

COMPREHENSIVE DATA SOLUTIONS

The Only Independent & Interoperable Data Provider

TrueData's comprehensive identity solutions **help build identity, you own, within your tech stack while enabling connections between every notion of a person/household to any digital media device.** Our Omnichannel Identity Graph deterministically and anonymously links people to devices, building a richer, more accurate human understanding.

WHAT YOU KNOW

abc123@gmail.com

WHAT TRUEDATA KNOWS

70%+ U.S. Coverage

+ INDEPENDENT IDENTIFIERS



IP Address
[IPv4_Home, IPv6_Home]



Email
[MD5, SHA1, SHA256]



Mobile Ad IDs
[IDFA, AAID]



CTV IDs
[RIDA, ATV, MSAI, AFAI, DPID, TIFA, LG]



Extended IDs
[UID 2.0, ID5]

+ PROPRIETARY TECHNOLOGY



Intelligent Householding



AI-Enabled Confidence Scoring



Recency & Frequency



IP Stabilization & Overload



Privacy & Consent Layers

+ CONSUMER ATTRIBUTES



Demographics
[Age, Gender, HH Income, etc]



User Agent
[Device, OS, Browser, etc]



Transaction History
[Product Purchased, Category]



TV Viewership
[Show, Device, Streaming Platform]



Emerging Attributes
[400+ Additional Attributes]

Identity Resolution

Resolve anonymous traffic to our graph with over 70% of the US population by mapping IP addresses to other IDs such as HEMs, MAIDs, or CTV IDs.

Data Enrichment

Add additional attributes to your 1P data so that you can increase cross-screen addressability, personalize messaging for targeting, and predict your next customers.

Data Activation

Seamlessly onboard & activate 1P data or choose from hundreds of pre-built customizable 3P Segments.

TRUSTED BY INDUSTRY LEADERS

