Creating the Whole Person Picture with the Help of Mobile Advertising IDs

At FullContact, we believe that people are more than ones and zeroes, more than what they click or don't click. They're more than just fragmented identifiers.

Our whole-person Identity Graph provides both personal and professional attributes of an individual, as well as online and offline identifiers. These can include names, physical addresses, phone numbers, social IDs, email addresses, and Mobile Advertising IDs (MAIDs).

What is a MAID?

A MAID is a unique, anonymous alphanumeric identifier that iOS or Android assigns to each mobile device.

MAID Type	Description	Example ID
IDFA	iOS Identifier for Advertising	BCDE4299-01DT-98TC-D3F4-P%7263876209
AAID	Google Advertising ID for Android	28757bwa-bd67-6d1c74bb-ae-4d19ab5d34

MAIDs were built for the marketing and advertising community, and are tied to an individual mobile device, which makes them precise in identifying specific people. Marketers use MAIDs to improve customer experiences by targeting audiences, usage tracking, and mobile behavioral tracking.

Like cookies, they connect activity back to a real person. And because they're tied to an individual device, MAIDs can be an input for FullContact's Identity Resolution to access the whole person.

INDIVIDUAL
Age, Gender, Occupation...

LIFESTYLE
Hobbies, Interests...

FINANCIAL
Wealth, Income, Credit...

HOUSEHOLD
Children, Home Type...

LOCATION
Neighborhood

COHORT
Millennials, Senior Citizens...

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PRE-AUTHENTICATED ANONYMOUS ID
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PROFESSIONAL
Occupation, Title, Photos...

AUTOMOTIVE
Type, Model, Year...

TRAVEL
Loyalty, Luxury...

SHOPPING HABITS
Catalog, Mail, Online...

PURCHASE
Beauty, Health, Electronics...

COMPANY
Website, Logo, Employee Count...

FullContact

There are Endless Use Cases when Leveraging MAIDs

Amplify Your Media From Channel to Channel

If you have a postal mailing list, name & address, or email opt-in file of engaged prospects and customers, and you'd like to advertise to them through multiple channels, we can amplify your media reach and results. We provide you with additional identifiers, MAIDs and beyond, for you to activate on any platform.

Personalize the Customer Experience

If customers use their email to sign up for your monthly newsletter, you can enrich with MAIDs (as well as additional attributes) to personalize your mobile messaging and segment your marketing campaigns to increase conversions and improve your customer experience.

Suppression

As you advertise to potential prospects, you don't want your already profitable customers seeing that same messaging. We can provide the MAIDs of your favorite customers to suppress advertising, avoiding inappropriate messaging and creating a consistent and highly-tailored brand experience.

