

TAKE



5

INVEST FIVE MINUTES IN MASTERING AN  
IMPORTANT TOPIC IN DIGITAL MARKETING



 **Apsalar**

What is  
Cross-Device  
or  
User-to-Device  
Matching?

## It's Time to Think Mobile-First

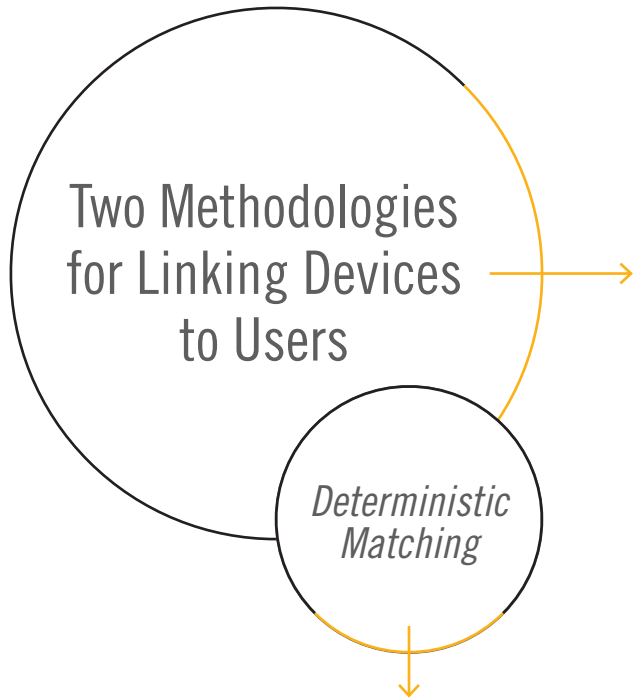


To take a customer- first approach to marketing, you need to understand all of a person's digital behavior. Brands that use only PC data for targeting are missing out on understanding vast portions of the consumer's total behavior.

In order for a brand to fully understand a consumer's behavior, it must aggregate behavioral and transactional signals from across all of a person's devices into one profile. That's a task that is easier said than done:

- Aggregating data across multiple devices is, in and of itself, harder than collecting data from a single device.
- Mobile devices tend not to be third party cookie friendly, so using third party cookies to collect data and link devices to users simply doesn't work.
- Apps on smartphones and tablets pose special challenges because each app may have a separate cookie for collecting data, so the marketer must first aggregate data from multiple cookies on a single device, and then link that device and the other devices used by an individual to a single profile.
- More and more consumers are deleting third party cookies, and browsers like Safari block such cookies by default.

The challenge of associating activity on a single device to one ID has been mitigated to some extent by Apple's IDFA and Google Advertising ID device identifiers. But connecting mobile devices and PCs to anonymized individual profiles remains difficult.



Many companies claim to link devices to users, but the methodologies used vary significantly, as do the veracity of the linkages. Many use the terms deterministic matching and probabilistic matching to describe their approaches.

*Deterministic Matching*

Deterministic matching uses individual-specific identifiers like logins to connect devices with the highest degree of accuracy. A key deterministic methodology is to connect multiple devices by a user's common login. In this method, media companies can connect individual users to their various devices when they log on to sites from more than one screen.

For example, a single login used on two PCs, a mobile phone and a tablet would provide strong indication that all three of those devices were owned or used by the same individual.

*Probabilistic Matching*

Probabilistic matching uses a variety of non-individual-specific signals to infer connections between devices. For example, two different devices that connect on the same 6 WiFi's have a greater degree of being used by the same person. Home WiFi stations are particularly valuable here, because fewer devices connect to them than, say, a Starbucks at 54th and Lexington Avenue in New York.

The key difference between this method and the two discussed above is that ultimately the vendor must make educated guesses about device linkage. While having more shared connection points between devices improves the likelihood that the two devices are used by the same person, it is ultimately less accurate than deterministic matching because there is always a standard of probability being applied.

Both Have a Role

Best actors in probabilistic matching use other signals beyond household WiFi to define their connections. Other signals include browsing patterns, time-based clues and device proximity. Both deterministic and probabilistic matches have their place in cross-device marketing and omni-channel profile development. As matches are made, solutions providers create a device graph of connections that can be leveraged by marketers to target the same user across many different devices.



## ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit  
[www.Apsalar.com/Resources](http://www.Apsalar.com/Resources)  
for more Take 5 content!

## ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.

**Apsalar**  
MOBILE DMP

- APSALAR ATTRIBUTION**  
Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevant to your business
- APSALAR AUDIENCES**  
Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences
- APSALAR DATASYNC**  
Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.