

Flashtalking Debuts Cross-Device Personalization – Expands Its ‘ID Connect’ Identity Orchestration Platform to Work with Any Partner ID

Oct 31, 2018 10:00 AM

New solution delivers enhanced personalization for sophisticated advertisers, enables best in class dynamic messaging using identity data from partners such as Neustar, LiveRamp, and Tapad

NEW YORK, Oct. 31, 2018 (GLOBE NEWSWIRE) -- Flashtalking, the leading global independent ad server, announces the expansion of its ID Connect capability to allow advertisers to orchestrate identity across key partners and to deploy more effective cross-device personalized creative.

This solution solves two major industry challenges. One, it allows a marketer or agency to work with the cross-device partner of their choice and target off of a partner identity. Or, if they're simply concerned about improving match rates with their DMP, the solution heads off the typical data loss, which can be around 20% inside a traditional integration and cookie sync between a DSP, DMP and ad server.

Moreover, by moving to an ID based on data including offline transactions, advertisers are able to deploy sophisticated cross-device personalized advertising, which is not possible with cookies alone. Flashtalking expects a 100% audience match with the partner IDs and - uniquely - have the capability to access DMP data based on DSP IDs.

How It Works

When a person visits an advertiser's site, Flashtalking coordinates with the identity partner of choice to track activity keyed to the visitor's cross-device identity. Flashtalking also integrates with the advertiser's preferred DMP partner to coordinate audience segmentation by identity. When the person views an ad online, Flashtalking syncs with the identity partner in real time to ensure a 100% identity match for creative personalization. This is superior to solutions in the market that rely on offline graphs and cookie synchronization.

Anthony Yam, SVP Product Flashtalking said, "The new service provides a free and open choice of the best partner identity to use for a given business and campaign objective." He continued, "The data loss caused by cookie syncs has been something the industry has lived with for too long. We are super excited to be rolling out this new service to provide advertisers with more accurate and impactful methods to activate their data to provide a more sophisticated personalized ad experience and increase marketing performance."

What is the Flashtalking ID Connect identity orchestration platform?

ID Connect unifies user and campaign data across platforms, channels and devices to deliver more relevant personalized advertising and better measurement enabling more accurate and actionable analytics.

About Flashtalking

Flashtalking is a data-driven ad server and analytics technology company. We use data to personalize advertising in real-time, independently analyze its effectiveness and enable optimization that drives better engagement and return on spend for sophisticated global brands.

Our platform leads the market with innovative products and services to ensure creative relevance and actionable insights across channels and formats, powered by unique cookie-less tracking, data orchestration and algorithmic attribution.

We support clients at the crossroads where data, personalized creative and unbiased measurement intersect with expertise, service and a deep partner ecosystem to drive successful digital marketing.

Born in the UK, headquartered in New York, established worldwide, Flashtalking spans the globe with offices in San Francisco, Los Angeles, Chicago, London, Leeds, Cologne, Hamburg, Amsterdam, and Sydney. For more information visit www.flashtalking.com.

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