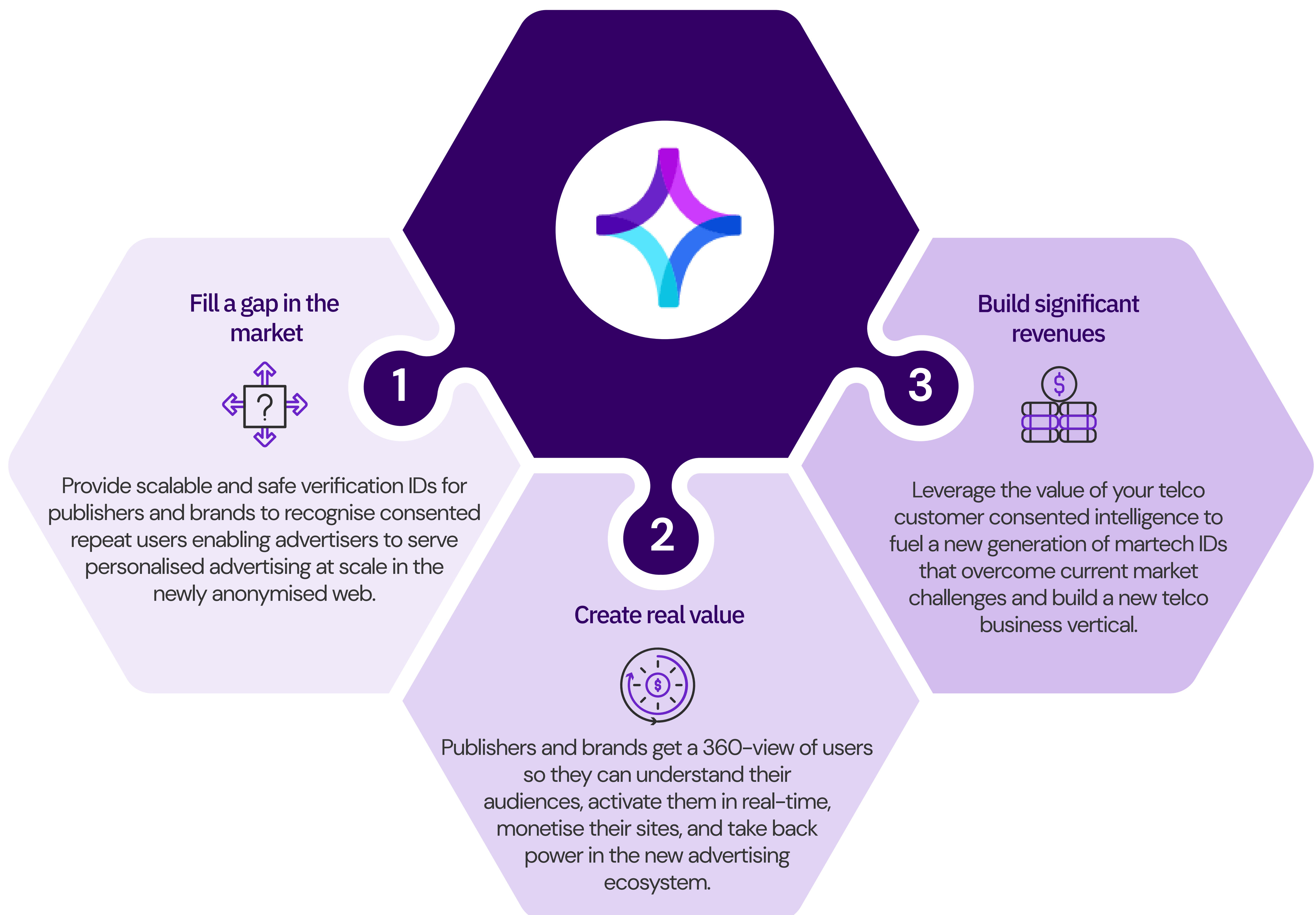


Become the go-to leader in verification ID provision for the lucrative martech market

Solve the privacy challenges facing the ad industry and enjoy new opportunities for growth.

Identity is changing leaving a gap in the market. Empowered by NovatIQ, telcos can fill the identity gap for “ghost” users by delivering a safe, scalable verification ID for publishers and brands to recognise repeat users and create a new value proposition for the market.



Benefits for telcos:



1

Take your place at the centre of the digital marketing ecosystem – create a privacy-first ID environment for yourselves, publishers and brands, keeping the ad-funded business model alive.

2

Work the triopoly – leverage commoditised network services to generate differentiated service level propositions for the triopoly.

3

Benefit from investment in 5G to leverage application-layer services – offset investment in 5G with a significant new service-layer use case.

4

Build new revenue streams – monetise your consented first-party data intelligence by providing identity solutions at scale for revenue generation and growth.

• LEARN MORE

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