Build, partner or buy? Three routes to building an ID service

1

Build in-house

- ✓ Gives telcos full control
- ✗ Lacks scale
- ✗ Requires complex integrations

2

Partner with a DMP/CMP

- ✓ Easier than building from scratch
- ✗ Cedes control
- ✗ Only a partial solution
- ✗ Relies on third-party IDs

3

Leverage telco-grade in-network solutions

- ✓ Ready to use
- ✓ Full control
- ✓ Interoperable with full universe of martech IDs
- ✓ Delivers vital scale

• INTERESTED? TALK TO US

contactus@novatiq.com
www.novatiq.com