



## How Graph enabled accurate attribution for a demand-side platform (DSP)

# The challenge

To assist their clients in making informed decisions about their advertising budget, the DSP needed to determine the individuals who converted on a client's website after receiving a connected TV (CTV) impression. The DSP wanted to provide accurate attribution but encountered difficulties in matching all conversions to CTV impressions.

The DSP's goals:



Increase digital ID match rates



Offer their clients more accurate attribution



Improve impression tracking for CTV



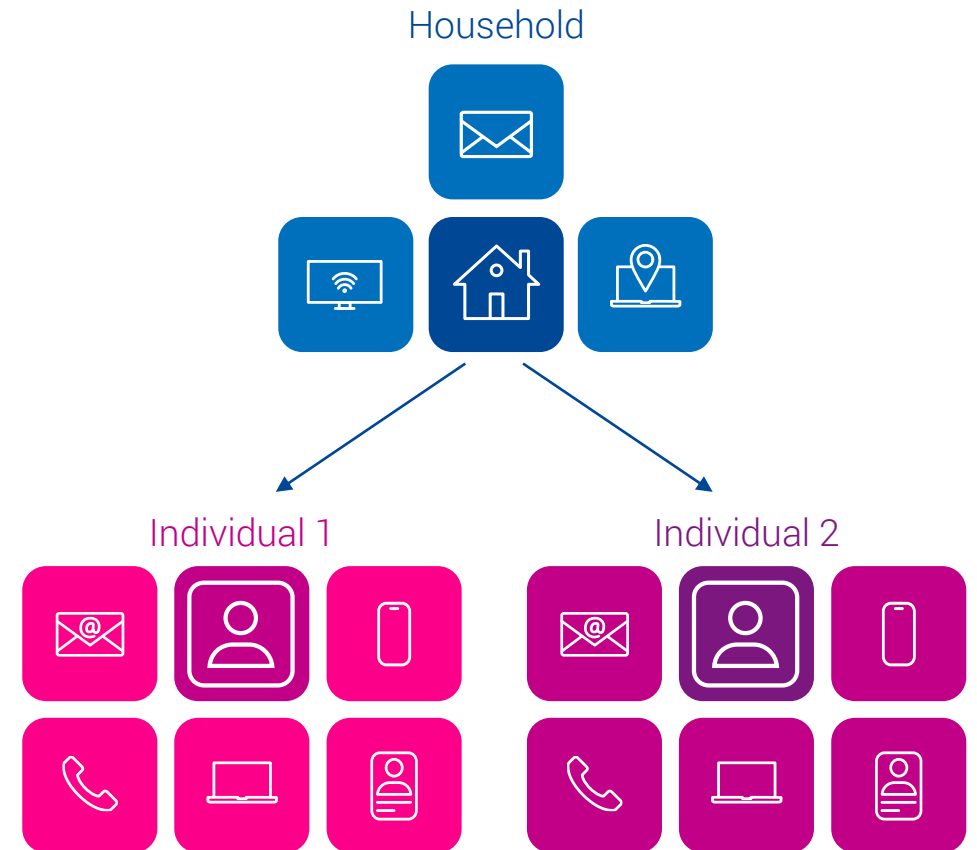
# The solution

The DSP used Graph to sync their cookies to Experian's digital IDs. Based on their needs, 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 visited a website and converted, enabling higher match rates for their attribution needs.

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



# Results

By using Graph, the DSP could match more MAIDs, CTV IDs, and IP addresses to online conversions. Graph enabled them to increase the accuracy of their attribution and measurement offering and the ability to provide deeper insights into the channels that generate the highest return on ad spend (ROAS) for their clients.

84% Synced IDs

9% Match rate increase



# Summary

## Graph enabled accurate attribution

### Challenge

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Together we can navigate a cross-device world and solve for measurement challenges for improved campaign insights.

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