

DATA STRATEGY SOLUTIONS



VIAANT.

Intersect



CURRENT STATE AND EXECUTIVE SUMMARY

In today's complex and more challenging media and privacy environment, Media owners have a window of opportunity to recapture market leadership, by building scaled personalization systems that are compliant with major changes in privacy, web browser and operating system policies. Household tracking is an effective and lasting approach for personalization products for buyers and suppliers, alike. Viant's assets, patented technology and experience help media owners and tech companies build powerful, effective identity graphs that optimize user experience, marketer outcomes, and revenue.

ABOUT VIAN

Over 20 years, Viant® has acquired database systems and built software for marketers and media owners. Viant powered many of the audience and identity resolution products for Time Inc. and Meredith, our previous owners. Today, Viant operates cloud-based marketing software with solutions that are built on top of Viant's identity management assets and integrations. Outside of Viant's Identity Management platform, key Viant software solutions are Adelphic, an enterprise demand side platform (DSP), and Potens. io, proprietary technology inclusive of Google certified data explorer and workflow automation tools.



HOUSEHOLDING

With browser and device identifiers in question, and with so many purchase decisions being made at the household level, Viant recognized the importance of identifying the household associated with digital interactions as early as 2017. **Viant's Household® solution** allows media owners and marketers to identify various connected devices associated with a single home. As a pioneer in Householding® products, Viant was awarded a patent for Internet Connected Household Identification for Online Measurement and Dynamic Content Delivery.

OUR APPROACH TO IDENTITY

Trusted identity resolution requires extensive data acumen only achieved through a long history of big data management. Accuracy and success depend on mastering the ability to distinguish relevant touchpoints (individual and household) versus noise or waste, and accurately resolve these touchpoints into organized, anonymized profiles anchored in a robust identity graph.

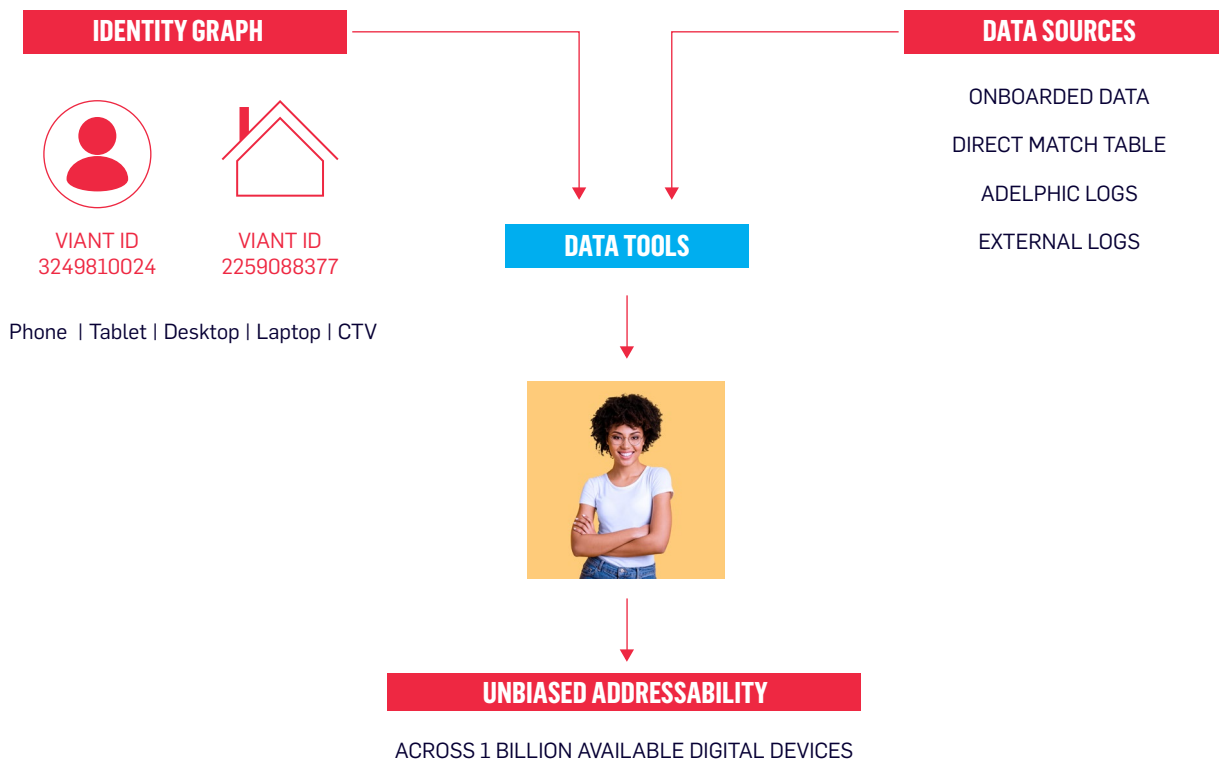
Viant's identity graph is a repository built over years of collection, process, and analytical refinement and perfection in linking individual and household identifiers within a near U.S. Census size database. Our diverse data feeds continuously enhance accuracy and persistency within Viant identity profiles.

