



# Cross-Device Measurement

Optimize the journey with a complete consumer view

## Establish

user identities via unique identifiers  
and algorithmic-driven matching

## Balance

accuracy of deterministic matching  
with scale of probabilistic methods

## Connect

desktop and mobile click and  
conversion activity to one another



## Measure

your key performance indicators  
and customer lifetime value

## Enhance

digital marketing campaigns  
and cross-device investments



## Scale cross-device identification

without relying on consumer login data



### Expansive Reach

Tap into the Drawbridge Connected Consumer Graph™ of more than 1.2 billion consumers probabilistically connected across more than 3.6 billion devices while benefiting from Kenshoo's access to nearly 90% of mobile advertising inventory.



### Validated Accuracy

Rely on Drawbridge's 97.3% accuracy rating from Nielsen at connecting consumers across devices.



### Seamless Activation

Simply deploy a lightweight on site pixel to activate the cross-device data and feed into Kenshoo.

