scale.

To find out how The Tapad Graph can work for you, please browse the four prompts that follow.
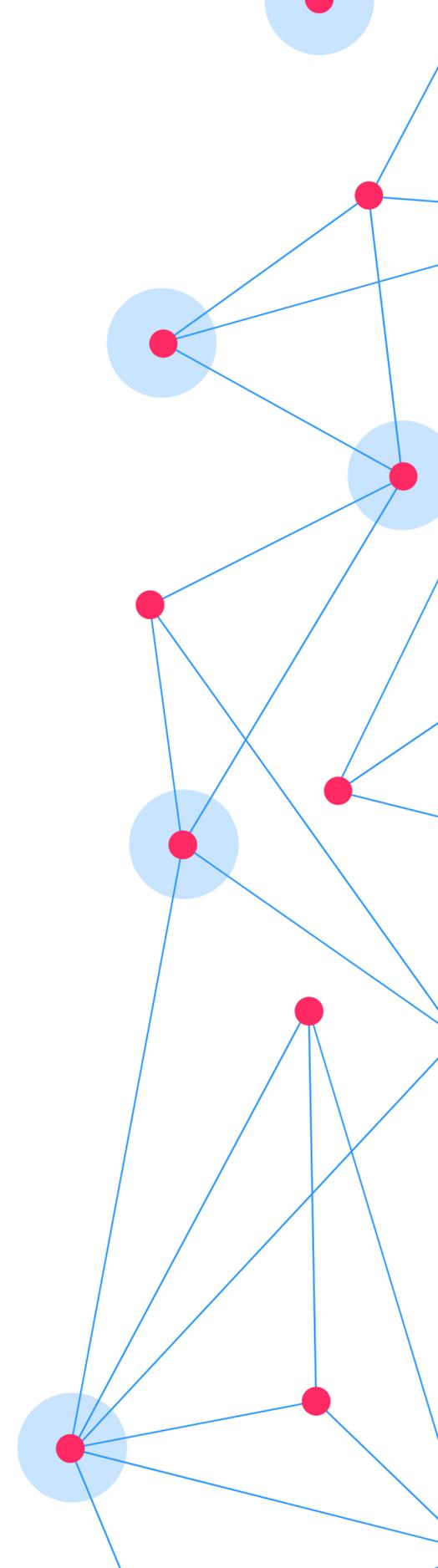
Do you buy
Programmatic media?

Tapad enables agencies, trading desks and other media buyers to reach consumers across up to 5X more devices. Amplify your segments with Device Graph Access (DGA), increasing the reach and scale of your audience across more devices and digital environments.

DGA is integrated with most leading adtech and martech platforms, such as The Trade Desk and AppNexus.

YOUR SEGMENTS

DEVICE GRAPH ACCESS

DGA ADDS NET-NEW DEVICES

UNDERSTAND ATTRIBUTION & TRUE FREQUENCY
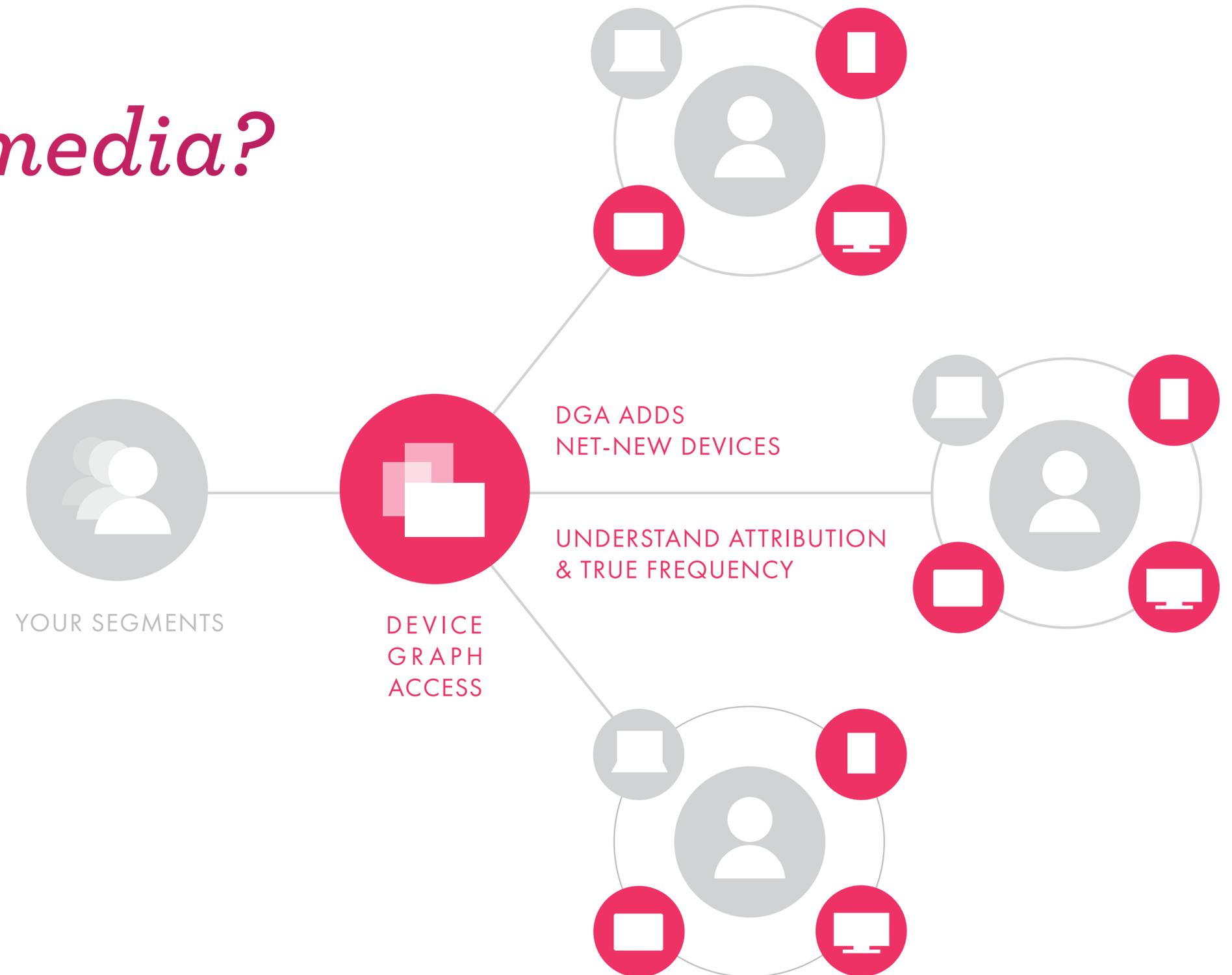
Are you a
# B2C Brand?