On the strength of strategic data integrations and large-scale DSP log activity across approximately one billion known devices, Viant's identity graph receives billions of real-time signals and deterministic authentication events, which help create, authenticate and individual Viant identity profiles, which are subsequently mapped to household IDs.

- **70+ data partners** (e.g., Acxiom, Epsilon and Experian and other niche players like IRI for CPG or Transunion for B2B and auto) with respective identifiers that enrich profiles with a multitude of audience insights
- Partnerships with TV viewership providers and associated mapped **IP addresses as well as CTV IFAs (digital identifier) for the household**
- Partnerships with location providers that provide mobile ad IDs and lat/long coordinates including **proximity and movement insights**



VIANT IDENTITY SCALE/ENRICHMENT



TWO DATA STRATEGY OPTIONS

1. FULL GRAPH CONSTRUCTION
& AUDIENCE ENRICHMENT
2. TAILORED VIANT DATA LAKE LICENSE

OPTION 1 – FULL GRAPH CONSTRUCTION & AUDIENCE ENRICHMENT

SUMMARY

Viant to build and host an accessible and interoperable version of Partner ID graph (PID). Key features will include the assignment of individual IDs and household IDs using Partner defined logic, with open syncing mechanisms for 3rd parties to append additional provider IDs and/or enrich profiles with user insights

INDIVIDUAL AND HOUSEHOLD ID CREATION SYSTEM

Partner to define user proxies and publisher metadata combinations to generate and identify PID

- E.g., first party cookie ID + client-side IP address

Partner to define user proxies and publisher metadata combinations to generate and identify a household

- E.g., validated household IP address

DATA ONBOARDING OPTIONS

SERVER-SIDE ONBOARDING (FILE DROP)

Partner to deliver their database of users and respective digital identifiers to Viant via Amazon S3, Google Cloud Storage, Snowflake or alternative system.

SERVER-SIDE ONBOARDING (RTB)

Partner to create deal ID and send auctions to Adelphic DSP. Auctions must be inclusive of the following parameters where available

- Event Data
- Timestamp
- Request URL
- User/Session Identifiers:
IP Address | User Agent | Lat/Long | Zip code | City | DMA | State | Country

CLIENT-SIDE ONBOARDING

- Partner to append Viant javascript pixel and set to first party status
- Viant to segment users visiting Partner properties via household ID and individual IDs (where available)
- Pixel data fields:
 - Event Data:
Timestamp | Request URL
 - User/Session Identifiers:
IP Address | User Agent | Lat/Long | Zip code | City | DMA | State | Country



GRAPH REFINEMENT

- Viant to deduplicate and structure onboarded users for profile enrichment. Sample row provided below

