



Cast a wider net without sacrificing performance

ActiveID is your passport to cookieless programmatic advertising, built to power your reach and measure audiences anywhere in the world, across all browsers and digital channels.

We help you drive results. Whether you're running Display, Video, CTV, or DOOH, **ActiveID** ensures you connect with real customers in the right moments to drive genuine performance results.

- ✓ Mixes deterministic and probabilistic data.
- ✓ Uncovers new audiences that other programmatic solutions overlook.
- ✓ Combines real time data signals, 1st party integrations, and privacy-first technology.
- ✓ Keeps your campaigns scalable and measurable – **without relying on cookies.**



Unrivalled Reach on Safari & iOS

Run seamlessly across Safari and iOS, and all browsers, overcoming the limitations that your competitors face in cookieless environments.



Targeting that Evolves with the Market

Connect your custom audiences to Identity Graphs – reducing reliance on Google, Meta, and other restrictive platforms to access your insights.



Longer Attribution Lookback Windows

Extend your view beyond default windows and get a complete picture of customer engagement, revealing the true drivers of conversion over time.



Built for Worldwide Privacy Compliance

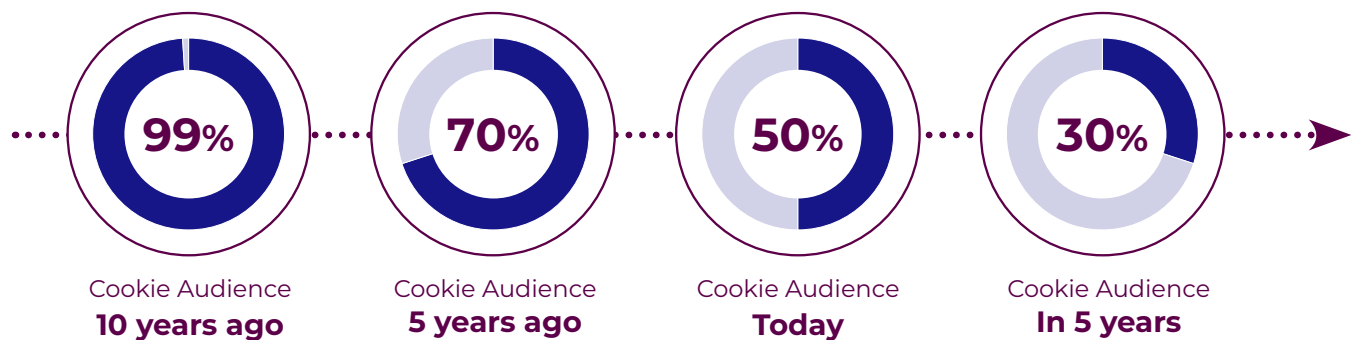
Full compliance with global privacy regulations – so you can advertise confidently, knowing your campaigns meet every standard, everywhere.



Unrivalled Reach on Safari & iOS

Engaging the right audiences is a big challenge. As third-party cookies disappear, it's becoming harder to connect with the right customers. **ActiveID** solves this by unlocking audiences across cookieless environments, so you can continue targeting effectively, even where others can't.

Access the audiences others can't reach as cookies deprecate



Cookieless Targeting Without Limits

Consistent Coverage

Effective at targeting audience segments across Safari, iOS, Firefox, and other cookieless browsers and environments.

Precision at Scale

Uses advanced cookieless signals and identity matching to build accurate, scalable audience segments.

ActiveID increases reach by average

52%

Increased Retargeting Pool

Engage users who were previously unreachable, allowing you to scale your retargeting audience efficiently.

Reduced Blind Spots

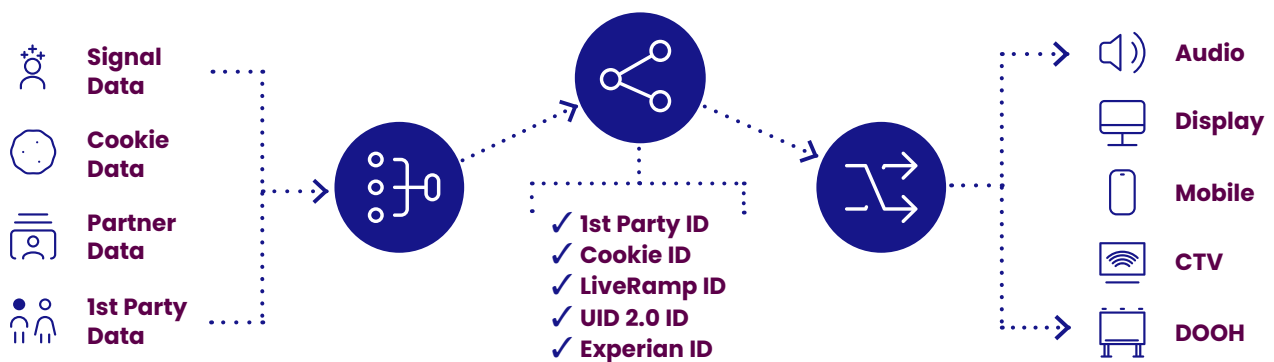
Uncover previously unknown users and customer segments to understand which channels and strategies drive success.



