

# Target Online Audiences Smarter

Optimize multi-device display targeting with Claritas Display



## Sell smarter by reaching the most relevant online audiences

It's critical to identify the right audience, understand their needs, and deliver the right message at the right time. Claritas' Claritas Display solution provides multi-device display targeting powered by our unique consumer insights and tied to our extensive identity graph. Whether you want to do it yourself using our AudienceAnywhere™ platform, or have us do it for you, you can onboard offline marketing data to over 450 million unique devices to create smarter display campaigns.

### Start with the right data

Using our proprietary identity graph technology, Claritas can take almost any existing data element, appending attributes to a consumer, then link to the same audiences to devices and local geographies so you can deliver cost effective messages.

### Execute with our expertise

Our technology and industry leading expertise in targeting and execution set us apart from other providers. We handle all of your delivery needs, so you don't have to. Our experts execute every step to ensure the best possible outcomes for you.

## Data Quality is What Makes Us Unique

Claritas Display executes against the optimal combination of display's one-to-one relationship with the engaged consumer and the proven insight derived from your own (or Claritas' industry leading behavioral data). Our proprietary encrypted process protects all consumer data and adheres to all platform privacy standards.

### Onboarding your audiences

Onboarding resolves and identifies customer data across websites and funnels the information to our algorithms for connecting you to the right audiences. Our robust data insights will aid in identifying key attributes to engage customers and prospects in relevant content.

Execute campaigns against your custom audiences in respective device(s) with easy access to set-up and reporting in our AudienceAnywhere platform. Depending on the requested type of display advertising, we can on-board the target data and manage campaign execution for you, or if required, we will work with your existing team to simply make the audience available for you or your agency to execute.

### Cross-channel execution made easy

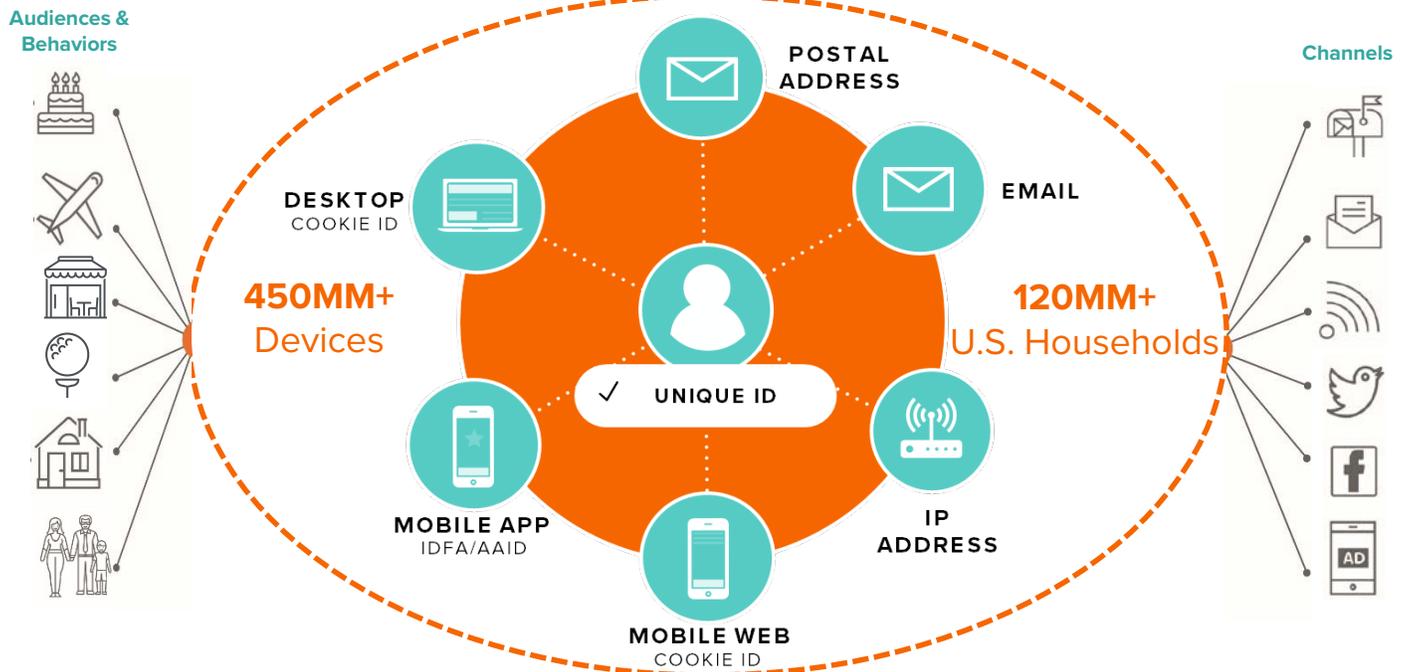
Take advantage of the cross channel lift provided through a seamless execution of your existing audiences, or expand your reach by identifying display channel "look-a-like's" and make connections with them to engage smarter.



"Successful online ads gets you faster to the right customer that's interested in your brand and ready to buy."

Claritas Display is built to leverage industry leading behavioral data curated through the Claritas Identity Graph, providing you with valuable insights as to what your audience wants to hear – based on what your audience says and does as consumers.

## Claritas Identity Graph



### Creating the Graph



Deterministic for Accuracy / Probabilistic for Scale



Address Standardization



Geo-pattern Recognition



IP Fraud Detection & Removal



Residential vs. Commercial Detection

### The Claritas Identity Graph: The engine behind online engagement

We combine industry-leading consumer and business insights with unparalleled linkage capabilities. By identifying of intent-based audiences and linking across email, social, display and postal, we help you deliver campaigns to engage your ideal audience when and where they choose to engage.

In addition to creating the audience segments and linking them to the right channels, our graph determines which devices those audiences are using to ensure you're engaging at the right time, on the right device through the right channel throughout their buying journey.

Our uniqueness comes in our ability to identify, resolve, filter and connect your ideal audiences across digital channels, driven primarily through 1st party data. Why is this important? If you do not control the basic elements of what drives audience generation and targeting, you become susceptible to the significant fraud issues plaguing the industry.



For smarter online advertising strategies, please contact us at **800-234-5973** or visit **[www.claritas.com](http://www.claritas.com)**

