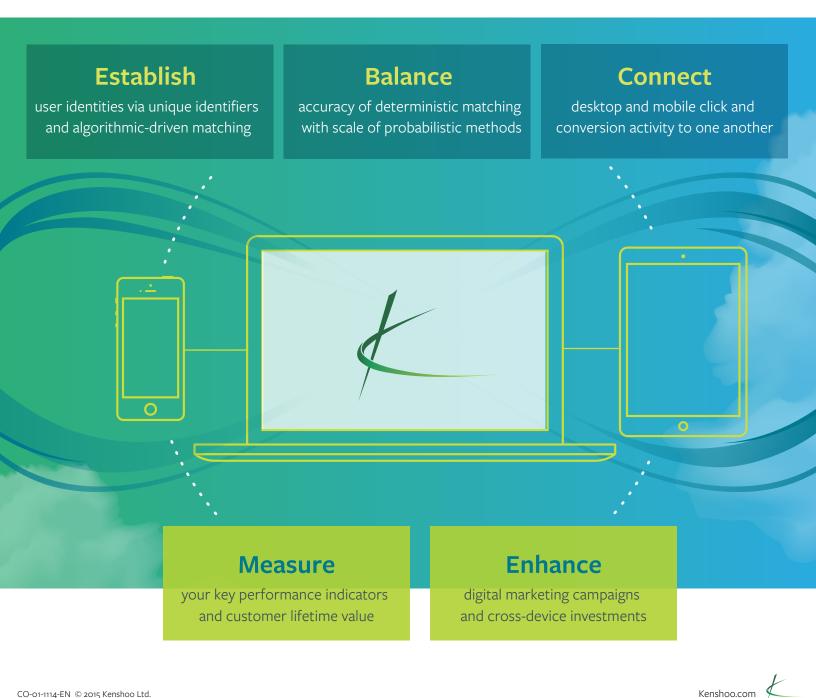


Cross-Device Measurement

Optimize the journey with a complete consumer view



Kenshoo + drawbridge

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.

