

TOTAL MAID

Unlocking Precise, Privacy-Compliant Targeting in Mobile Advertising

Verisk™

What are Mobile Ad IDs (MAIDs)?

Mobile Ad IDs (MAIDs) are unique, device-specific identifiers assigned to mobile devices, enabling advertisers to track, target, and engage with users across apps and platforms. They allow for compliant user identification without compromising personal information and privacy.

> Verisk Marketing Solutions (VMS) offers Total MAID as an on-premise solution to digital marketers seeking to achieve higher conversion rates and ROI with mobile advertising.

Marketers Turn to Online Identity Data.

Mobile Ad IDs are essential in the ad tech industry, serving as a critical piece of the puzzle for anonymous advertising. They offer scalability and widespread use in programmatic advertising, enabling tracking of both "logged-in" mobile users through HEMs (where available) linked to MAIDs, as well as anonymous mobile users, using just the MAID without any HEM attached.

Create Powerful Omnichannel Digital Engagements

Total MAIDs provide Mobile Ad Ids, HEM, and IPs to fuel strategies across digital marketing channels

The need for new, compliant alternatives to reach digital consumers is greater than ever. Mobile Ad IDs (MAIDs), hashed email addresses (HEMs), and IP address identity markers serve as anonymous identifiers that protect consumers' personal information (PI). Digital marketers are leveraging these digital identities by turning to new solutions that empower them to create successful omnichannel marketing campaigns in the growing mobile space.

Key Benefits of Mobile Ad IDs



Enhanced Targeting Precision

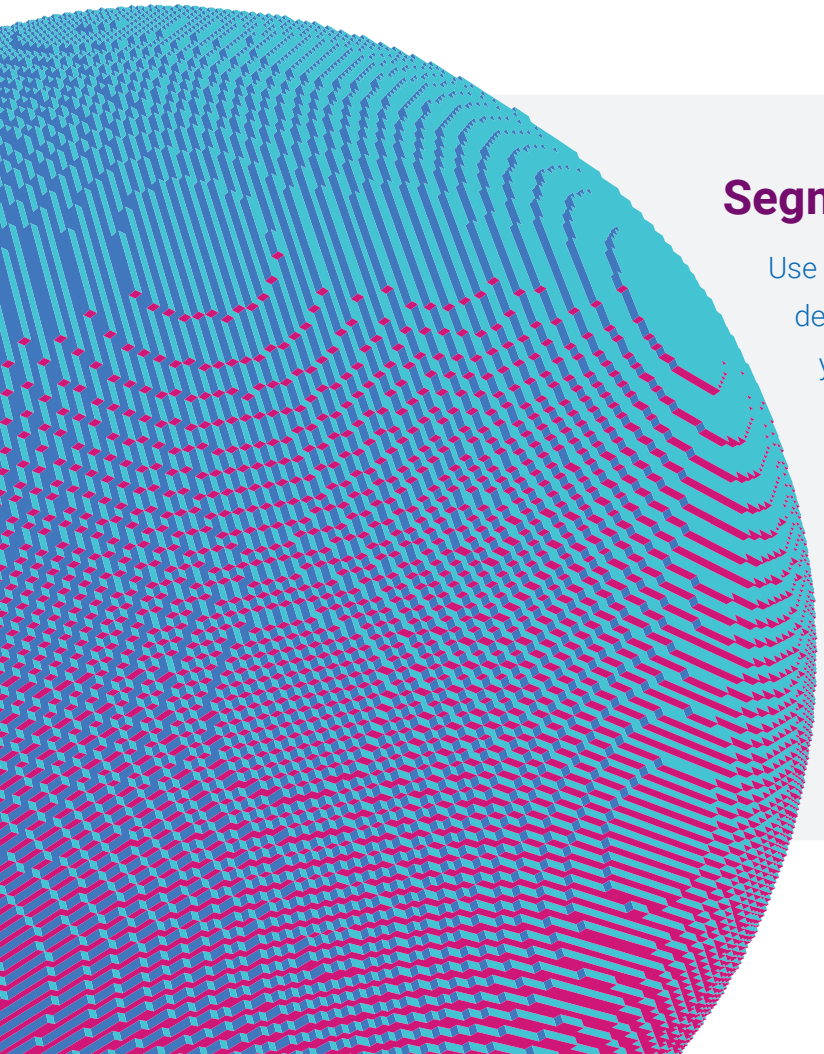
With MAIDs, advertisers can target users with granular detail, based on their app usage patterns, interests, behaviors, and geographic location, leading to more relevant ad experiences.

Cross-App and Cross-Platform Tracking

MAIDs provide a unified view of a user across multiple apps and platforms, enabling a seamless and consistent advertising experience, whether the user is on mobile or tablet.

Improved Attribution & ROI

By linking user interactions with specific campaigns, MAIDs allow for clear attribution, providing actionable insights into which ads or channels are driving the most conversions, thus optimizing your return on investment.



Segmentation Onboarding

Use MAIDs to group users based on their behaviors, demographics, or purchase intent, ensuring that your ads are tailored to meet the needs of different customer segments.

Resolve Identity Accurately

Monthly updates ensure your MAIDs are fresh, so you can achieve cross-device resolution by household, and extend reach for consistent omnichannel messaging.

The Advantage of Total MAID

Our Mobile Ad ID, hashed email, and observed IP address database undergo intense cleansing, verification and linking processes. This rigor helps turn disparate data into resolved digital identities, helping to vastly improve digital marketing scale.

Why VMS?

SCALE

Our industry leading Digital Device Graph contains 495+ million digital devices and over 12+ billion validated Mobile Ad ID/hashed email pairs along with the deterministic observed IP address for each pair.

CLEANLINESS

Data is rigorously cleansed and obtained from permission-based applications from multiple highly trusted sources, ensuring the highest quantity and quality of digital data.

CONFIDENCE

Confidence score (1-5) that leverages a proprietary developed algorithm using factors such as frequency and recency of the MAID / HEM / IP address pairings being observed together, in addition to syntax and other validations.

POSSIBILITIES

The Total MAID on-prem file is hosted on-site, putting limitless analytics and data science possibilities at your team's fingertips, when you need it.



Maximize Your Advertising Strategy with Total MAID

Mobile Ad IDs unlock the full potential of your advertising campaigns by offering granular insights, cross-device targeting, and privacy-conscious tracking. Whether you're looking to improve user engagement, optimize your ad spend, or increase conversions, MAIDs provide the tools you need to drive meaningful results.

Connect with our team and we'll show you how to improve your consumer interactions, conversions, and compliance.

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