5 questions for telcos to ask when choosing an ID service provider

1. Is the solution dynamic and real-time?

Martech IDs must be near-real time to get a 360-degree view of the customer. For publisher and brand IDs, activation must be dynamic and real time

2. How is privacy protection enabled?

Look for patented solutions that are built on a foundation of explicit user consent

3. How does the ID provider integrate with telcos?

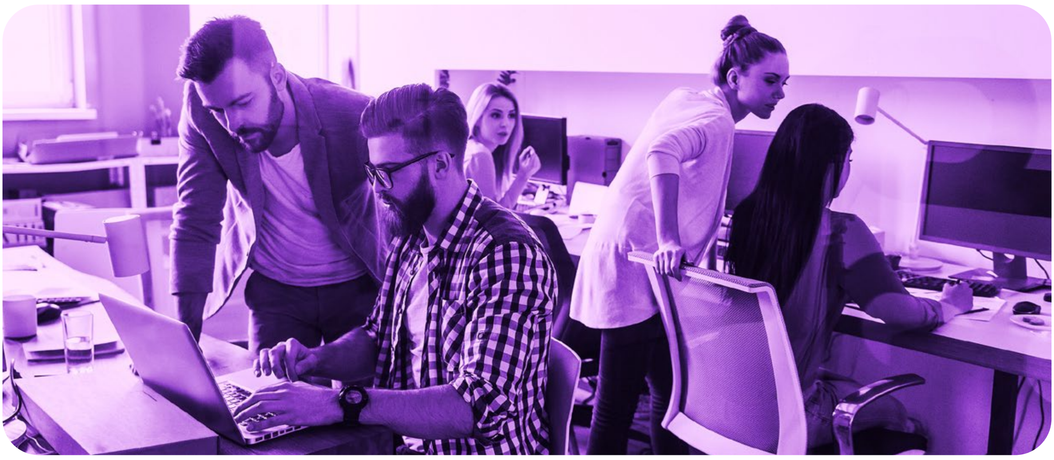
Whether an in-house or outsourced solution, seek guarantees about the ease of integration, with all audience matching taking place securely and exclusively behind the telco firewall protecting the data

4. Is the ID easy to deploy?

Deployment should be simple and easy to roll out for publishers and brands, via a standard integration into telco networks and the ad ecosystem. A few clicks, then sit back and watch the solution work effortlessly

5. Does the ID enable safe data activation at scale?

The ideal solution supports the delivery of personalised dynamic advertising whilst protecting the interests of publishers, brands, marketers and the end consumer



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