

identifiers matrix.

this document provides the descriptions of the various identifiers in the Australia market, including an ID Matrix of the 20 most popular solutions

descriptions for the identity providers matrix.

This **matrix** of ID providers has been collated and completed by the IAB Australia Data Council. An explanation of each of the columns and the information they contain is below:

Provider

which entity owns the ID solution?

ID Solution

what is the product name of the ID solution, offered by the provider?

Consent Type

what is the relationship to the entity that has gathered consumer consent for the utilisation of these signals (i.e. is it a first, second and/or third party relationship)?

Data Sources

from where the data is sourced and what is the status of ownership?

Availability and Addressability

how, or within which types of activation platforms, is the solution made available for the purposes of addressability for the purposes of digital marketing?

Base Identifiers

from which types of identifiers are these solutions built upon?

Interoperability

is this solution interoperable with other identity solutions in-market?

Prerequisites

are there any requirements, limitations or considerations for potential customers that are reviewing this solution?

identity providers.

Provider	ID Solution	Data Sources	Base Identifiers	Consent Type	Availability and Addressability	Interoperability	Prerequisites
Criteo	Criteo Graph	Global publishers, advertisers & data suppliers	Probabilistic & deterministic data	1st, 2nd & 3rd party	Yes, via Criteo Media Platform	Yes via RampID & Unified ID 2.0	Participation in Criteo's First-Party Data Collective
Equifax	IXI	Financial partners & data suppliers	Hashed emails, financial transactions, phone numbers & postal addresses	1st, 2nd & 3rd party	Yes, via all major DSPs & SSPs	Interoperable with most global identifiers	Strict prevetting process
Experian	MarketingConnect	Financial partners & data suppliers	Hashed emails, financial transactions, phone numbers & postal addresses	Authenticated & consensual 1st party	Yes, via all major DSPs & SSPs	Interoperable with most global identifiers	Strict prevetting process
Eyeota	Eyeota	Global publishers & data suppliers	Probabilistic & deterministic data	1st, 2nd & 3rd party	Yes, via Eyeota Translate	Yes, via Eyeota Translate	Must have a common identifier within any datasets
Google	Customer Match	Owned & Operated	Hashed emails, phone numbers & postal addresses	Authenticated & consensual 1st party	Search, the Shopping tab, YouTube, Gmail and Display	TBC	All Customer Match customers are vetted with very clear requirements
ID5	ID5 Universal ID	Global publishers	Probabilistic & deterministic data	1st, 2nd & 3rd party	Yes, via all major DSPs & SSPs	Via Unified ID 2.0	Can meet GDPR compliance requirements
InMobi	UnifID	Global publishers & data suppliers	Probabilistic data	2nd & 3rd party	Yes, via all major DSPs & SSPs	Via Unified ID 2.0	Ability to sync
Lifesight	Lifesight CIP & Life ID	Global publishers, financial partners & data suppliers	Probabilistic & deterministic data	2nd & 3rd party	Yes, via all major DSPs & SSPs	Via Unified ID 2.0	Ability to sync

identity providers.

Provider	ID Solution	Data Sources	Base Identifiers	Consent Type	Availability and Addressability	Interoperability	Prerequisites
LiveRamp	ATS & RampID	Global publishers & data suppliers	Hashed emails	1st, 2nd & 3rd party	Yes, via all major DSPs & SSPs	Interoperable with most global identifiers	Publishers must have access to user authentications
Lotame	Panorama	Global publishers & data suppliers	Probabilistic & deterministic data	1st, 2nd & 3rd party	Yes	Interoperable with most global identifiers	Ability to sync
Meta	Facebook Custom Audiences	Owned & Operated	Hashed emails, phone numbers & postal addresses	Authenticated & consensual 1st party	Only across owned & operated	TBC	All Custom Audiences customers are vetted with very clear requirements
Near	Proxima	Global publishers + online & offline data partners	Hashed emails, phone numbers and home address	1st, 2nd & 3rd party	Yes, via Near Allspark	Yes, via Near Allspark	Must have a common identifier within any datasets
Oracle Data Cloud	Oracle ID Graph	Global publishers & data suppliers	Probabilistic & deterministic data	1st, 2nd & 3rd party	Yes, via all major DSPs & SSPs	Via Unified ID 2.0	Ability to sync
Unified ID 2.0	Unified ID 2.0	Global publishers	Hashed emails, which are encrypted via a tokenization solution	Authenticated and consensual 1st party	Yes	Interoperable with most global identifiers	Must agree to abide by UID2 ecosystem terms. Source code donated by The Trade Desk
Yahoo	ConnectID	Owned & Operated	Hashed emails, tokenized	1st, 2nd & 3rd party	Yes, via Yahoo Preferred Network (prev 'Gemini') + Yahoo DSP & SSP	Interoperable with most global identifiers	Publishers or brand must have mechanism for gathering user emails

media agency solutions.

All the major media agency holding groups are looking to provide end-to-end data and identity solutions to their clients, and ultimately want to ensure that they can also enable privacy-safe data integrations with other platforms and ad-tech companies.

These solutions are either as a result of in-house development or acquisitions – and some examples of these are below. Please contact the relevant media agencies for more information on the related capabilities and how they may be able to help.

Provider	ID Solution
Dentsu	Merkle M1
GroupM	Choreograph ID
IPG	Kinesso (based upon Acxiom)
Omnicom Group	Omni ID
Publicis / Epsilon	Epsilon People Cloud / CORE ID

other global providers.

Adara

Britepool

IRI

Salesforce

Throtle

Adstra

Crimtan

mParticle

Semcasting

TrasUnion

AlikeAudience

Datonic

Media Wallah

ShareThis

Treasure Data

Amperity

DigiCenter

Neustar

SirData

TrueData

Audience Project

FullContact

OneData

TailTarget

Valassis

BiGDBM

Infutor

Retargetly

The ADEX

Weborama

Zeotap

thankyou.