



Media Source
SOLUTIONS

Cross-Device Data



Reach Your Audience No Matter Which Digital Device They're Using

According to Google, 90% of people use more than one device during the buying journey, with 67% of these moving from screen to screen while shopping.

Marketers need to devise an omnichannel marketing strategy to ensure their marketing messages are consistent across all devices.

This is where Media Source Solutions can help. We can provide marketers with accurate and scalable audiences across multiple devices for targeted cross-device marketing campaigns and your identity graph.

Our cross-device universe includes:

- **1B** Cookies
- **89 MM** CTV IDs
- **100 MM** HEMS a day
- **240 MM** MAIDs a day
- **400 MM** IP addresses.

Why Cross-Device?

→ Increase Reach

Reach consumers across a variety of digital channels

→ Reduce Waste

Stop marketing to consumers who have already converted on a different channel

→ Improved Marketing

Run a multi-channel campaign with consistent marketing messages



Media Source
SOLUTIONS



For more information, contact Michele Volpe:

mvolpe@mediasourcesolutions.com

561-504-2699