



## **Why TV is Crucial in the Future of Identity Matching**

A review of the various matching keys and  
how to future-proof your identity solution

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# The Premise

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The ad tech industry has been rocked in the last few years by the deprecation of third-party cookies, making both the measurement of customer engagement and targeting of the right audiences more difficult than ever. In addition, brands and publishers are becoming increasingly privacy focused in order to meet the high privacy expectations of their customers and regulations such as GDPR, CPRA, and the upcoming Digital Markets Act in the EU. With this new world, advertisers need to find advanced solutions for targeting and measurement that still provide the personalized brand experiences customers want but also take customer privacy seriously.

In comes Identity – the ability to resolve disparate signals to a single, persistent household or device ID. Identity has become an essential tool for marketers to deduplicate, measure, and accurately target customers across screens, even within a cookieless world.

To do so, advertisers must decide which matching key they want to use to tie IDs together. Three matching keys are prevalent in today's market – IP Address, Device ID, and Hashed Email – each with their own positives and negatives.

In this whitepaper, we will review each key type and how to best future-proof your identity solution, as more changes are sure to be made in the new privacy-first world.

# The benefits of an identity solution

Outside of addressing the privacy challenges faced by marketers today, identity solutions also provide 3 key benefits for brands and publishers:

**Unified Data with a Persistent ID:** Identity solutions deduplicate across devices and platforms and unify data from multiple sources to create a single source of truth when it comes to identifying consumers.

**Optimized Reach & Frequency:** Using that single, persistent ID, marketers can improve targeting with contextual ad exposure or engagement data (such as TV content viewership) from any device or platform. For example, you can use an ad exposure from the TV to retarget the same user on their mobile device. It also helps to reduce advertising waste by tracking and optimizing frequency across devices.

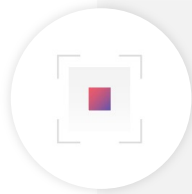
**Improved Measurement:** To optimize for future campaigns, marketers need to know the accurate reach, frequency, and conversion rates of their advertising campaigns. Identity solutions deduplicate across devices and validate who in the household was exposed to an ad or drove a conversion.

# The 3 types of identity keys

Evaluating each identity key type really depends on your unique business goals and how they will help you get there. The benefits and drawbacks of each can be viewed through the lens of 2 main attributes:



**Persistence:** How often does the ID change? Are there real world factors that might influence the ID changing more often than others?



**Scalability:** How easy is it to obtain the IDs?

## Hashed Email

Hashed email matching (or HEM for short) is taking an email of an individual and encrypting it for privacy, creating an obfuscated string of characters (or hash) to now represent the email. There is no way to decrypt the hash, thus protecting personally identifiable information (PII), but it can then be used to create a 1:1 match across data sources.

As most consumers use their email to log in to services such as social media, streaming services, and store accounts, hashed emails are ideal for tracking and targeting consumers across devices.

HEM nails the persistence attribute in that consumers rarely change their email addresses, so you don't have to worry about losing IDs. However, email matching is difficult to scale as emails need to be collected natively to make them meaningful, such as knowing which IP address they are associated with. There are also many fake or dummy emails out there that can make matching inaccurate.

# The 3 types of identity keys

## Device ID

A device ID consists of a mobile ad id (MAID) that is associated with a given mobile device. These IDs can be specific to Google devices (a Google Advertising ID or GAID) or Apple devices (Identifier for Advertisers or IDFA).

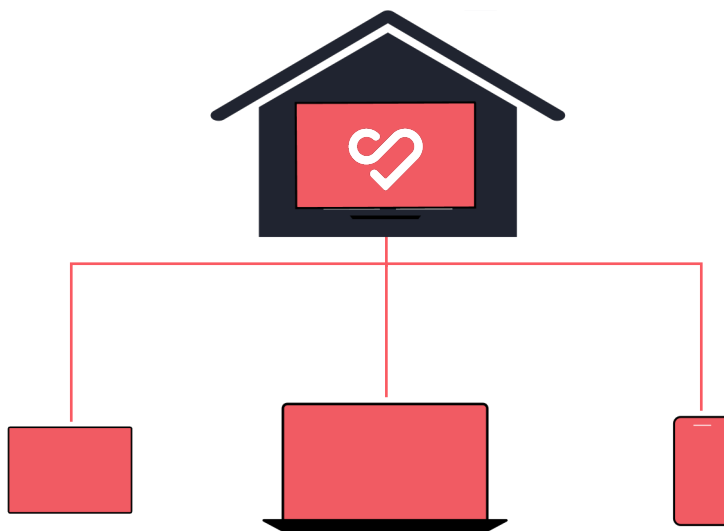
As the device ID is provided at the device level, it can track the customer journey across apps and browser activity, making the data gathered incredibly valuable. Device IDs are very easy to collect and scale accurately compared to emails which have to be individually inputted by the consumer. However, consumers get new mobile devices every few years in today's world, and MAIDs are now opt-in rather than opt-out (with opt-ins now being refreshed more often than in previous years as well). This makes the permanence of device IDs weak compared to HEM.

## IP Address

IP Address is the most prevalent matching key used today, but it comes with some nuances. An IP Address is a string of characters that identifies a computer, TV, or device connected to an internet network. As most devices today are internet enabled, the power of IP addresses comes from its scalability and being able to match multiple devices in a household together easily, as they are all on the Wi-Fi network.

However, the rise of mobile has impacted the persistence of IP address matching since that match is lost every time a consumer takes their mobile device or laptop out of the home and connects to a different Wi-Fi network, such as at an office or coffee shop. Due to this instability, many advertisers have started to shy away from using IP addresses.

# Future-proofing your identity solution through the television



Although many marketers have started to move away from IP addresses, there is one key advantage that IP addresses have – the television. While mobile devices might move around to different locations and Wi-Fi networks, the television stays put and rarely moves, making it the perfect anchor for your cross-device identity matching. Using probabilistic matching, identity graphs can then determine the likelihood of other devices belonging to the same household and/or person based on their consistency of being on the same network as the TV.

This makes IP addresses actually more accurate and persistent compared to other matching keys, in addition to the scalability advantage they already have. Advertisers should not be averse to using IP addresses, but instead should be making sure they have a clear and accurate anchor point like the television to future-proof for greater privacy regulations on mobile in the future.

# Conclusion

When it comes to choosing a matching key, there is no right answer. Given Samba TV's privacy-centric model, we have taken the stance to remain identity-key agnostic so that marketers can achieve their business goals with the utmost respect to consumer privacy. Marketers can also increase the likelihood of a match by working with multiple keys and using a process of elimination, such as starting with IP address and, if no match is made, then trying a Device ID and then HEM.

Ultimately, making a match is the main goal so that advertisers can deduplicate, target and measure audiences more accurately to improve reach and frequency.





 **SAMBA TV**