Secure identity and data privacy for personalisation
1. How do you identify website visitors?
Reduce friction

1-click login

Unobtrusive plugin

Access to My News
2. How do you track data across domains and devices?
Data accounts

- Cross-domain data
- Cross-device data
- Encrypted
- Only accessible by the user
3. How do you protect privacy?
Personalisation on the device

- Data controlled by the user
- Publishers have access to anonymized data (segments)
- User profiling on the device
- Working in programmatic advertising (WPP, Avocet, Group M)
Benefits for publishers

Control your data

Use anonymized data to better engage with your audience

Protect ad revenues

Maximise RPM after the end of 3rd party cookies

GDPR compliance

Greatly reduce data management costs and privacy compliance risks
Get in touch

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