Media Source
SOLUTIONS

If nearly **3/4ths** of all programmatic ad dollars are now spent on mobile devices and **87%** of all consumer time on mobile is spent in-app, **where are your ads being seen?**

Make way, Cookie.
It's time for a new identity.

It's a known fact. Cookies don't work in mobile applications but MAIDS are happy to do the job! MAIDs, or Mobile Ad Identifiers, are a series of numbers unique to every mobile device that provide a safe, easy and reliable way to reach your intended audience where they spend most of their time.

- MAIDs have a **longer lifespan** than cookies.
- MAIDs **can't be blocked** with ad blocking tools as easily.
- MAIDs **minimize ad fraud.**
- MAIDs are **universal** across applications and...
- MAIDs **don't require any onboarding!**

Get the accuracy and reach you need with MAIDs from Media Source Solutions.

Already using MAIDs? Great.
Think all MAIDs are created equal? Better think again.

Many data companies offer MAIDs. But not all data companies apply the same checks and balances we do at Media Source Solutions to ensure the accuracy of each ID. When matching offline data to MAIDs, we layer in a **combination of PII data, hashed email addresses (HEMs) and age-related data**. It's only through this enriched view that we're then able to triple-check the accuracy of every MAID provided.
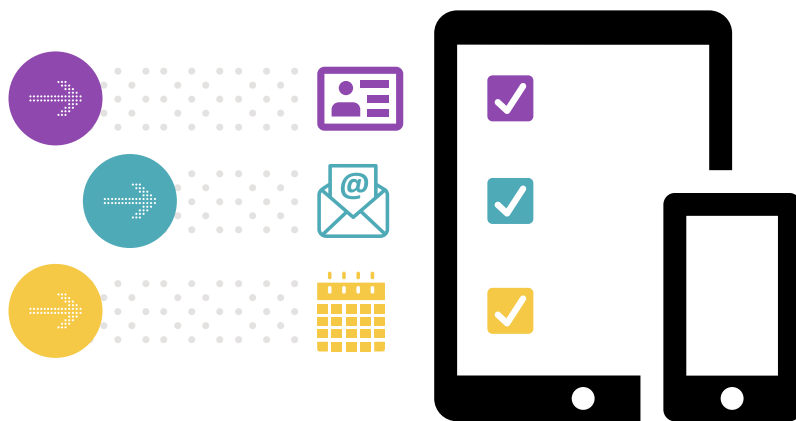
So what does this mean for you as a media buyer?
With MAIDs from Media Source Solutions, you can expect:

- Better match rates due to more validation processes
- Better targeting via additional demographic selects
- Greater confidence in reaching the right consumer with the right message

Take your CRM targeting to the next level.
Ask about our data appends and installs!

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