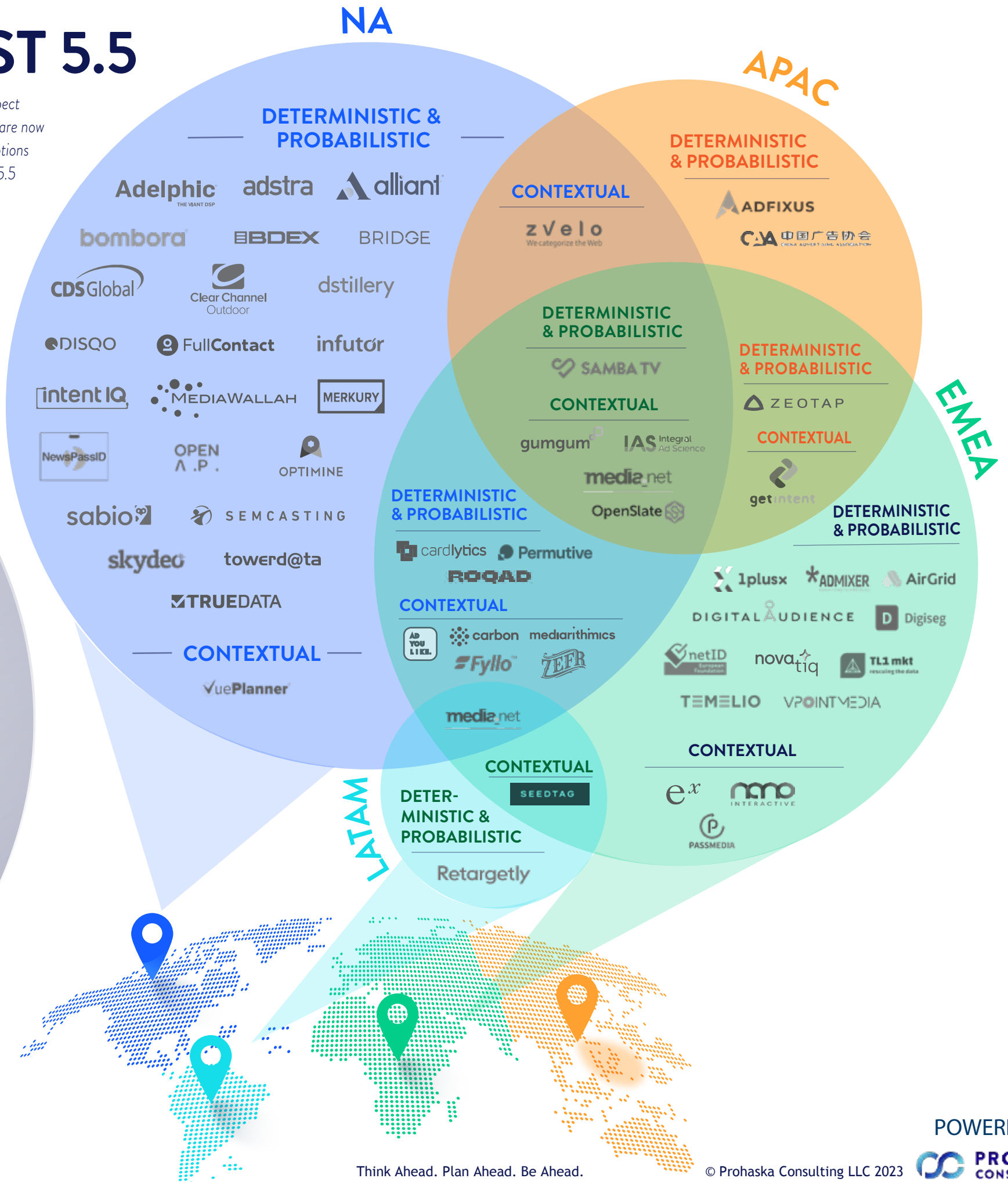


THE IDENTITY PARTNER LIST 5.5

As third-party cookies continue to be eliminated, CMOs face increasing pressure to meet new compliance requirements and respect their customers' data, all while driving the same or greater results and revenue as they have in the past. Identity-based solutions* are now a required investment and targeting goals are best achieved by combining proprietary data with deterministic and probabilistic options (multiple partners are needed as no single one scales to 100%) and enriching with contextual solutions. The Identity Partner List 5.5 from Prohaska Consulting categorizes leading regional and global** solutions providers across all three categories to help brands gain a better understanding of the post-cookie identity and targeting landscape.



*Companies that aggregate and manage passing of IDs (i.e., Identity Hubs) are removed from this list.

**The IPL defines "Global" as having a presence in all 4 regions

Think Ahead. Plan Ahead. Be Ahead.

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