



## Client:

Client, one of top 4 global digital ad agencies, is focused on creating data-driven solutions, maximizing the impact of traditional and addressable media.



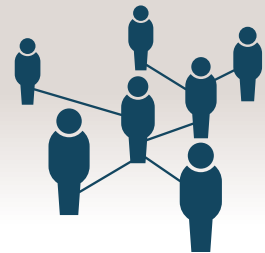
## Problem:



As part of their global strategy, agency wanted to decrease reliance on their identity and onboarding partner to increase control and differentiation while decreasing costs.

## Solution:

- Adstra worked with client engineering teams to deliver the foundation for their internal identity graph solution.
- Adstra provides:
  - Full terrestrial identity graph
  - Full digital identity graph
  - Daily raw log files for continuous updating
  - Integration of DSP IDs



## Impact:



- Solution enabled lift in IDs into the Trade Desk by 50%
- Solution enabled client to launch an internal identity solution for all agency divisions in three months.

**+50%**  
Lift into TTD