Tapad lets you deliver personalized experiences to anonymous visitors of your owned channels, regardless of device. In this example, an anonymous user researches flights to Hawaii on their phone. When they visit the site on their laptop, the homepage is personalized with Hawaii travel information.

Anonymous site visitor

TRAVEL
HAWAII FLIGHTS
Honolulu $475 per person
Honolulu $469 per person
Kahului $449 per person

Site-side personalization engine powered by **TAPAD**

TRAVEL   FLIGHTS HOTELS CARS PACKAGES
HAWAII AWAITS
Honolulu $475 per person

No personalization

TRAVEL   FLIGHTS HOTELS CARS PACKAGES
PLAN YOUR NEXT ADVENTURE
Destination
Check-in   Check-out
SEARCH

Are you a

MarTech or AdTech platform?

For your platform to perform most effectively, your clients need a unified view of their consumers. The Tapad Graph can help you drive incremental revenue by extending reach and providing holistic analytics. DGA allows your users to unlock the power of their segments by extending cross-device reach. With Tapad, marketers can understand the true frequency and reach of their campaigns by unifying disparate IDs.
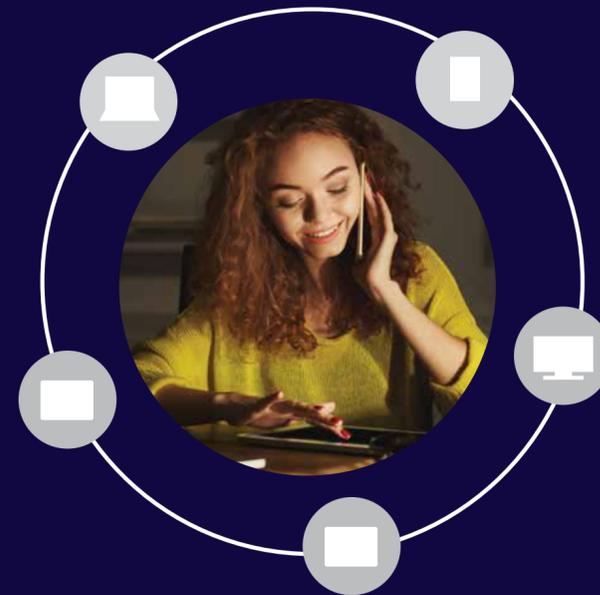
Without a device graph, marketing platforms see each device ID as a unique individual, creating an innaccurate view of a campaign's reach and their customers' journey.
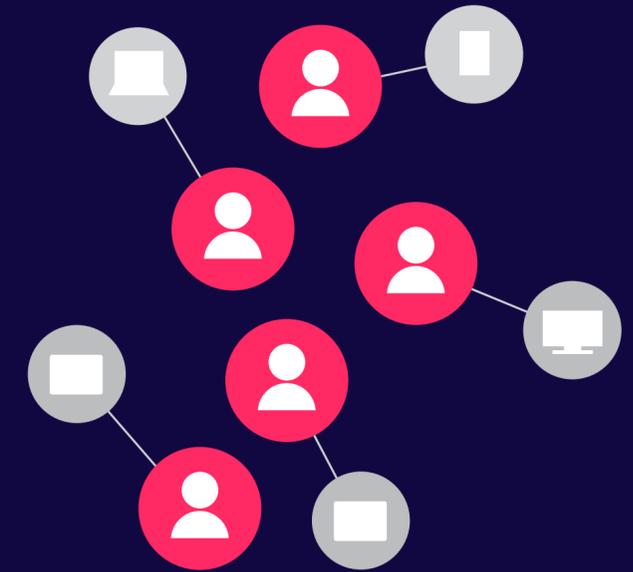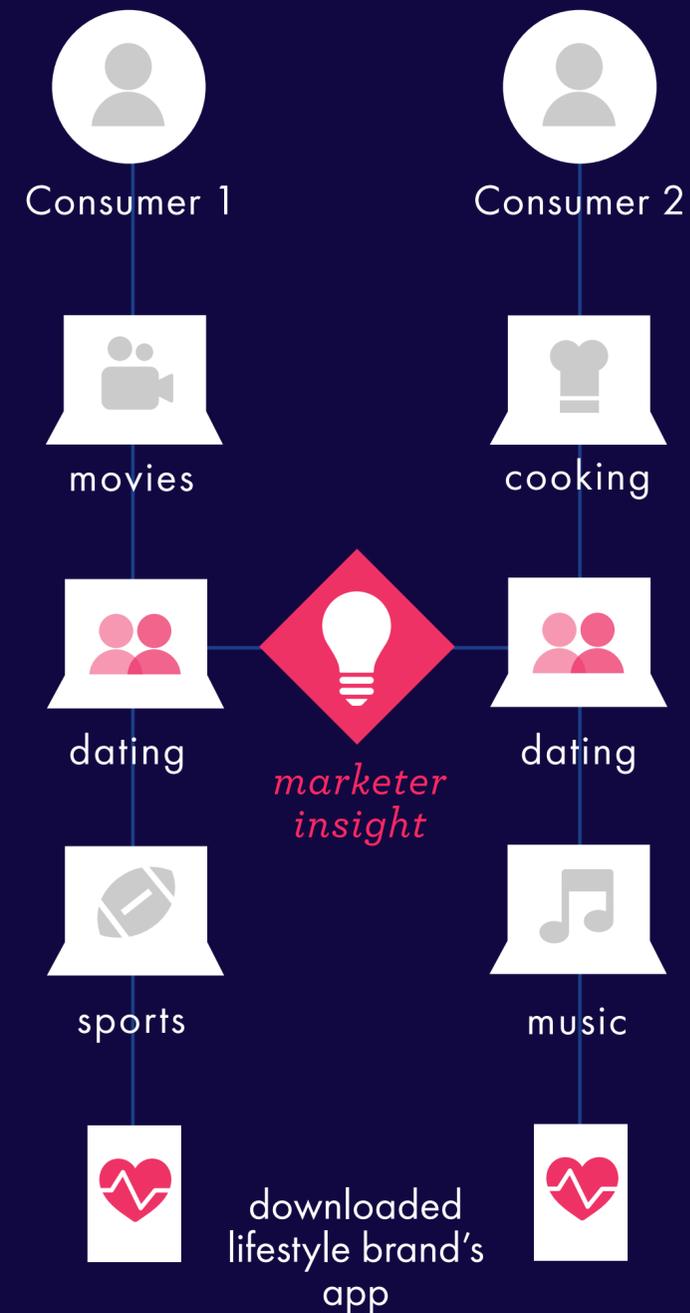
By integrating a device graph into their platforms, marketers can resolve IDs into a single view of their consumers.

Are you measuring the
Consumer Journey?

Tapad identifies and links all the digital device IDs that belong to your consumer, providing a complete view of the path to conversion across channels and devices. By tying previously hidden touch points to your consumer, you can make more effective use of your marketing spend.

In this example, a healthy lifestyle brand has two disparate pieces of consumer data: a programmatic desktop display campaign and a group of mobile IDs that recently downloaded the brand's app. Since people don't often download apps to their desktop, it's hard for marketers to attribute the ROI of their desktop campaigns.

Consumer 1

Consumer 2

movies

cooking

dating

marketer insight

dating

sports

music

downloaded lifestyle brand's app

By tying the two data sets together in The Tapad Graph, the marketer sees a surprising correlation: people who saw ads on dating sites were more likely to download the app.

This insight can inform a more efficient media spend by allocating advertising budget to dating apps and sites. It could also inform the marketer's messaging to align to the interests (dating) of their most valuable consumers.

REINVENTING

PERSONALIZATION

for the modern marketer

TAPAD

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