

# Household targeting and measurement for the post-cookie world.

**Audience segmentation using traditional methods is a challenge.** Behavioral data is flawed. Intent signals are unstable and inaccurate. Deterministic, 1st party data lacks scale.

Digiseg solves this with scalable, stable audience data using a highly predictive identifier... the household.

## Advantages of Digiseg Audiences



Tracking-free and truly private (no PII/personal data).



Extremely scalable - up to 80% of all impressions recognized.



Cross-channel including, CTV, in-game and digital audio.



Reach anonymous & incognito browsers Safari, Firefox and Chrome.

**Target where buying decisions are made: the household.**

Digiseg segments entire countries into 100-500 household neighborhoods, layering on statistical data about home type, life stage, household income and more.

**Digiseg does not use cookies or any other deterministic identifiers, UUIDs, MAIDs etc.**

## The Digiseg Methodology

1

### Calculate IPs

We start by mathematically producing all possible IP Addresses in a given country. No data is collected.

208.67.222.222  
208.67.222.223  
208.67.222.224  
208.67.222.22X

2

### Locate IP

Digiseg uses probabilistic geo-position to link IP addresses to neighborhood characteristics.



3

### Create Maps

We then match offline data from national statistics offices with digital geolocation, building small neighborhoods of 100-500 households that share similar statistical attributes.



4

### Privacy first

Once the households are located and the neighborhood-based characteristics are applied, we discard the location information, leaving only IP addresses associated with household characteristics.