Cross-Device Programmatic Platform

Extend your audience reach across devices

The Drawbridge Cross-Device Platform is a fully self-service product suite with a managed-service option that provides an accurate and transparent means of connecting with consumers across devices, and measuring results.

KEY DIFFERENTIATORS

Mobile and cross-device roots
Mobile and cross-device has been our DNA from the start, versus the legacy display platforms who have adopted mobile and cross-device strategies through building or acquiring technology.

Built on the leading cross-device graph
Our bidding and optimizing algorithms are built on top of the Connected Consumer Graph®, enabling our platform to make better decisions that result in more successful campaigns.

Third-party integrations intersected with our graph
We layer third-party data on top of our own cross-device data to deliver truly unique cross-device targeting and attribution solutions.

Best-in-class cross-device insights
Drawbridge has the leading cross-device insights suite, providing marketers with a holistic view of their consumers and helping them evaluate and optimize their media investment across all digital touchpoints.

1. The Multi-Screen Path to Purchasing, comScore, Inc., 2013)
Campaign Management and Targeting

Reach Over One Billion Cross-Device Connected Consumers

- Extend your proprietary first-party desktop or mobile data to reach consumers across all their devices.
- Leverage third-party interest, demographic, location, and contextual data from third-party providers, including BlueKai, Datalogix, eXelate, Factual and others.
- Target audiences with custom Drawbridge segments built with a combination of mobile and desktop usage data.
- Take advantage of consumer-level cross-device frequency capping, a unique capability for controlling brand exposure and avoiding ad fatigue.

Create and Manage Campaigns

- Build audience-focused cross-device marketing programs using an intuitive, step-by-step interface.
- Define specific targeting parameters and optimize to revenue goals, profit goals, or performance goals such as CPC, CPM, or CPI.
- Leverage standard IAB formats, including Rising Stars units, rich media (MRAID 2.0), VAST & VPAID video across desktop, mobile web, and in-app environments.
- Access mobile, desktop and connected TV inventory from major exchanges and private marketplaces.
Cross-Device Insights

The Drawbridge Cross-Device Insights suite gives marketers a complete view of the consumers they are reaching. These reports help marketers optimize their campaign spend, not just on a single platform, but across their entire digital reach.

**PATH TO CONVERSION**
Highlight the consumer journey across devices from first impression to conversion

**REACH AND FREQUENCY**
Measure cross-device reach, frequency, and overlaps

**MULTI-TOUCH ATTRIBUTION**
Understand cross-device attribution along the path to purchase

**CROSS-DEVICE ATTRIBUTION**
Understand view-through and click-through conversions across devices

**AUDIENCE INSIGHTS**
Identify profiles of users who see and interact with ads

**PERFORMANCE METRICS**
Up-to-the-hour cross-device performance metrics
Cross-Device Strategies

Drawbridge enables brands to reach consumers across devices in innovative ways. Drawbridge layers marketers’ own first-party customer data, Drawbridge cross-device data, and third-party partner data to drive efficient marketing campaigns across smartphones, tablets, desktops, and connected TVs.

CROSS-DEVICE RETARGETING

LOCATION EXTENSION

SEQUENTIAL MESSAGING

CONNECTED TV AMPLIFICATION

GLOBAL FREQUENCY CAPPING

TV COMPANIONING

FIRST-PARTY DATA EXTENSION

DEVICE, CONSUMER, OR HOUSEHOLD TARGETING
Customer Onboarding and Support

Dedicated Partner Manager as main point of contact

Rigorous training from our Head of Ad Operations

24-hour support at help.drawbridge.com

Access to Metamarkets dashboard for real-time metrics

Weekly status calls to review delivery and performance

Proactive optimization recommendations from the Platform Ops Team

"Drawbridge has a powerful platform that further adds to our ability to reach the right consumers across devices, and measure the success of campaigns for our clients around the world."

Libby Robinson
EMEA Managing Director

Reach out today to get started on the Drawbridge Cross-Device Platform

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