

7 reasons

why telco-verified IDs can solve challenges facing the ad industry

Identifiers used as the foundation of programmatic advertising – third-party cookies and Mobile Advertising IDs – have reached the end of the road

30-50%

of addressable audiences removed

52-62%

ad revenue losses

<25%

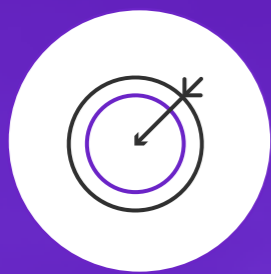
match rate from alternative IDs

So why are telco-verified IDs the true panacea?



1. Scale

Verifies all users – authenticated and ‘ghost’ – providing scale to publishers and brands



2. Accuracy

Telco signals are precise deterministic data giving highly accurate match rates



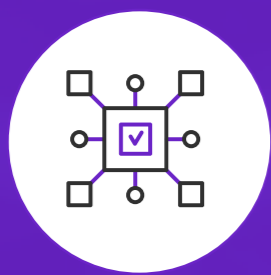
3. Safety

ID is built on user consent and is unique per publisher or brand. If one publisher or brand loses consent, it does not mean that others do



4. Privacy

Telco IDs are privacy-by-design and fully compliant with global privacy standards



5. Interoperability

Works alone or in combination with other authenticated IDs – lots of flexibility for users



6. Better end user experience

Consumers benefit from more relevant ads and promotions along with increased control and privacy



7. Future-proof solution

Programmatic advertising model stays intact enabling the ad-funded content model to continue; without the need for third-party cookies