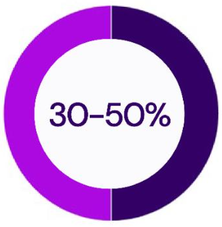
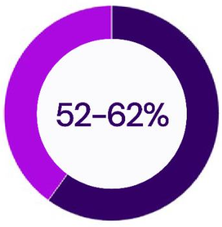
7 reasons why telco-verified IDs can solve challenges facing the ad industry

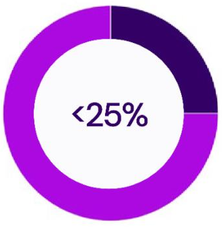
Identifiers used as the foundation of programmatic advertising – third-party cookies and Mobile Advertising IDs – are either gone or reducing through opt-in processes.



of addressable audiences removed



ad revenue losses



match rate from alternative IDs

So why are telco-verified IDs the true panacea?

1. Scale
Verifies all users – authenticated and 'ghost'– providing scale to publishers and brands

2. Accuracy
Telco signals are precise deterministic data giving highly accurate match rates

3. Safety
ID is built on user consent and is unique per publisher or brand. If one publisher or brand loses consent, it does not mean that others do

4. Privacy
Telco IDs are privacy-by-design and fully compliant with global privacy standards

5. Interoperability
Works alone or in combination with other authenticated IDs – lots of flexibility for users

6. Better end user experience
Consumers benefit from more relevant ads and promotions along with increased control and privacy

7. Future-proof solution
Programmatic advertising model stays intact enabling the ad-funded content model to continue; without the need for third-party cookies

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contactus@novatiq.com
www.novatiq.com