Targeting that Evolves with the Market

ActiveID isn't tied to a single identity provider or tech stack – it's adaptable, interoperable, and empowers smarter targeting decisions with full visibility and control. It unifies leading ID solutions, first-party data, and cookieless signals into one Identity Graph to then build your perfect audience segments for activation.

Customise and scale your audiences across the ecosystem in one place



Puts You Back in the Driving Seat

Graph-Enhanced Identity

Integrated with ID solutions like LiveRamp and UID 2.0 to increase match rates, expand reach, and improve accuracy.

Unify Audience Targeting

Ensures the consistency of campaign message by seamlessly targeting the same audience across every channel.

ActiveID Measures
ROI better than
DV360 by

2.9x

Custom Audience Creation

Build bespoke segments that blend your 1st party data with Crimtan's rich signals – activated across the media ecosystem.

Reduced Media Costs

Scale your audiences more efficiently by activating directly across channels, avoiding inflated CPMs and hidden fees.



Longer Attribution Lookback Windows

Platform default attribution windows distort media performance, missing longer consideration cycles and undervaluing key channels. **ActiveID's** extended lookback windows for post-view and post-click provide you with a clearer insight into the full impact of customer engagement.

ActiveID measures lifetime value 3.4x higher on average compared to cookies.



Understand How Customers Convert

Capture Long-term Engagement

Accurately attribute value to channels that impact customer decisions over weeks or months, not just days.

Understand Customer Journey

Gain deeper insight into each customer touchpoint and the interactions that drive eventual conversion.

ActiveID

lifespan
lasts over

365

days

Recognise Returning Users

Engage website visitors over a longer period – boosting retargeting efficiency that moves them towards conversion.

Uncover the Value of Media

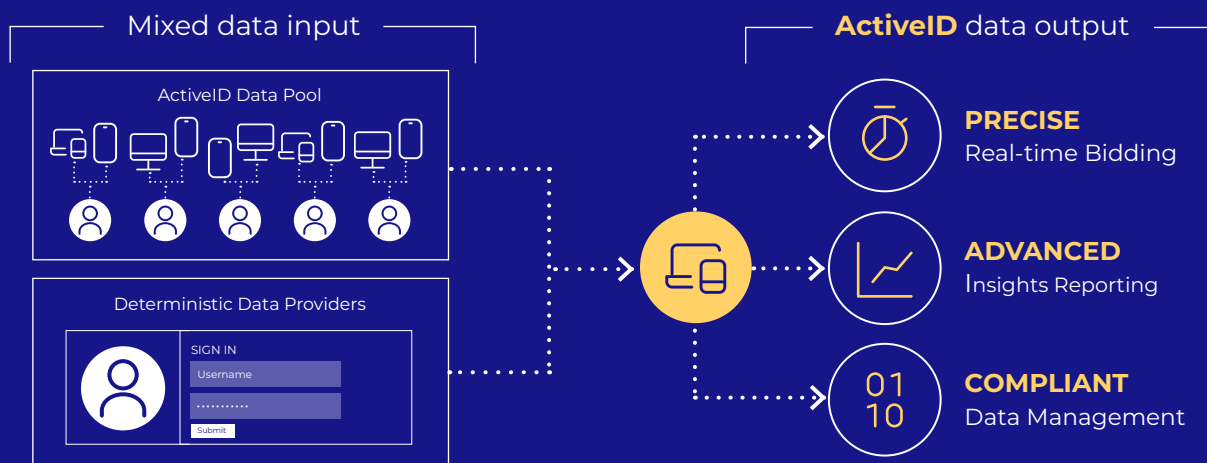
Confidently allocate budgets based on attribution data that accurately reflects long-term media effectiveness.



Built for Worldwide Privacy Compliance

Global privacy laws are tightening, and failure to comply puts you at risk. ActiveID is built privacy-first, giving you confidence that every audience is collected, activated, and measured compliantly – **anywhere in the world.**

A clever mix of Deterministic and Probabilistic data



Protection without Sacrificing Performance

Compliant by Design

Adheres to the strictest global privacy laws, including GDPR, CCPA, and others, ensuring you meet the highest standard.

Respects Customer Privacy

Build customer trust using ethical data collection practices, while maintaining effective targeting capabilities.

Future-proofed

Designed to remain compliant amidst evolving regulations, ensuring a reliable foundation for targeting practices.

Protects Your Brand

Safeguard brand reputation and avoid costly compliance mistakes with a privacy-first solution.

Get in touch to see how **ActiveID** can improve the efficiency of your targeting and measurement in a cookieless world.



Contact us to find out more:

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