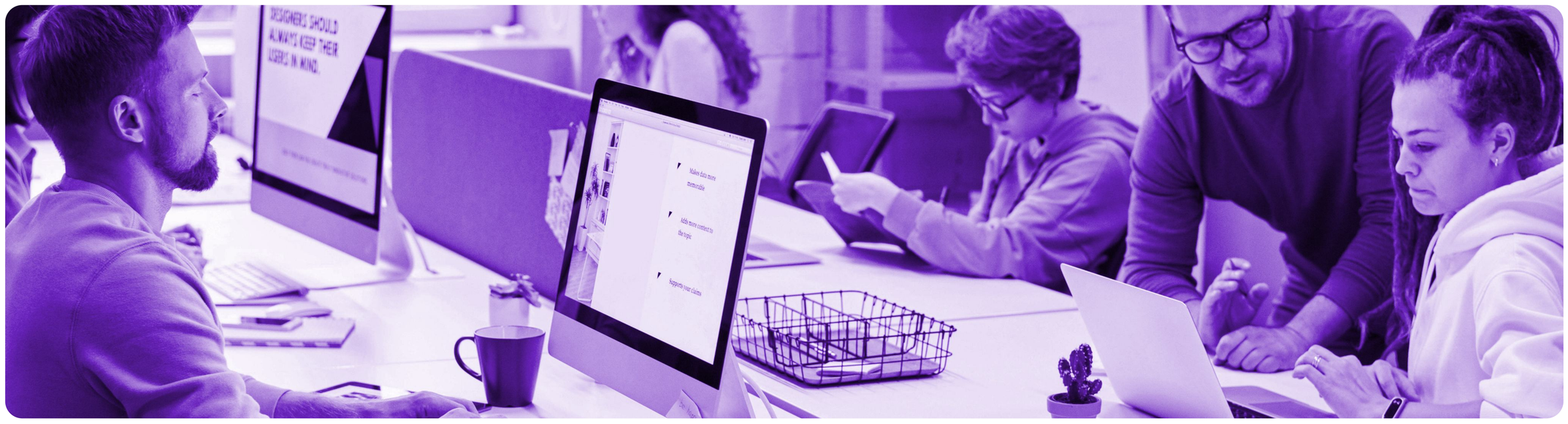
Two powerful first-party IDs to secure the future of digital advertising



Zenith
Seamlessly resolve ID's

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.

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.

360-degree user view
See who is visiting your site or app and identify return visits, irrespective of device

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

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

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

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

Fully secure solution
Activate audiences without any personal data entering the adtech ecosystem

Move ahead
In a world without third-party cookies

Higher monetisation
Increase sell-through of ad inventory

• INTERESTED? TALK TO US

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