Consolidate and Connect

When you collect MAIDs, we can help you connect and consolidate the customer data from your CRM, allowing you to speak to your customers in an omnichannel fashion to streamline and improve your customer engagements.
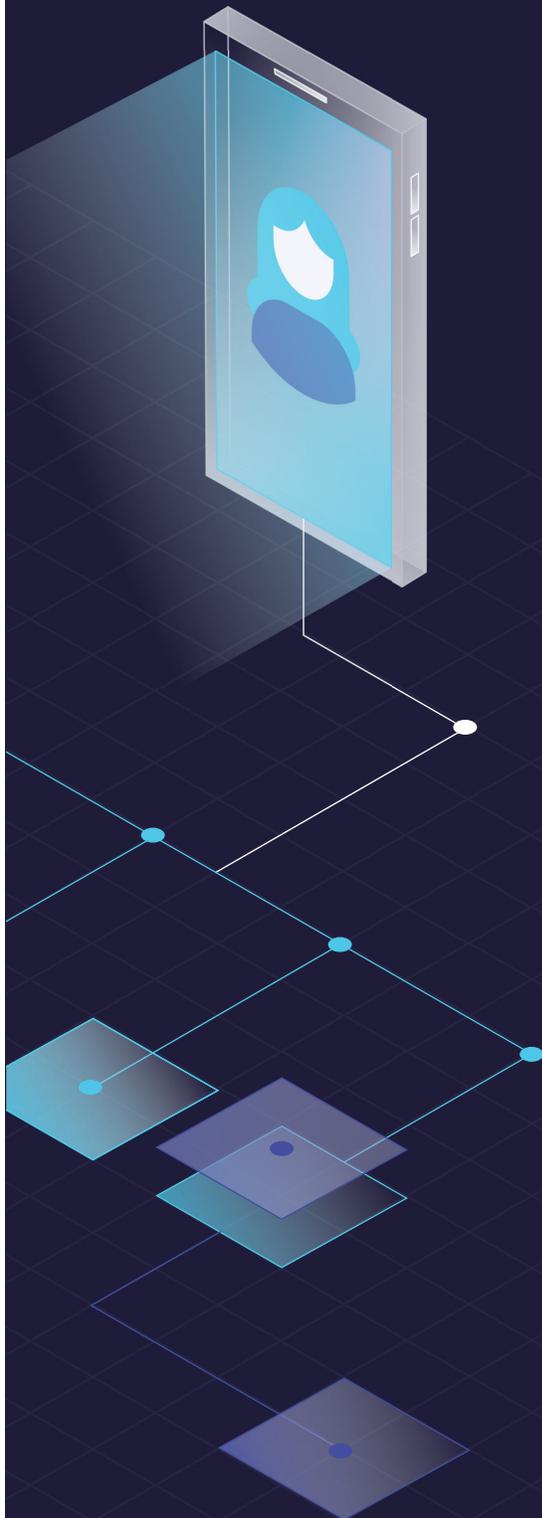
Confused About the Difference Between MAIDs and Cookies?

It's not one-to-one, but you can think of a MAID like a cookie for a mobile device. As third-party cookies are in decline, they're ever-changing, and lack of specificity, MAIDs are a better alternative.

	Cookie	MAID
Average Lifespan	7 days	7-8 months
In-App Advertising	No	Yes
Continuous Sync Required?	Yes	No
Set By	Websites, Publishers, Ad Networks, and Users	Operating System
Tracking Level	Browser	Individual

So what does the table above actually mean? Cookies are set by websites, publishers, and ad networks that need to continuously sync with DSPs and DMPs to triangulate an individual. Adding to the sync requirements, the lifespan of cookies is an average of 7 days. Since MAIDs are set by the operating system (not the browser), they're common across all application publishers. So there's no need to perform a sync, which can slow down identifying your customers and data collection. On top of that, the lifespan of a MAID is 7-8 months on average, keeping a persistent ID across and within a device.

Because MAIDs are tied to individual devices and cookies are tied to browsers, cookies are more likely to have inaccurate or misrepresented data. Being connected to a specific device also means that you have the ability to enrich MAIDs with additional insights, allowing you to segment and drive more personalized mobile ad campaigns. Not only are cookies unable to be enriched, but they also can't track mobile in-app usage, which is where consumers spend the majority of their time when using a device.

FullContact

We provide person-centered Identity Resolution to improve your customer interactions with simple, real-time API integration.

Real People

Gain unparalleled recognition and insights by mapping fragmented identities into a persistent PersonID with our person-first identity graph. Map data across your enterprise and your media ecosystem.

- **275 Million** U.S. Whole Person Profiles
- **50+ Billion** Individual Omnichannel Identifiers
- **70,000+** Ethically-Sourced Personal & Professional Attributes on Every U.S. Consumer
- **928 Million** Digital Identifiers, Including Mobile Ad IDs & Hashed Emails

Real-Time

Increase your conversions and improve the lifetime value of your relationships by recognizing your customers as they engage with your brand.

- **40 Millisecond** Response Time
- **30+ Million** Updates Per Day

Real Control

Build competitive differentiation by taking control of your customer experience and leveraging the portability of our persistent identity layer embedded across your enterprise.

Your data is your data—it's never commingled or added to our graph, and you have total control over who has access to it, as well as the confidence levels of identity matching. Our Private Identity Cloud secures your data and reduces risk, all in a privacy-compliant manner.

- **SOC2 Type II** Compliant

If you're interested in learning more about FullContact, talk with an expert at fullcontact.com/contact