FIELD	Partner ID	Encrypted Viant ID	Encrypted HHID/IP Address
FIELD TYPE	STRING	STRING	STRING
FIELD EXAMPLE	CAID-ba8ec6b72ed2a fe67e5f801d10e0150b	eb15f2db5ec261a 0fa27a502d3196a6f60	eb15f2db5ec261a0fa27a502d 3196a6f60b5306648cd7565d 625dd09f80e54b26ddc51610 1162fa9e965477912b0f7aa0 5d732ac3e494a33bbcd4cc27 cdc2c72e099e90c4083807f 8f6c14a1d8252c8 66.22 0.12.2

GRAPH DIMENSIONALITY

Viant to append requested demographic and psychographic attributes to PIDs. Abbreviated sample row can be found below; all attributes can be found in Appendix

FIELD	FIELD TYPE	FIELD EXAMPLE
Partner ID	STRING	CAID-ba8ec6b72ed2a fe67e5f801d10e0150b
Encrypted Viant ID	STRING	eb15f2db5ec261a 0fa27a502d3196a6f60
Encrypted HHID/IP Address	STRING	b5306648cd7565d6525dd09f2 80e54b26ddc516101162fa9e- 965477912b0ef7aa05d732ac3e494
Age Range	STRING	25-34
Gender	STRING	M
HHI	STRING	\$100-\$150K
In-Market New Car	BOOLEAN	TRUE
Toyota Loyalist	BOOLEAN	FALSE
Honda Loyalist	BOOLEAN	TRUE

The background of the slide is a composite image. The top half shows a majestic mountain range with sharp, snow-dusted peaks under a cloudy sky. Below the mountains is a calm, turquoise lake. The bottom half of the image shows a vast field of tall, golden-brown grass. In the foreground, several horses are grazing: a brown horse, a grey horse, a black horse, and a white horse.

GRAPH STORAGE RULES

Partner to define retention periods for users/households

ACCESSIBILITY

Data associated to Partner user graph are made available through

- Viant Ad Cloud UI
- Google Cloud Storage
- Amazon S3
- Viant Insights API

OPTION 2 – TAILORED VIANT DATA LAKE LICENSE

SUMMARY

Viant's Data Lake gives Partner provisioned access to Viant's user graph and audience syncs. These assets can be leveraged for identity resolution, planning, measurement and attribution in a flexible cloud-based environment using proprietary tools powered by [Potens.io](https://potens.io).

DATASETS

Data Lake datasets can include media logs, event pixel logs, Viant's user graph and any audience uploaded or created in Viant's Identity Management Platform. Additional datasets are available including syndicated identity segments from Direct Match data partners, custom on-demand identity and non-persistent ID user segments, and event log data (e.g. store visitation, TV viewing)



ASSETS INCLUDED

USER DATA

Viant Identity Graph

Viant Cookie IDs | IP Address | Mobile Device IDs | CTV/
OTT Device IDs

Integrated Non Persistent IDs

Non Persistent ID Vendor Match Table

DATA PARTNERS

Data partners and attributes can be found in Appendix

IDENTITY MANAGEMENT CUSTOM AUDIENCES (BUILT IN VIANT IDENTITY MANAGEMENT UI)

- Onboarded CRM Audiences
- Audience Builder Audiences
- Machine Learning Look-a-Like Modeled Audiences

MEDIA AND PIXEL LOGS

Impressions

Timestamp | Request URL | Zip code | City | DMA | State | IP
| User Agent | Clicks

Pixel Events

Actions | Touchpoints (e.g. email marketing, external
media) | Conversations

ACCESSIBILITY

DATA MADE AVAILABLE THROUGH

- Viant Identity Management UI
- Google Cloud Storage
- Amazon S3
- Viant Insights API

APPENDIX

[Partners](#)

[Case Studies](#)

[Privacy Policy](#)

[Potens.io](#)

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