

9 BENEFITS OF BRINGING DIGITAL IDENTITY RESOLUTION IN-HOUSE

WHY EACH IS IMPORTANT

1. *Extend your reach*

Reach more devices for households and individuals, for both authenticated audiences (such as site logins) and non-authenticated audiences (such as consumers who have bought in-store, or may have seen your print ads, but are not currently included in your database).

2. *Manage campaign frequency*

Don't waste media spend over- or under-targeting consumers. If the ideal frequency cap is 4 messages per week, don't inadvertently show the same consumer the identical message a dozen times across multiple devices.

3. *Own and control your own data*

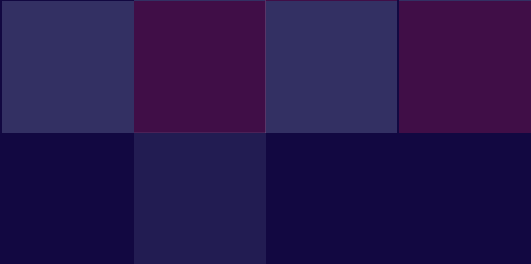
Ensure your customer identity data is kept under your roof, with no questions or unplanned fees with regards to ownership, and no vendor lock-in if you chose to change DMP, DSP or your other adtech or martech vendors.

4. *Unify fractured data*

Bring together disparate user data into a single view of the consumer.

5. *Achieve greater resolution*

Understand the influences each touch point has on consumer behavior.



<p><i>6. Improve targeting</i></p>	<p>Targeting the consumer at the right time on the right device.</p>
<p><i>7. Combine offline and online profiles</i></p>	<p>Obtain additional insight beyond the “keyhole” of your own touch points by understanding the customer’s range of digital devices, at both the individual and the household level. A more comprehensive picture is formed by stitching together ecosystem data with your internal first-party data to, in effect, open the door to a view of the whole room.</p>
<p><i>8. Track full consumer journeys and tie conversions to marketing spend</i></p>	<p>Understand customer journey across all channels and devices with multi-touch attribution, to create seamless and exceptional experiences across touchpoints, and to improve your media measurement and analytics.</p>
<p><i>9. Enable personalization</i></p>	<p>Personalize your desktop and mobile websites at both the individual and the household level, by linking insourced cross-device digital identity with your website experience software or other website management system. In addition to websites, over time you can expand personalization to more of your other owned and operated properties.</p>

Do all this within your existing and planned martech stack with Tapad Device Graph Access (DGA).