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How Experian's Digital Graph improved attribution accuracy for a DSP with 84% of IDs resolved

The challenge

Demand-side platforms (DSPs) are more than just technology providers; they're strategic partners helping marketers answer a key question: *"How should I spend my media budget?"*

A leading DSP had trouble showing which ads drove results across connected TV (CTV), display, and digital. Without linking ad views to conversions, they couldn't prove ROI. The missing piece was attribution. They needed to show which channels drove conversions, but without strong identity resolution, it was hard to connect CTV ads to website activity.

The DSP's goals:

✓ Increase digital ID match rates

✓ Improve impression tracking for CTV

✓ Offer their clients more accurate attribution

The solution

The DSP used Experian's Digital Graph to sync their cookies to Experian's digital IDs. We returned the following related IDs:

- Experian cookies
- Mobile ad IDs (MAIDs)
- CTV IDs
- IP addresses

By linking their cookies to our digital universe, we improved their ability to identify audiences that saw an ad on CTV and visited their client's website and converted, enabling higher match rates.

Our Digital Graph enables a unified view of individuals and their associated devices and digital IDs. We build our Digital Graph by ingesting trillions of data points across devices and channels in real time. Then, we link digital IDs to households and individuals and deliver the updated Digital Graph file weekly.

To ensure accuracy and scale, we utilize AI and machine learning within our Digital Graph. Our clustering algorithms analyze data points like timestamps, IP addresses, user agents, cookie IDs, and device identifiers to create precise device groupings. These models are continuously refined, enhancing targeting, measurement, and attribution so clients gain the clearest possible view of consumer behavior across households.

The results

Within weeks, the DSP saw measurable improvements:

- 84% of IDs resolved
- 9% increase in match rate

By syncing with Experian's Digital Graph, the DSP matched more MAIDs, CTV IDs, and IP addresses to online conversions. Attribution accuracy and measurement improved, enabling them to clearly show clients which ads and channels delivered the highest return on ad spend (ROAS).

Summary

Experian's Digital Graph improved attribution accuracy for a DSP with 84% of IDs resolved

Challenge

To help clients spend their ad budgets wisely, a DSP needed to show which channels drove conversions. But without accurate identity resolution, it was hard to connect CTV, digital, and display impressions to website activity.

Match rates lagged, reporting was incomplete, and recommendations risked being based on assumptions instead of evidence.

Solution

The DSP turned to Experian's Digital Graph, built on trillions of signals and refreshed weekly. By syncing cookies, they gained related IDs:

- Experian cookies
- Mobile ad IDs (MAIDs)
- CTV IDs
- IP addresses

Created a unified view linking impressions to conversions across devices and channels, while improving their ability to correlate consumers who saw a CTV ad with website visitations and conversions.

Results

Within weeks:

84%
Synched IDs

9%
Match rate increase

The DSP tied more MAIDs, CTV IDs, and IPs to conversions, showing clients which ads drove ROI and strengthening trust.