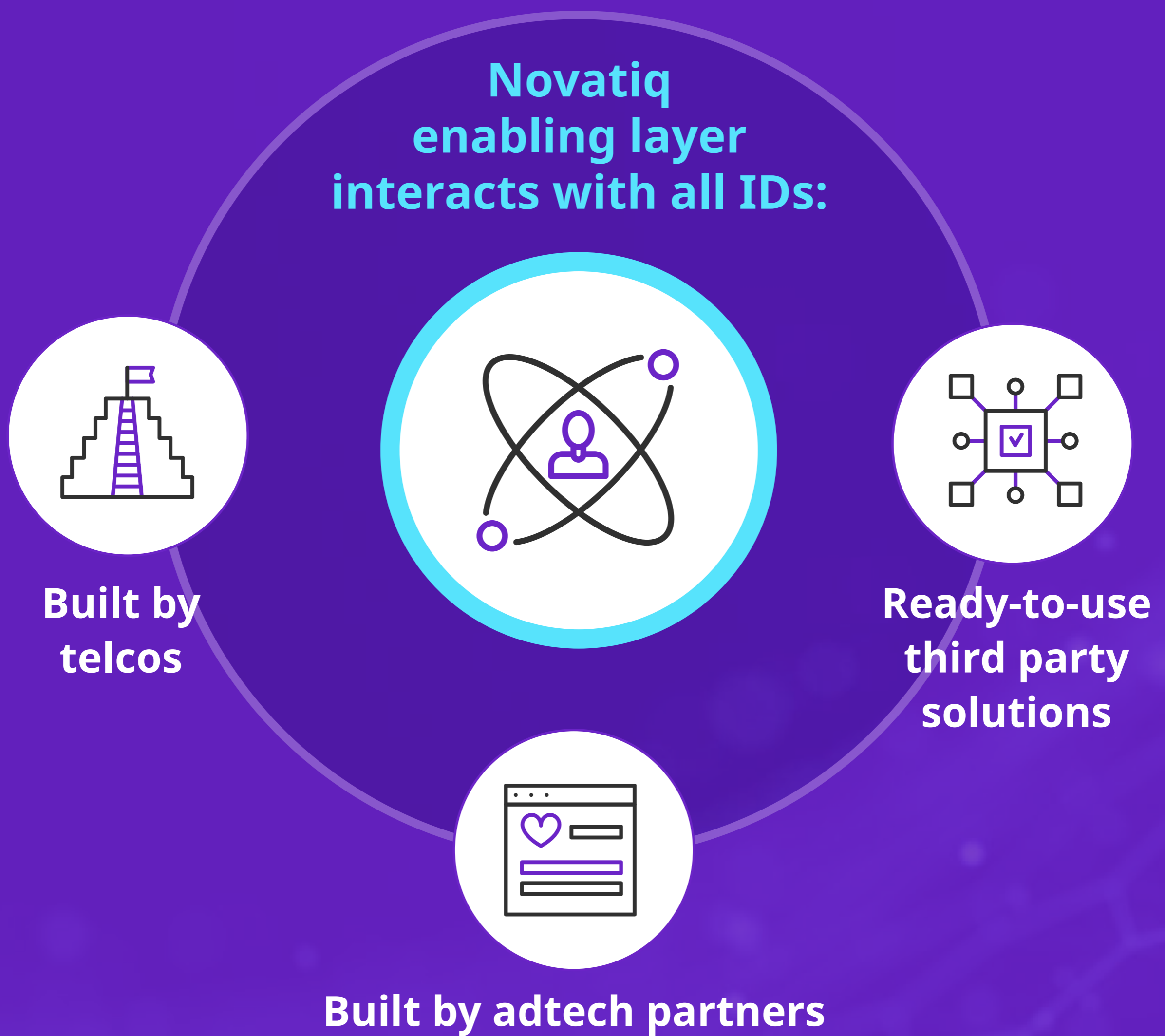


Interoperability –

an explosion of
connected possibilities



Interoperability benefits

- ✓ Understand your brand customer base in its entirety, not just a limited view
- ✓ Exploit business innovation in a way that suit your needs
- ✓ Every choice is the right choice of ID partner, as all can work seamlessly together
- ✓ Test, learn and integrate new partners with minimal risk as a publisher and brand
- ✓ Combine the depth of information from a logged-on authenticated ID with the breath of a verified ID
- ✓ Gain a deep knowledge of some customers while bringing all their interactions together at an overarching level
- ✓ Enjoy scale and breadth in the open web