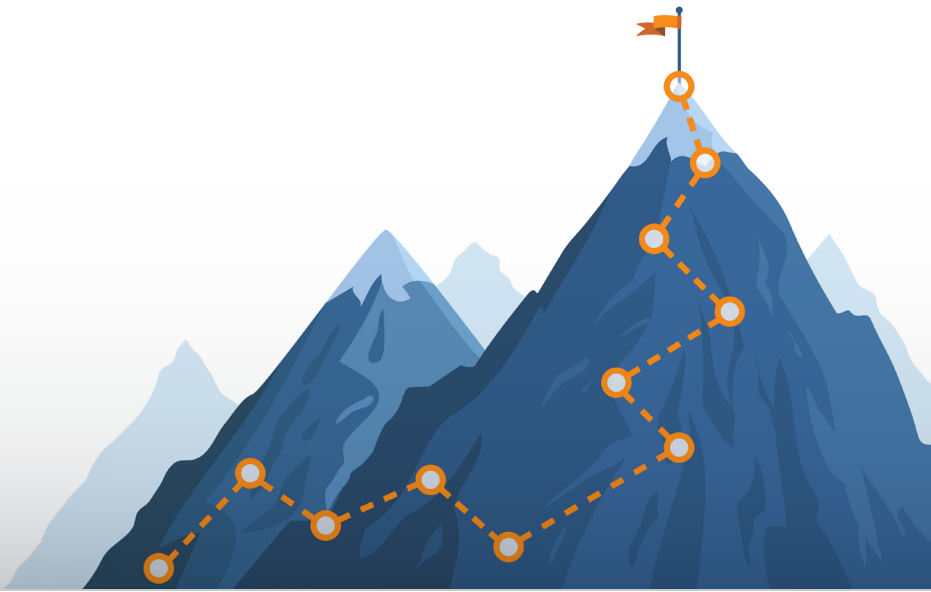


IDENTITY RESOLUTION THE LEADSRX WAY



Instead of creating Universal IDs or relying on cookies, at LeadsRx we create “personas” for anonymous individuals – not a personal identity but the characteristics that describe a device, operating system, browser, app, etc. and that can be used across web sessions to identify the same individual. These personas exist within a single advertiser’s domain and are never shared across domains.

Different personas might be taken into consideration when mapping out the all-important path to purchase, and then attribution is performed on the resulting unified customer journey. The result is a privacy-first approach to capturing anonymous data that respects consumer privacy while still providing modern analytics for marketers.

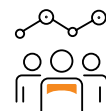
The LeadsRx approach to an identity resolution uses a variety of data points such as a visitor’s IP address (which can be anonymized), device characteristics, operating system settings, browser or application data, and a timestamp to create anonymous personas without reliance on cookies. In essence, it’s “cookieless” tracking.

There are several proprietary algorithms used to determine if one such combination matches another, including self-declaration by the visitor, identification by login ID, and other heuristics. It’s important to note that this methodology results in a “probable” match, which is different from a “deterministic” match offered by cookie technology. As such, LeadsRx provides a confidence factor so that marketers can set a threshold of tolerance they are comfortable with.

LEADSRX IDENTITY RESOLUTION CAPABILITIES

LeadsRx has built its own identity graph over many years, now with more than 2 billion personas that are crucial to identifying paths to purchase. The resolution is only used within the LeadsRx product, and LeadsRx does not release identities or share graphing matches across its clients.

Importantly, LeadsRx ID graphing data is protected within an advertiser’s domain. As a result, each client using the LeadsRx pixel is, over time, developing and cultivating their own walled garden identity resolution. It’s a protected system based on their own first-party data.



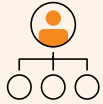
LeadsRx has built its own identity resolution over many years, now with more than 2 billion personas that are crucial to identifying paths to purchase.

THE LEADSRX IDENTITY RESOLUTION

Key points to know about the LeadsRx identity resolution:



- The identity graph is “purpose-built” for marketing analytics, which means it is employed automatically when needed to resolve identities across devices, browsers, and apps. No external mapping of data is necessary, and 100% of the data stays within the LeadsRx system.



- Any association of a consumer data (such as name, email address, etc.) with the LeadsRx graphing data comes only from consent-based, first-party data. This meets the rigorous requirements of many jurisdictions requiring opt-in user consent for data collection. Additionally, it aids in cookieless capture of customer journeys. By default, ALL data within the LeadsRx system is anonymous.



- Since matches are probabilistic in nature, the LeadsRx resolution assigns a “confidence level” to the match to determine a threshold that triggers use of the resolution data within analytic calculations. Marketers must decide what confidence they are willing to accept in attribution modeling. For example, a marketer may want to only use personas with a 50% or greater match. Or a marketer may, rightfully, desire a higher threshold.

The LeadsRx identity resolution is made up of personas – those could be one identifier or several that up that confidence level – providing reliable insight into paths to purchase. That’s what really matters. Think of it as a brand’s own garden of cultivated personas. Better yet, brands can continue to offer what their new and loyal customers come to expect – a great buying experience.

