

# 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:

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



## Why Do You Need A Cross-Device Strategy?



### 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

## Try Our Cross-Device Data Today

No matter what digital data you're looking for, talk to us today about your needs.



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