RADIUMONE™
Cross-Device Marketing

Trace the Consumer Journey Across Devices

How do you keep up with your customers and prospects? The average US consumer uses at least four web-connected devices*, and marketers struggle to track and reach them at the right time. RadiumOne Cross-Device Marketing helps marketers match people to devices by connecting consumer engagement signals across paid, earned, shared and owned channels. By partnering with RadiumOne, marketers can:

Identify users and follow their paths of engagement across devices

Reach those consumers at the right time, regardless of which device they're using

Avoid over-saturation and wasted media spend

Leverage cross-device identity data to link additional devices to each user

Increase ad exposure across screens to drive conversions and enable in-depth reporting

Benefits of RadiumOne Cross-Device Marketing

Insights: Baseline the cross-screen exposure of your audience to determine the right marketing strategy, and view device usage and performance lift as campaigns are completed.

Scale: Maximize impression opportunities and expand your target audiences with matched device and cookie IDs.

Performance: Improve the results of your marketing strategies by adding cross-device matches and insights generated by campaigns to the RadiumOne cross-device data warehouse.

Case Studies

Fashion Retail

Conversion Lift

A fashion retailer powered a highly successful direct response campaign targeting consumers across devices. The cross-device audience conversion rate (CR) was **3x higher** than the CR for mobile by itself, and **40% higher** than for desktop by itself.

Travel

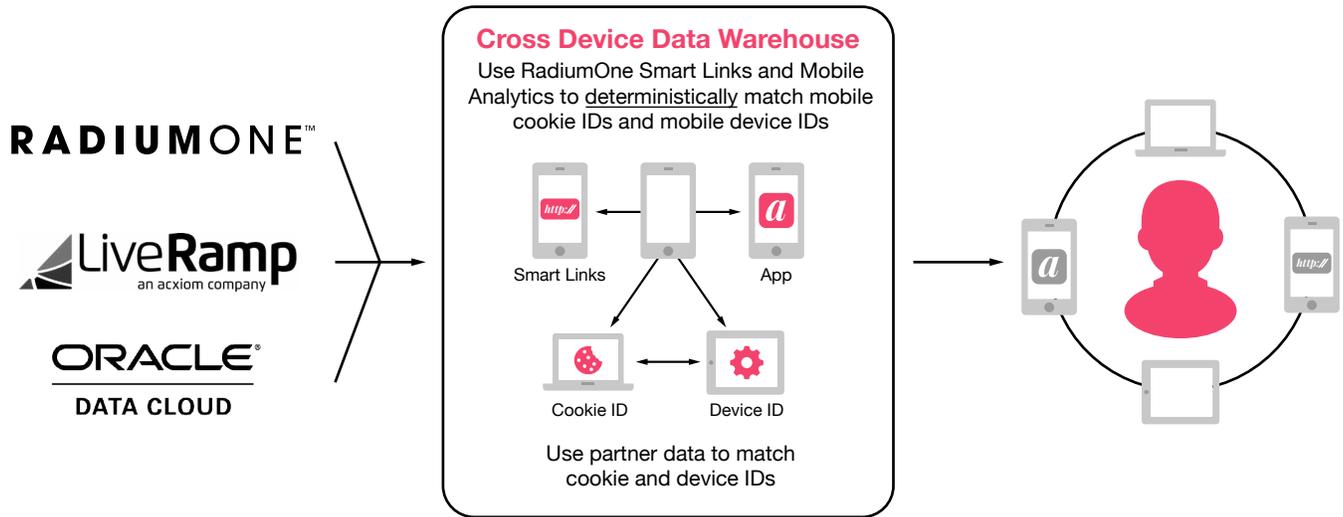### Informed Media Decisions with Attribution Reporting

An awareness campaign for a travel and hospitality brand started as desktop-only, but shifted to mobile+desktop after attribution reports showed that the mobile CR was **70% higher** than desktop, and that **>50%** of conversions came from mobile. The mobile line CVR was **70% higher** than the display line CVR.

*Forrester Research, "State of Consumers and Technology: Benchmark 2016, US"

How RadiumOne Cross-Device Marketing Works

① App and web engagement data is gathered from RadiumOne's Analytics tools and ad platform, as well as 3rd-party partners

② Matches between anonymous user IDs and devices are generated

③ Users are identified and targeted in real-time across screens and platforms

RADIUMONE™

LiveRamp
an acxiom company

ORACLE®
DATA CLOUD

Cross Device Data Warehouse
Use RadiumOne Smart Links and Mobile Analytics to deterministically match mobile cookie IDs and mobile device IDs

Smart Links   App

Cookie ID   Device ID

Use partner data to match cookie and device IDs

Deterministic Matching with RadiumOne Smart Links and Mobile Analytics

Used together, RadiumOne's Smart Links and Mobile Analytics SaaS tools help marketers drive users to in-app content and analyze the resulting engagement at a granular level.

User Flow

When users click on a deep link from web or social channels, RadiumOne links their cookie IDs to device IDs in the destination app, which establishes deterministic matches.

Step 1
User clicks on mobile web link directing them to brand's app

Smart Links captures mobile web cookie ID

Step 2
App is opened

Mobile Analytics captures device ID

Step 3
One-to-one matching: cookie ID and device ID are linked

To learn more about RadiumOne's Cross-Device solution, contact us at:

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