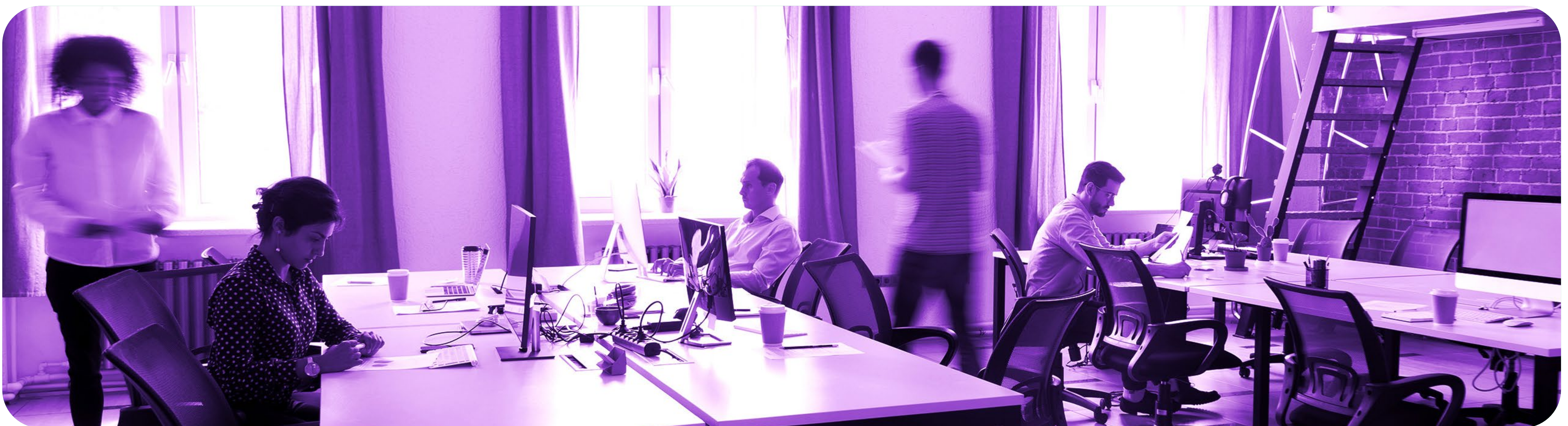


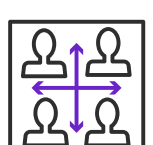
Two powerful first-party IDs to secure the future of digital advertising



Zenith

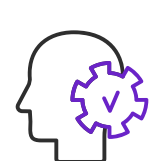
Seamlessly resolve IDs

Zenith ID consistently identifies the same user to a brand or publisher website (User A is User A is User A) by verifying it against a telco in-network ID with user consent.



360-degree user view

See who is visiting your site or app and identify return visits, irrespective of device



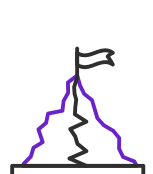
Unlock 'ghost' users

Create unified first-party profiles regardless of whether the user is authenticated – unlocking circa 75% of accounts that are 'ghost' users



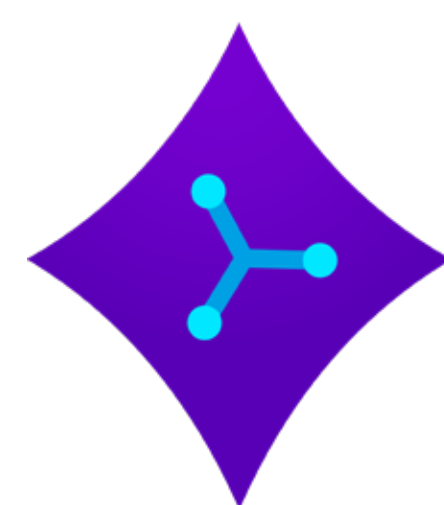
Bring campaigns to life

Capture and precisely reach users in real-time and deliver personalised messaging for better campaign results



Move ahead

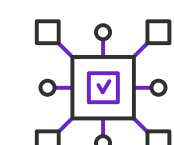
In a world without third-party cookies



Hyper

Safely power campaigns

Hyper ID matches audiences to ad requests and safely makes them available in the ad ecosystem via a dynamical, transactional real-time token.



Reach audiences at scale

Reach audiences efficiently and in real-time, for retargeting and activation at scale



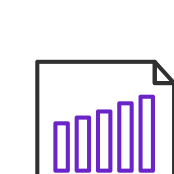
Fully secure solution

Hyper ID is only valid for a single transaction. Once used, the ID evaporates without leaving any traces



Safe activation

Activate audiences without any personal data entering the adtech ecosystem



Higher monetisation

Increase sell-through of ad inventory

• LEARN MORE

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www.novatiq.com