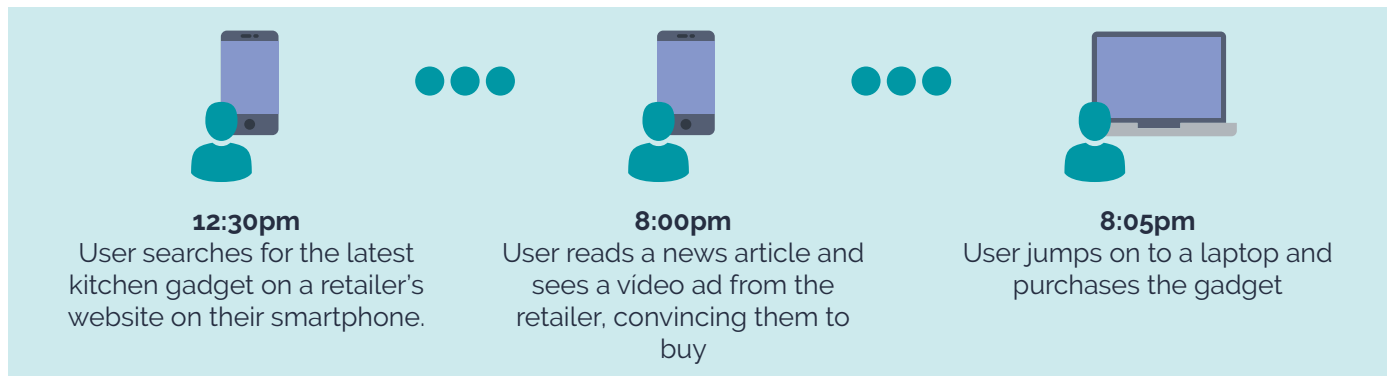# DIGILANT
Unlock data. Uncover customers.

Using ConnectedID to Target Audiences Across Devices

More often than not, a user is perusing content on multiple devices before actually making a purchase.

- The average consumer uses 3-5 devices and spends 5.6 hours/day online
- Over half of that time is spent on a mobile device.

12:30pm
User searches for the latest kitchen gadget on a retailer's website on their smartphone.

8:00pm
User reads a news article and sees a video ad from the retailer, convincing them to buy

8:05pm
User jumps on to a laptop and purchases the gadget

We may be seeing a user from desktop on mobile but if we're unable to connect that mobile user to their desktop ID, we are missing the opportunity to target them with the right ad.

Our Solution - ConnectedID

ConnectedID is a cross-device solution, that uses deterministic data (such as a cookie or Mobile advertising ID) or individual (such as a customer ID), to link users across browsers and devices and build out a device graph. Advertisers pass back a deterministic identifier so that associations can be built out for the advertiser's customer base. A probabilistic model, where 3rd party cookies are not supported, is also used to pull in variables to assign cookieless IDs and identify users in those environments as well.

The **BENEFITS** of the ConnectedID solution are:

- Managing frequency
- Attributing conversions properly to improve campaign efficiency
- Users have a positive experience with the brand across the web
- Identifying users across environments means more targeted messaging and prevents users from being flooded with ads

Average accuracy of ConnectedID single-device recognition is 96% and cross-device recognition is 100% because it is based entirely on deterministic data.

ConnectedID ensures more accurate targeting because we're targeting people instead of ID's.